

Chapter 05

## What You Can Learn From Your Customer's Customer

TheCaseSolutions.com

Taufique Hoque Ashique

TheCaseSolutions.com

Roll: 113

Market-Driven Strategy: Market  
Sizing and Learning Process





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Market-Driven Strategy Market Sensing and Learning Process

Market-Driven Strategy: Market driven strategy is one of the customer focus of the organization that captures the market's needs and organizes the system and process in that manner. By observing the changing market conditions, the organization needs to keep pace with the market conditions. Market like P&G and HUL has always been successful in their market-oriented operation which is an outcome and a primary for achieving superior customer value.

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# Market-Driven Strategy Market Sensing and Learning Process

**Market Driven Strategy:** Market driven strategy is one of the common traits of the organizations that possess the ability to sense and respond to events and trends in their markets. By choosing this strategy, an organization works to keep pace with the market condition. Brands like P&G and Nokia has always been illustrating their market-oriented operation which is a culture and a process for achieving superior customer value.

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