



Introduction

- Intro: Small and medium size enterprise
- Strategic: Corporate innovation

outline

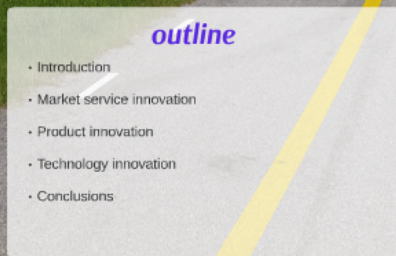
- Introduction
- Market service innovation
- Product innovation
- Technology innovation
- Conclusions

Marketing innovation of small and medium sized enterprise

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Introduction

- Area: Small and medium size enterprise
- Special topic: Enterprise innovation

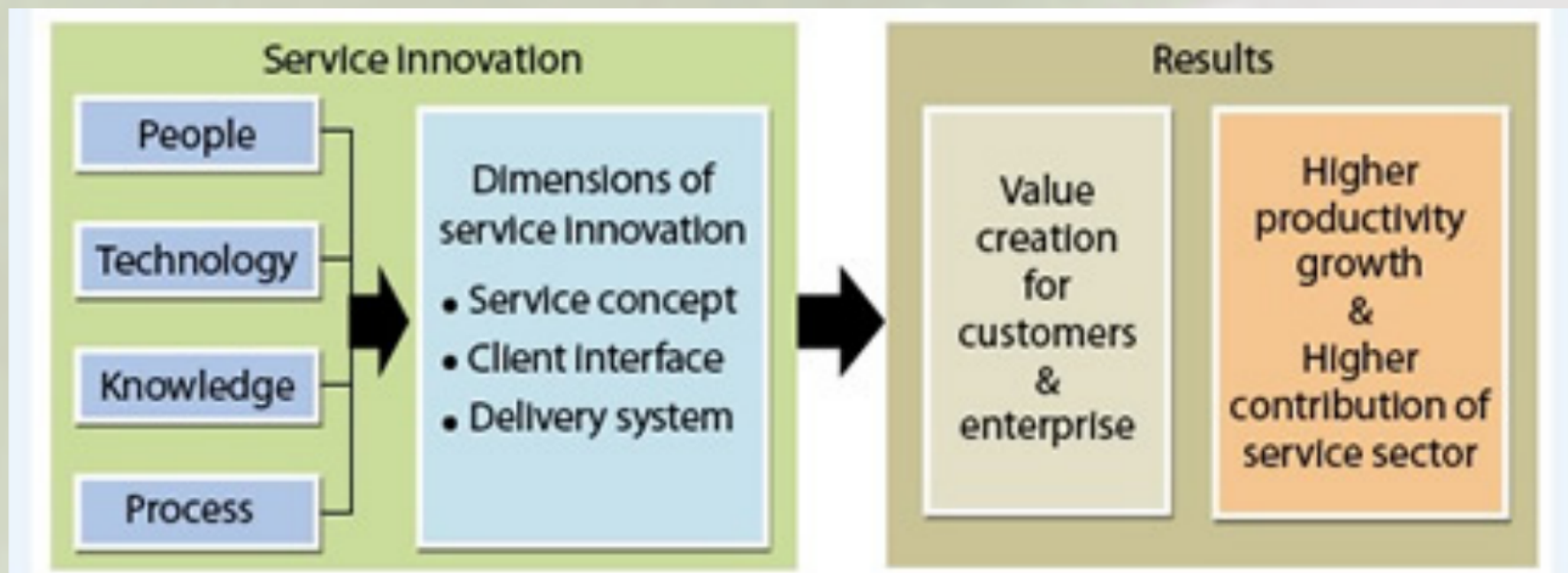
Market service innovation

what kind of customers enterprise need?

which service will be accepted by customer?



Market service innovation



Product innovation

- product supererogation
- product characteristic

