

## **Relationship between Marketing and Production**

- Unfortunately, many people look upon those who are engaged in the many marketing jobs, such as grading, transporting, storing, arranging for the transfer of title and advancing and collecting credit, as being parasitic on those who really “produce” the goods.
- Farmers often decry the “profits of middlemen” because they think that farmers alone produce the food that people eat.
- Of course, we realize that they produce only the raw materials from which the consumers’ food is finally made e.g fish meal. The contributions of packers, truckers, and processor are needed for fish meal production.
- Economists have defined production as the creation of utility that is the process of making useful good and services.
- The fishers who produce fish meal adds form utility. The processor who carried out the processing also adds form utility. They are the form of raw materials and create something useful. The rail, road or trucker adds place utility by moving the fish from landing site to the packing plant and then after processing moves to wholesalers, retailers and finally to consumers. The product is more useful because of the activities of these agencies in getting the production to where it is most desired.
  
- The utilities created in the productive processes are further classified into form utility, place utility, time utility and possession utility.
- the processor may freeze some of the fish production for later use. The fish is more useful by being held form periods of relative plenty to periods of relative scarcity. Time utility is added to the production. The cold-room sellers add time to production.
- The people that use their efforts transporting the fish and fish production to those who could better use it, add possession utility
- Most people accept the activities of the farmers and fishers and manufacturers as being productive. They create visible changes in production.
- Marketing creates time, place form and possession which the goods and services produce. It arranges for production and making goods available at the right time, in the right place and form.
- Marketing embraces all the activities relating to the production itself. These activities include the pricing, distribution, promotion, research and sales forecasting.
- Marketing covers all business functions including production in its broadest sense, it covers also all production decision. It constitutes a bridge between production and consumption