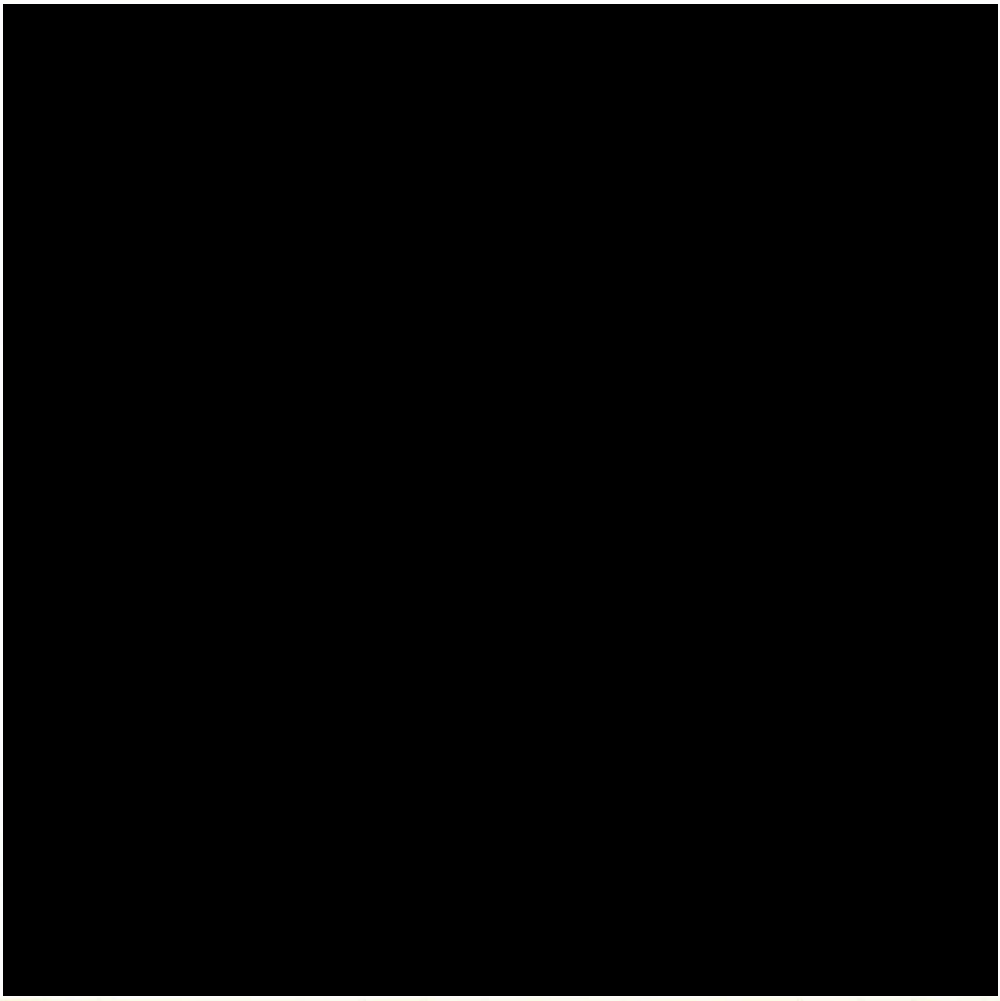

Ward, Peter. E

LA DYNAMIQUE DE LA POLITIQUE DES PRODUITS

(Dynamics of Product Policy)

"Revue Française du Marketing" (France), No. 24, 3rd Quarter, 1967, pp. 3—24, 6 fig.

The first objective when preparing the general plan of an enterprise consists in defining its mission. Once set, the mission of the enterprise — which must be known to the entire personnel — becomes the keystone in accomodating a policy of the products meant to be successful.

The policy of the products (or, globally, the general policy of the enterprise) can be defined as being a function of management, regard-

ing the development of the enterprise, using as basic elements its effective assets, resources and experience in view of continuously and systematically adapting them in relation to the evolution of the market. The means of adapting the enterprise to the ambient medium consists in: 1) systematically and continuously preparing the future; 2) using the existing equipment to the utmost; 3) securing a close connection with the market; 4) reaching decisions with regard to the products in the shortest time; 5) using any unforecast opportunity that might arise.

