

MULTILINGUAL GLOSSARY FOR BBR		
ENGLISH	ISIXHOSA	AFRIKAANS
Action programmes - Action programmes should be coordinated with the resources and activities of other departments, including production, finance, purchasing, etc.	linkqubo zokusebenza - Ezi nkqubo mazilungelelaniswe nezinto ezikhoyo kunye nezenziwayo ngamanye amasebe, kubandakanywa isiveliso, imali, intengo, njalo njalo.	Aksieprogramme - Aksieprogramme moet met die hulpbronne en aktiwiteite van ander departemente, insluitend produksie, finansies, aankope, ens., gekoördineer word.
Adapted marketing mix - An international marketing strategy for adjusting the marketing-mix elements to each international target market, bearing more costs but hoping for a larger market share and return.	Umxube worhwebo olungelelanisiweyo - Ubuchule borhwebo bamazwe ngamazwe bokulungelelanisa amasolotya omxube worhwebo norhwebo lwamazwe ngamazwe ekujoliswe kulo. Oku kuneendleko zako, kodwa ithemba lelokuba isabelo sorhwebo siza kuthi xhaxhe kwakunye nengeniso	Aangepaste bemarkingsamestelling - 'n Internasionale bemarkingstrategie vir die aanpassing van die elemente van die bemarkingsmengsel vir elke internasionale teikenmark, wat meer kostes dra, maar hoop om 'n groter marktaandeel en -opbrengs te ontvang.
Administered VMS - A vertical marketing system that coordinates successive stages of production and distribution, not through common ownership or contractual ties, but through the size and power of one of the parties.	Isixokelelwano sorhwebo - Silungelelanisa amanqanaba alandelelanayo esiveliso kunye nosasazo; hayi ngenxa yokwabelana ngobumnini. Kwenzeka ngenxa yobukhulu namandla omnye wabo babandanyekayo.	Geadministreerde Vertikale Bemarkingstrategie (VBS) - 'n Vertikale bemarkingstelsel wat opeenvolgende stadiums van produksie en verspreiding koördineer, nie deur gemeenskaplike eienaarskap of kontraktuele bande nie, maar deur die grootte en mag van een van die partye.
Adoption process - The mental stages of an individual from first hearing of a new product to finally adopting it.	Inkqubo yokwamkela - Amanqanaba asengqondweni yomntu, ukususela ekuqaleni kokuva kwakhe ngesiveliso esitsha kuyoqhina ekuyamkeleni ekugqibeleni.	Aanvaardingsproses - Die sielkundige stadiums van 'n individu vandat hy/sy van 'n nuwe produk hoor tot waar dit uiteindelik aanvaar word
Advertising agency - A marketing services firm that assists firms in planning, preparing, implementing and evaluating all or portions of their advertising programmes.	Ijelo lokwazisa - Ifemi yeenkonzo zorhwebo encedisa iifemi ekuplaneni, ekulungiseleleni, ekuphumezeni nasekuxabiseni zonke iinkqubo zokwazisa, okanye inxalenye yazo.	Reklame-agentskap - 'n Bemarkingsdienstefirma wat firmas bystaan in die beplanning, voorbereiding, inwerkingstelling en evaluering van hul reklameprogramme in geheel of gedeeltes daarvan.

Advertising budget - The rands and other resources allocated to a product or firm advertising programme.	Ibhajethi yokwazisa - Iirandi namanye amancedo abelwa isiveliso okanye inkqubo yokwazisa ifemi.	Reklamebegroting - Die hoeveelheid geld en ander hulpbronne wat aan 'n produk of firma se reklameprogram toegewys is.
Advertising media - The vehicles through which advertising messages are delivered to their intended audiences.	Amajelo okwazisa - Izixhobo zokwazisa imiyalezo yokwazisa kwabo kujoliswe kubo.	Reklamemedia - Die instrumente waardeur reklameboodskappe aan hul teikengehore gelewer word.
Advertising objective - A specific communication task to be accomplished with a specific target audience during a specific period of time.	Injongo yokwazisa - Umsebenzi owodwa wonxibelelwano omele ukugqitywa neqela elilodwa ekujoliswe kulo ngexesha elilodwa.	Reklame-oogmerk - 'n Spesifieke kommunikasietaal wat by 'n spesifieke teikengehoor tydens 'n spesifieke tydperk verwesenlik moet word.
Advertising strategy - The strategy by which the firm accomplishes its advertising objectives. It consists of two major elements: creating advertising messages and selecting advertising media.	Ubuchule bokwazisa - Ubuchule ethi ngabo ifemi iphumeze injongo zayo zokwazisa. Bunamacandelo amabini aphambili : ukwenza imiyalezo yokwazisa nokukhetha ijelo lokwazisa.	Reklamestrategie - Die strategie waardeur die firma sy reklame-oogmerke verwesenlik. Dit bestaan uit twee hoofelemente: die daarstel van reklameboodskappe en die seleksie van reklamemedia.
Advertising - Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.	Ukwazisa - Nayiphi na inkqubo ehlawulelwayo nengabandakanyi mntu emayelana nokwazisa nokukhuthaza izimvo, iimpahla okanye iinkonzo, loo nto isenziwa ngummeli ochongiweyo.	Reklame - Enige betaalde vorm van niepersoonlike aanbieding en promosie van idees, goedere of dienste deur 'n geïdentifiseerde borg.
Affordable method - Setting the promotion budget at the level management thinks the firm can afford.	Indlela efikelelekayo - Ukumisela ibhajethi yenkuthazo kwinqanaba abalawuli abacinga okokuba ifemi inganamandla ayo.	Bekostigbare metode - Om die promosiebegroting op 'n vlak te stel wat die firma na die bestuur se mening kan bekostig.
Age and life cycle segmentation - Dividing a market into different age and life cycle groups.	Ukwahlula ngokwemijikelo yeminyaka kunye neyobomi bento - Ukwahlula urhwebo ngokwahlukahlukana kwemijikelo yeminyaka kunye neyobomi bento.	Ouderdom en lewensiklus verdeling - Om 'n mark in verskillende ouderdoms- en lewensiklusgroepe te verdeel.

Agent - A wholesaler who represents buyers or sellers on a relatively permanent basis, performs only a few functions, and does not take title to goods.	Iarhente - Unohloseyile omele abathengi okanye abathengisi ngokuthelekisekayo ngokusisigxina. Wenza imisebenzi embalwa yaye akaqhwagi zimpahla.	Agent - 'n Groothandelaar wat kopers of verkopers op 'n betreklik permanente grondslag verteenwoordig, slegs 'n paar funksies uitvoer en nie eienaarskap van die goedere neem nie.
Allowance - Promotional money paid by manufacturers to retailers in return for an agreement to feature the manufacturer's products in some way.	Isibonelelo - Imali yenkuthazo ehlawulwa ngabenzi koosomashishini kuba bona benzi befuna imbuyekezo ngesivumelwano sokugqamisa imveliso yomenzi ngendlela ethile.	Toelaag - Promosiegeld wat deur vervaardigers aan kleinhandelaars betaal word in ruil vir 'n ooreenkoms om die fokus op die een of ander wyse op die vervaardiger se produkte te plaas.
Alternative evaluation - The stage of the buyer decision process in which the consumer uses information to evaluate alternative brands.	Ukuxabisa okukokunye - Inqanaba lokwenza isigqibo komthengi apho umsebenzisi wezinto asebenzisa ulwazi ukuxabisa uhlobo oluthile olulodwa ngokukokunye	Alternatiewe evaluering - Die stadium van die koper se besluitnemingsproses waarin die verbruiker inligting gebruik om alternatiewe handelsmerke te evalueer.
Approach - The step in the selling process in which the salesperson meets the customer for the first time.	Ukudibana - Inqanaba ekuthengiseni apho umthengisi adibana nomthengi okokuqala.	Benadering - Die stap in die verkoopsproses waarin die verkoops persoon die klant die eerste keer ontmoet.
Attitude - A person's relatively consistent evaluation, feeling or tendency toward something.	Uluvo - Umntu oxabisa ngokuthelekisekayo nangokungagungqiyo, uvakalelo okanye ukutyekela kwinto ethile.	Gesindheid - 'n Persoon se relatiewe konsekwente evaluering, gevoel of geneigdheid teenoor iets.
Baby boomers - The people born following World War II until the early 1960s	Abantwana basemva kwemfazwe yehlabathi - Abantu abazelwe emva kweMfazwe yeSibini yeHlabathi ukuya kutsho ekuqaleni kweminyaka yoo-1960..	Naoorlogse geslag - Die mense wat na die Tweede Wêreldoorlog tot en met die vroeë 1960's gebore is.
Basing-point pricing - A geographical pricing strategy in which the seller designates some city as a basing point and charges all customers the freight cost from that city to the customer.	Amxabiso ngokwendawo emiselweyo - Ubuchule bokumisela amxabiso ngokwendawo apho umthengisi atyumba isixeko esithile njengesimiselweyo, yaye abize bonke abathengi	Basispuntprysing - 'n Geografiese prysingstrategie waarin die verkoper een of ander stad as 'n basispunt aanwys en alle klante die vragkoste vanaf daardie stad na die klant hef.

	intlawulelo yokuthutha ukusuka kwisixeko eso ukuya kumthengi.	
Behavioural segmentation - Dividing a market into groups based on consumer knowledge, attitude, use or response to a product.	Ukwahlulahlula urhwebo - Ukwahlula urhwebo ngokwamaqela asekw phezu kolwazi lomthengi, uluvo, ukusetyenziswa okanye impendulo ngokubhekisele kwisiveliso.	Gedagsverdeling - Om 'n mark in groepe te verdeel gegron op die verbruiker se kennis, gesindheid, gebruik van of reaksie op 'n produk.
Belief - A descriptive thought a person has about something.	Uluvo - Inginga umntu anayo ngento ethile.	Oortuiging - 'n Beskrywende gedagte wat 'n persoon oor iets het.
Benchmarking - The process of comparing the firm's products and processes to those of competitors or leading firms in other industries to find ways to improve quality and performance.	Ukethelekisa - Inkqubo yokethelekisa isiveliso sefemi neenkqubo zayo, kethelekiswa nezo zabagqatswa okanye iifemi eziphambili kwamanye amashishini ukuze kufumaneke iindlela zokuphucula ubulunga kunye nokwenza.	Normstelling - Die proses waartydens die firma se produkte en prosesse met dié van mededingers of toonaangewende firmas in ander nywerhede vergelyk word om maniere te vind om gehalte en prestasie te verbeter.
Benefit segmentation - Dividing a market into groups according to the different benefits that consumers seek from the product.	Ukwahlulahlula ngokwamancedo - Ukwahlula urhwebo ngokwamaqela asekw phezu kwamancedo ahlukeneyo afunwa ngabathengi kwisiveliso esithile.	Voordeelverdeling - Om 'n mark in groepe te verdeel volgens die verskillende voordele wat verbruikers in die produk wil hê.
Benefits and product features - Exhibit 1 clarifies the benefits that product features will deliver to satisfy the needs of customers in each targeted segment.	Iimpawu zamancedo kunye nesiveliso - Umboniso1 ucacisa amancedo aza kunikezelwa sisiveliso ukuze kwaneliswe iimfuno zabathengi kwicandelo ngalinye ekujoliswe kulo.	Voordele- en produkkenmerke - Uitstalling 1 maak die voordele duidelik wat produkkenmerke sal lewer om aan die behoeftes van klante in elke teikensegment te voldoen.
Brand equity - The positive differential effect that knowing the brand name has on customer response to the product or service	Uphawu oluthile olulodwa olukhuthazayo - Ifuthe elihle lokwazi ukwahlula eliza nokwazi igama lophawu olulodwa kumthengi nendlela azayamanisa ngayo nesiveliso okanye inkonzo	Handelsnaamgelykheid - Die positiewe differensiële uitwerking wat kennis van die handelsnaam op die klant se reaksie op die produk of diens het.
Brand extension - Extending an existing brand name to new product categories.	Ukuxandisa uphawu olulodwa - Ukuxandisa igama elikhoyo lophawu olulodwa luye	Handelsmerkuitbreiding - Om 'n bestaande handelsnaam na nuwe produkke te brei.

	kumacandelo amatsha esiveliso.	
Brand personality - A specific mix of human traits attributed to a particular brand	Isimo sophawu olulodwa - Umxube othile weempawu zobuntu ekuthiwa ngowophawu oluthile olulodwa.	Handelsmerkpersoonlikheid - 'n Spesifieke samestelling van menslike kenmerke wat aan 'n bepaalde handelsnaam toegeskryf word.
Brand - A name, term, sign, symbol or design, or a combination of these that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors.	Brand - Igama, intetho, uphawu, umqondiso okanye umfanekiso, okanye indibaniso yezi zinto ethi ichonge isiveliso okanye iinkonzo zomthengisi.	Handelsmerk/handelsnaam - 'n Naam, begrip, simbool of ontwerp, of 'n kombinasie hiervan, wat die produkte of dienste van een verkoper of 'n groep verkopers identifiseer en dit van dié van mededingers onderskei.
Break-even pricing (target profit pricing) - Setting prices to break even on the costs of making and marketing a product; or setting prices to make a target profit.	Amxabiso okunciphisa ilahleko/amxabiso ajolise kwinzuzo - Ukubeka amxabiso okumisa kakuhle ngokubhekisele kwiindleko zokwenza nokuthengisa isiveliso, okanye ukumisela amxabiso ukuze kubekho inzuzo ekujoliswe kuyo	Winsdrempelprysing (teikenwinsprysing) - Om pryse te stel om gelyk te breek op die kostes om 'n produk te maak en te bemark; of om pryse te stel om 'n teikenwins te maak.
Broker - A wholesaler who does not take title to goods and whose function is to bring buyers and sellers together and assist in negotiation.	Umrhwebi - Unoholseyile ongaqhwagi zimpahla nomsebenzi wakhe ikukudibanisa abathengi nabathengisi, yaye ancede nakuthethathethano.	Makelaar - 'n Groothandelaar wat nie eienaarskap van goedere neem nie en waarvan die funksie is om kopers en verkopers bymekaar te bring en by te staan in onderhandeling
Budgets - Budgets serve two main purposes: to project profitability and to help managers plan for expenditures, scheduling and operations related to each action programme.	libhajethi - libhajethi zineenjongo ezimbini : ukuqikelela ingeniso kunye nokunceda abaphathi baplane inkcitho, ucwangciso nemisebenzi ephathelele kwinkqubo nganye yento emayenziwe.	Begrotings - Begrotings dien twee primêre doele: om winsgewendheid te projekteer en om bestuurders te help beplan vir uitgawes, skedulering en bedrywighele wat met elke aksieprogram gegaard gaan.
Business analysis - A review of the sales, costs and profit projections for a new product to find out whether these factors satisfy the firm's	Uhlalelo lweshishini - Ukuhlolwa kwezinto ezithengisiweyo, iindleko, kunye nentelekelelo yengeniso yesiveliso esitsha ukuze kufunyaniswe	Sake-ontleding - 'n Oorsig van die verkope, kostes en winsvooruitskattings vir 'n nuwe produk om te bepaal of hierdie faktore aan die firma se oogmerke voldoen.

objectives.	okokuba ngaba le miba iyazifezekisa na iinjongo zefemi.	
Business buyer behaviour - The buying behaviour of the firms that buy products and services for use in the production of other products and services or for the purpose of reselling or renting them to others at a profit.	Indlela amashishini athenga ngayo - Indlela yamashishini yokuthenga isiveliso neenkonzozokusetyenziswa ekuveliseni ezinye izinto kunyeneenkonzongenjongo yokuphinda zithengiswe okanye ziqeshiselwe abanye ukuze kubekho ingeniso.	Kopersgedrag van besighede -Die koopgedrag van die firmas wat produkte en dienste koop om in die produksie van ander produkte en dienste te gebruik, of met die doel om dit teen 'n wins te herverkoop of aan ander te verhuur.
Business buying process - The decision process by which business buyers determine which products and services their firms need to purchase, and then find, evaluate and choose among alternative suppliers and brands.	Inkqubo yamashishini yokuthenga - Isigqibo apho abathengi bamashishini bamisela isiveliso neenkonzokufuneka iifemi zabo zizithenge, zize zithi emva koko zifumanise, zixabise yaye zikhethe baboneleli bambi kunye nezinto ezineempawu ezizodwa kananjalo.	Kooppes van besighede - Die besluitnemingsproses waardeur besigheidskopers bepaal watter produkte en dienste hul firmas moet aankoop en om dan uit alternatiewe verskaffers en handelsname te soek, te evalueer en te kies.
Business portfolio - The collection of businesses and products that make up the organisation.	Ipotfoliyo/Umdibaniso wemicimbi - Inqokelela yemicimbi nesiveliso eyenza umbutho.	Sakeportefeulje - Die versameling van besighede en produkte waaruit die organisasie bestaan.
Business promotion tools - Sales promotion tools used to generate business leads, stimulate purchases, reward customers and motivate salespeople.	Izixhobo zokukhuthaza ishishini - Izixhobo zokukhuthaza intengiso ukuze kudaleke izinto ezisala ushishino, kuvuseleleke intengo, kuvuzwe abathengi, yaye kukhuthazwe abathengisi..	Promosie-instrumente van besighede - Verkoopspromosie-instrumente wat gebruik word om sakeleirade te genereer, aankope te stimuleer, klante te beloon en verkoops persone te motiveer.
Business-to-business (B2B) - online marketing Using B2B websites, e-mail, online product catalogues, online trading networks and other online resources to reach new business customers, serve current customers more effectively and obtain buying efficiencies and better prices.	Ukushishinelana ngokusebenzisa ubuxhakaxhaka bekhompyutha - Kusetyenziswa iwebsayithi ye-B2B, i-imeyil, iikhathalogu zesiveliso zobuxhakaxhaka bekhompyutha,unxibelelwano ngoshishino ngolo hlobo, ukuze kufikelelwe kubathengi abatsha, kuncedwe abathengi abakhoyo ngendlela esebenzayo, yaye kufunyanwe iindlela ezithe vetshe zokuthenga kunye namaxabiso angcono.	Besigheid-tot-besigheid aanlynbemarking - Om besigheid-tot-besigheid webwerwe, e-pos, aanlynprodukkatalogusse, aanlynhandelsnetwerke en ander aanlynhulpbronne te gebruik om nuwe besigheidsklante te bereik, huidige klante meer doeltreffend van diens te wees en om koopdoeltreffendheid en beter pryse te bekom.

Business-to-consumer (B2C) - online marketing Selling goods and services online to final consumers.	Intengiso kumthengi ngokusebenzisa ubuxhakaxhaka bekhompyutha - Ukuthengisa iimpahla neenkonziso ngokusebenzisa ubuxhakaxhaka bekhompyutha.	Besigheid-tot-verbruiker aanlynbemarking - Die verkoop van goedere en dienste aanlyn aan finale verbruikers.
Buyers - The people in the firm's buying centre who make an actual purchase.	Abathengi - Abona bantu basefemini abangabona abathengayo.	Kopers - Die mense in die firma se koopsentrum wat 'n werklike aankoop doen.
Buyer-readiness or hierarchy of effects - The stages consumers normally pass through on their way to purchase, including awareness, knowledge, liking, preference, conviction and purchase.	Ukulungela kwabathengi ukuthenga okanye uluhlu lwamanqanaba achaphazelekayo - Amanqanaba abadla ngokugqitha kuwo abathengi phambi kokuthenga, kubandakanya ukuqonda, ulwazi, ukuthanda, ukukhetha, ukuqiniseka kunye nokuthenga.	Kopergereedheid of hiërargie van indrukke - Die stadiums waardeur verbruikers normaalweg gaan op hul pad na 'n aankoop, insluitend bewustheid, kennis, ingenomendheid, voorkeur, oortuiging en aankoop.
Buying centre - All the individuals and units that play a role in the purchase decision -making process.	Abathathi-nxaxheba - Bonke abantu kunye namacandelo anendima ekwenzeni isigqibo malunga nezentengo.	Koopsentrum - Al die individue en eenhede wat 'n rol speel in die besluitnemingsproses met betrekking tot aankope.
Buzz Marketing Cultivating opinion leaders and getting them to spread information about a product or service to others in their communities	Ukunabisa imiba yezorhwebo - Ukuba neengqondi nokuzenza zisasaze iinkcukacha ngesiveliso okanye inkonzo kwabanye apho zihlala khona	Gonsbemarking - Om opinieleiers te kweek en hulle sover te kry om inligting oor 'n produk of diens aan ander mense in hul gemeenskappe te versprei.
By-product pricing - Setting a price for by-products in order to make the main product 's price more competitive	Ukumisela ixabiso lesiveliso esilisoloty - Ukumisela ixabiso leziveliso ezingamasoloty ukuze ixabiso lesiveliso esiphambili libe nganeno kakhulu.	Byprodukprysing - Om 'n prys vir byprodukte te stel ten einde die hoofproduk se prys meer mededingend te maak.
Captive-product pricing - Setting a price for products that must be used along with a main	Ukumisela ixabiso leziyelelani - Ukumisela ixabiso leziveliso ezimele ukusetyenziswa kunye	Gevange produkprysing - Om 'n prys vir produkte te stel wat saam met 'n hoofproduk gebruik moet word,

product, such as blades for a razor and film or memory cards for a camera.	nesiveliso esiphambili, oku kwencakuba nefilimu okanye amakhadi ekhamera	soos lemmetjies vir 'n skeermes en films of geheuekaarte vir 'n kamera.
Catalogue marketing Direct marketing through print, video, or electronic catalogues that are mailed to select customers, made available in stores or presented online.	Ukuthengisa ngekthalogu - Ukuthengisa ngqo ngokusebenzisa okubhaliweyo, ivideyo, okanye iikhathalogu zobuxhakaxhaka bekhompyutha ezithunyelwa kubathengisi abachongiweyo, nezifumaneka ezivenkileni okanye zithiwe thaca kubuxhakaxhaka bekhompyutha.	Katalogusbemaring - Direkte bemaring deur gedrukte, video of elektroniese katalogusse wat aan uitgesoekte klante gestuur, in winkels beskikbaar gestel of aanlyn aangebied word.
Category killer - Giant speciality store that carries a very deep assortment of a particular line and is staffed by knowledgeable employees.	Udidi olungumnqamla-juqu - Ivenkile eyodwa eqatseleyo eneentlobo ngeentlobo zodidi oluthile nenabaqeshwa abanolwazi.	Kategorietroef - 'n Reuse spesialiteitswinkel wat 'n baie diep verskeidenheid van 'n bepaalde lyn dra en oor goed ingeligte werknemers beskik.
Causal research - Marketing research to test hypotheses about cause-and-effect relationships.	Uphando olungenzulwanga - Uphando ngorhwebo oluvavanya ingcinga ethathwa njengenyano engekaqinisekiswa mayelana nokuzalana konobangela wento nefuthe layo.	Kousale navorsing - Bemarkingsnavorsing om hipoteses te toets oor oorsaak-en-gevolg-verhoudings.
Chain stores - Two or more outlets that are commonly owned and controlled.	Ivenkile ezihlanganyelweyo - Ivenkile ezimbini nagaphezulu ezihlanganyelweyo ngokobumnini nangolawulo.	Kettingwinkels - Twee of meer afsetpunte wat gemeenskaplik besit en beheer word.
Channel conflict - Disagreement among marketing channel members on goals and roles who should do what and for what rewards.	Ukungavumelani nempixano kumashishini achaphazelekayo - Ukungavumelani kwamalungu amashishini achaphazelekayo malunga neenjongo kunye nenxaxheba –ngubani omakenze ntoni, umvuzo uyintoni.	Kanaalkonflik - Meningsverskil onder lede van die bemarkingskanaal oor oogmerke en rolle – wie moet wat doen en vir welke belonings.
Channel level - A layer of intermediaries that performs some work in bringing the product and its ownership closer	Inqanaba leshishini elichaphazelekayo - Abangeneleli abenza umsetyenzana wokusondeza isiveliso nomniniso kumthengi	Kanaalvlak - 'n Vlak tussengangers wat 'n mate van werk verrig om die produk en eienaarskap daarvan nader aan die finale koper te bring.

to the final buyer.	wokugqibela	
Click-and-mortar firms - Traditional brick-and-mortar firms that have added online marketing to their operations.	iifemi ezisebenzisa ikhompyutha nodaka - lifemi eziqhelekileyo zezitena nodaka ezongezelele urhwebo ngekhompyutha kwimisebenzi yazo.	Internet-en-baksteenfirmas - Tradisionele firmas in geboue wat aanlynbemarking by hul bedrywighede gevoeg het.
Click-only firms - The so-called dot-corns, which operate only online without any brick-and-mortar market presence.	lifemi ezisebenzisa ikhompyutha kuphela - Kuthiwa zisebenzisa ikhompyutha kuphela ngaphandle kobukho besitena nodaka kurhwebo.	Internetfirmas - Die sogenaamde dotcoms wat slegs aanlyn werk sonder enige markteenwoordigheid in 'n gebou.
Closing - The step in the selling process in which the salesperson asks the customer for an order	Ukucelwa kweodolo - Inqanaba kwintengiso apho umthengisi acela iodolo kumthengi..	Beklinking - Die stap in die verkoopsproses waarin die verkoops persoon die klant vir 'n bestelling vra.
Co-branding - The practice of using the established brand names of two different firms on the same product.	Ukuhlanganyela uphawu olulodwa lwento - Isiqhelo sokusebenzisa amagama ezinto ezigqamileyo nezaziwayo zeefemi ezahlukeneyo kwisiveliso esinye.	Mede-handelsmerk - Die praktyk waar gevestigde handelsname van twee verskillende firmas op dieselfde produk gebruik word.
Cold chain - A temperature-controlled supply chain. Refrigeration equipment is integrated into transportation vehicles , usually trucks, to ensure that fruit, vegetables, dairy products, etc., are kept at the correct temperature . An interrupted cold chain will result in expiry dates being reached faster than advertised on the products.	Isibandisi - Ukulawula iqondo lobushushu kuloo nto inikwayo. Izixhobo zokubandisa ziba yinxalenye yeenqwelo ezithutha impahla. Oku kudla ngokuba ziinqwelo ezithutha impahla ukuqinisekisa okokuba iziqhamo, imifuno, iziveliso zobisi zigcineka kwiqondo lobushushu elilungeleyo. Ukuphazamiseka koku kubandisa kuza kukhokhelela ekubeni ixesha lokusetyenziswa kwesiveliso liphele ngokukhawuleza phambi kwelo lazisiweyo kwisiveliso eso.	Koue ketting - 'n Temperatuurbeheerde aanbodketting. Koeltoerusting word in vragvoertuie, gewoonlik vragmotors, geïntegreer om te verseker dat vrugte, groente, suiwelprodukte, ens. teen die korrekte temperatuur gehou word. 'n Gebreekte koueketting sal tot gevolg hê dat vervaldatums gouer bereik word as wat op die produkte geadverteer word.
Commercialisation - Introducing a new product into the market.	Ukwazisa - Ukwazisa isiveliso esitsha kurhwebo.	Kommersialisering - Die bekendstelling van 'n nuwe produk op die mark.
Communication adaptation - A global	Ukulungelelanisa uthungelwano - Ubuchule	Kommunikasie-aanpassing - 'n Globale

communication strategy of fully adapting advertising messages to local markets.	bokuthungelana elizweni ngokulungelelanisa imiyalezo eyazisayo nezorhwebo zasekhaya.	kommunikasiestrategie om reklameboodskappe ten volle by plaaslike markte aan te pas.
Competitive advantage - An advantage over competitors gained by offering consumers greater value, either through lower prices or by providing more benefits that justify higher prices.	Ukuba phambili ngokukhuphisana - Ukuba phambili kunabo kukhutshiswana nabo ngokunika abathengi okuxabisekileyo okungaphezulu ngenxa yamaxabiso aphantsi okanye ngokuphisa kubathengi ngamaqithiqithi angaphaya nathi anike isizathu samaxabiso aphezulu.	Mededingingsvoordeel - 'n Voordeel oor mededingers wat verkry word deur verbruikers meer waarde te bied, hetsy deur laer pryse of deur meer voordele te bied wat hoër pryse regverdig.
Competitive marketing strategies Strategies that strongly position the firm against competitors and that give the firm the strongest possible strategic advantage.	Ubuchule bokurhweba ngokhuphiswano - Ubuchule obubeka ifemi endaweni entle kakhulu kunaleyo yabo kukhutshiswana nabo nobenza ifemi ibe ngunqa phambili.	Mededingingsbemarkingstrategieë - Strategieë wat die firma in 'n sterk posisie teen mededingers plaas en die firma die sterkste moontlike strategiese voordeel gee.
Competitive review - The purpose of a competitive review is to identify key competitors, describe their market positions and briefly discuss their strategies.	Ukuhlaziya ukhuphiswano - Injongo yolu hlaziyo kukubona abo kukhutshiswana nabo, kuchazwe apho bemi khona ngorhwebo, kuxoxwe kancinci nangobuchule babo.	Mededingingsoorsig - Die doel van 'n mededingingsoorsig is om belangrike mededingers te identifiseer, hul markposisies te beskryf en hul strategieë kortliks te bespreek.
Competitive-parity method - Setting the promotion budget to match competitors' outlays.	Indlela yokulinganisa ukhuphiswano - Ukwenza ibhajethi yenkuthazo-shishini ethelekiseka neendleko zabo kukhutshiswana nabo.	Mededingende pariteitmetode - Om die promosiebegroting op te stel om mededingers se uitgawes te ewenaar.
Competitor analysis - The process of identifying key competitors; assessing their objectives, strategies, strengths and weaknesses, and reaction patterns; and selecting which competitors to attack or avoid.	Uhlahlelo lwabo kukhutshiswana nabo - Ukuchonga abaphambili kwabo kukhutshiswana nabo, kuhlolwe injongo zabo, ubuchule, amandla nobuthathaka, iindlela abazithatha ngayo izinto ezithile, nokukhetha ekukhutshiswana nabo abafanele kukuhlaselwa okanye ukuphetshwa.	Mededingerontleding - Die proses om belangrike mededingers te identifiseer; hul oogmerke, strategieë, sterk- en swakpunte, sowel as hul reaksiepatrone te evalueer; en te kies watter mededingers aangeval of vermy moet word.
Competitor-centred firm - A firm whose moves are mainly based on competitors' actions and	Ifemi engqiyame ngabo kukhutshiswana nabo - Ifemi entshukumo yayo isekwe ikakhulu phezu	Mededingergesentreerde firma - 'n Firma waarvan die beweegredes hoofsaaklik op mededingers se

reactions.	kwezenzo nokusebenzana nezinto ezivelayo..	aksies en reaksies gegrond is.
Complex buying behaviour - Buying behaviour when the consumer is highly involved and sees large differences among brands.	Ukuthenga okuntsonkothileyo - Ukuthenga xa umthengi ebandakanyeka kakhulu yaye ebona umahluko omkhulu kwezo zinto zigqamileyo zinamagama	Komplekse koopgedrag - Koopgedrag wanneer die verbruiker baie betrokke is en groot verskille tussen handelsname raaksien.
Concentrated (niche) marketing - A market-coverage strategy in which a firm goes after a large share of one or a few segments or niches.	Urhwebo olungagungqiyo nolubona ikroba - Ubuchule borhwebo apho ifemi ijonga isabelo esikhulu kwelinye lamacandelo okanye lamakroba okanye kwambalwa.	Gekonsentreerde (nis) bemarking - 'n Strategie van markdekking waarin 'n firma 'n groot aandeel van een of 'n paar segmente of nisse probeer bekom.
Concept testing - Testing new-product concepts with a group of target consumers to find out if the concepts have strong consumer appeal.	Ukuvavanywa koluvo - Ukuvavanywa kwezimvo ngesivelo esitsha kwiqela labathengi ekujoliswe kulo ukuze kufunyaniswe ukuba ngaba ezo zimvo zinomtsalane na kub0.	Konseptoetsing - Om nuweprodukkonsepte by 'n groep teikenverbruikers te toets om vas te stel of die konsepte sterk byval by verbruikers vind.
Consumer buyer behaviour - The buying behaviour of final consumers- individuals and households who buy goods and services for personal use.	Ukuthenga komthengi - Abantu namakhaya athengela iziqu zawo iimpahla neenkonzo.	Verbruiker-kopergedrag - Die koopgedrag van finale verbruikers – individue en huishoudings wat goedere en dienste vir persoonlike gebruik koop.
Consumer market - All the individual s and households who buy or acquire goods and services for personal use.	Urhwebo lwabathengi - Bonke abantu namakhaya azithengela okanye azifumanela buqu iimpahla neenkonzo.	Verbruikersmark - Al die individue en huishoudings wat goedere en dienste vir persoonlike gebruik koop of bekom.
Consumer product - Product bought by final consumer for personal consumption.	Isivelo somthengi - Isivelo esithengwa ngumthengi ukuze azisebenzisele.	Verbruikersproduk - Produk wat deur 'n finale verbruiker aangekoop word vir persoonlike verbruik.
Consumer promotion tools - Sales promotion tools used to urge short-term customer buying or	Izixhobo zabathengi zenkuthazo - Izixhobo zokukhuthaza intengiso ezisetyenziselwa	Verbruikerspromosie-instrumente - Verkoopspromosie-instrumente wat gebruik word om

to enhance long-term customer relationships.	ukukhuthaza ukuthenga kwexeshana okanye ukukhulisa ubuhlobo nabathengi ixesha elide.	korttermyn klantaankope aan te moedig of om langtermyn klanteverhoudings te verbeter.
Consumerism - An organised movement of citizens and government agencies to improve the rights and power of buyers in relation to sellers.	Umfela-ndawonye wentengo - Umbutho oqoqekileyo wabahlali namacandelo karhulumente wokuphucula amalungelo namandla abathengi ngokubhekisele kubathengisi.	Verbruikersbewustheid - 'n Georganiseerde beweging van burgers en staatsagentskappe om die regte en mag van kopers in verhouding tot verkopers te verbeter.
Consumer-oriented marketing - The philosophy of enlightened marketing that holds that the firm should view and organise its marketing activities from the consumer's point of view.	Urhwebo olungomthengi - Ifilosofi yorhwebo ekhanyiselweyo ethi ifemi mayijonge yaye ilungiselele imigudu yayo yokurhweba ingqiyame ngezimvo zomthengi.	Verbruikergerigte bemarking - Die filosofie van verligte bemarking wat aanvoer dat die firma sy bemarkingsaktiwiteite vanuit die klant se oogpunt moet sien en organiseer.
Consumer-to-business (C2B) online marketing Online exchanges in which consumers search out sellers, learn about their offers, and initiate purchases, sometimes even driving transaction terms.	Urhwebo lomthengi ngekhompyutha kwishishini - Utshintshiselwano ekhompyutheni apho abathengi bazingela abo bathengisa kakhulu, bafunde ngezinto abanazo, basungule intengo, ngamanye amaxesha bade babe phambili ekumiseleni izigqibo zomcimbi lowo.	Verbruiker-na-besigheid aanlynbemarking - Aanlyn handeverwisseling waartydens verbruikers verkopers opsoek, uitvind van hul aanbiedinge en aankope inisier, soms selfs die transaksievoorwaardes dryf.
Consumer-to-consumer (C2C) online marketing Online exchanges of goods and information between final consumers.	Urhwebo ngekhompyutha lomthengi nomthengi - Utshintshiselwano lweempahla nolwazi ngabathengi kusetyenziswa ikhompyutha.	Verbruiker-na-verbruiker aanlynbemarking - Aanlyn handeverwisseling van goedere en inligting tussen finale verbruikers.
Contract manufacturing - A joint venture in which a firm contracts with manufacturers in a foreign market to produce the product or provide its service.	Ukuyila ngokwekontraka - Ilinge elihlanganyelweyo apho ifemi iba nekontraka nomenzi kurhwebo lwasezizweni ukuze kubekho isivuliso okanye inikezele ngenkonzo yayo.	Gekontrakteerde vervaardiging - 'n Gesamentlike onderneming waarin 'n firma kontrakte met vervaardigers in 'n buitelandse mark aangaan om die produk te vervaardig of sy dienste te lewer.
Contractual VMS - A vertical marketing system in which independent firms at different levels of	Ikontraka ye-VMS - Indlela yorhwebo apho iifemi ezizimeleyo zithi zikumanqanaba ahlukeneyo	Kontraktuele VBS - 'n Vertikale bemarkingstelsel waarin onafhanklike firmas op verskillende vlakke van

production and distribution join together through contracts to obtain more economies or sales impact than they could achieve alone.	esiveliso nokusasaza impahla zidibane ngeekontraka ukuze zifumane ezoqoqosho ezongezelelweyo okanye ifuthe lentengiso ezinokuba nalo zizodwa.	produksie en verspreiding deur kontrakte saamkom om meer besparings of 'n groter verkoopsimpak te bewerkstellig as wat hulle op hul eie sou kon verwesenlik.
Controls - Controls help management assess results after the plan is implemented, identify any problems or performance variations, and initiate corrective action.	Imikhala yolawulo - Imikhala yolawulo inceda abaphathi bahlole iziphumo lakuba icebo liphunyeziwe, ichonga iingxaki ezinokubakho, okanye ukusebenza ngokushiyana kwako yaye iqalise indlela yokulungisa undonakele.	Kontroles - Kontroles help bestuur om resultate te evalueer nadat die plan in werking gestel is, om enige probleme of variasie in prestasie te identifiseer en om korrektiewe aksie in te stel.
Convenience product - Consumer product that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort.	Isiveliso soncedo - Isiveliso somthengi esikholisa ukuthengwa futhi-futhi, ngoko nangoko, kungathelekiswanga nakanganani, nelinge lokuthenga likwanjalo.	Geriefsproduk - Verbruikersproduk wat die klant normaalweg gereeld, onmiddellik en met minimale vergelyking en koopmoeite koop.
Convenience store A small store, located near a residential area, that is open long hours, seven days a week and carries a limited line of high-turnover convenience goods	Ivenkile yoncedo - Ivenkile encinci ekufuphi nendawo ekuhlalwa kuyo nevwala iyure ezininzi, iintsuku ezisixhenxe ngeveki. Ayinazimpahla zininzi zoncedo ezithengiseka kakhulu.	Geriefswinkel - 'n Klein winkel, naby 'n woongebied geleë, wat lang ure vir sewe dae 'n week oop is en 'n beperkte produkreeks van hoë omset geriefsgoedere aanhou.
Conventional distribution channel A channel consisting of one or more independent producers, wholesalers and retailers, each a separate business seeking to maximise its own profits even at the expense of profits for the system as a whole.	Inqanaba eliqhelekileyo lokuhambisa impahla - Inqanaba elinomvelisi omnye okanye nangaphezulu ozimeleyo, oonoholseyili nabathengisi, ilelo ishishini lizimele lifuna ukunyusa ingeniso yalo nokokuba loo nto ichaphazela ingeniso kakubi kwisixokelelwano siphela.	Konvensionele verspreidingskanaal - 'n Kanaal wat bestaan uit een of meer onafhanklike produsente, groothandelaars en kleinhandelaars wat elk 'n aparte onderneming is wat poog om sy eie winste te maksimaliseer, selfs ten koste van winste vir die stelsel as geheel.
Corporate VMS - A vertical marketing system that combines successive stages of production and distribution under single ownership- channel	Imbumba yokurhweba - Inkqubo yorhwebo yomdibaniso edibanisa amanqanaba alandelelanayo esiveliso nokuhambisa impahla	Korporatiewe VBS - 'n Vertikale bemarkingstelsel wat opeenvolgende stadiums van produksie en verspreiding onder 'n enkele eienaarskap kombineer –

leadership is established through common ownership.	ephantsi kobunkokheli obunye, isekwa ngokuhlanganyelwa kobumnini.	kanaalleierskap word gevestig deur gemeenskaplike eienaarskap.
Corporate website A website designed to build customer goodwill and to supplement other sales channels, rather than to sell the firm's products directly.	Iwebsayithi yembumba - Iwebsayithi eyenzelwe ukwakha ubuhlobo nomthengi neyongezelela amanye amanqanaba entengiso, kunokuba kuthengiswe ngqo iziveliso zefemi.	Maatskappy webwerf - 'n Webwerf wat ontwerp is om klandisiewaarde van klante op te bou en om ander verkoopskanale aan te vul, eerder as om die firma se produkte direk te verkoop.
Cost-based pricing Setting prices based on the costs for producing, distributing and selling the product plus a fair rate of return for effort and risk.	Amxabiso asekw phezu kweendleko - Ukumisela amxabiso asekw phezu kweendleko zokuvelisa, ukusasaza nokuthengisa isiveliso kwanembuyekezo efanelekileyo malunga nelinge kunye nengozi enokubakho.	Kostegebaseerde prysing - Om pryse te stel wat gegrond is op produksie-, verspreidings- en verkoopskoste van die produk plus 'n redelike opbrengskoers vir moeite en risiko.
Cost-plus pricing - Adding a standard mark-up to the cost of the product.	Ukumisela ixabiso elithe xhaxhe kunendleko - Ukongeza ukunywisa kwexabiso okumiselweyo, loo nto isenzeka kwixabiso lesiveliso.	Kosteplysprysing - Om 'n standaardmarge by die koste van die produk te voeg.
Counter-trade - International trade involving the direct or indirect exchange of goods for other goods instead of cash.	Ushishino ngonaniselwano - Ushishino emazweni ngamazwe olubandakanya ukwananiselana ngempahla ngokuthe ngqo okanye ngokungenjalo endaweni yemali.	Teenhandel - Internasionale handel wat die direkte of indirekte verhandeling van goedere vir ander goedere in plaas van kontant behels.
Creative concept - The compelling "big idea" that will bring the advertising message strategy to life in a distinctive and memorable way.	Uluvo lokuyila - Uluvo oluxhomisa amehlo oluvuselela ubuchule bomyalezo wokwazisa ngendlela eyodwa nengalibalekiyo.	Kreatiewe konsep - Die gebiedende "groot idee" wat die strategie rondom die reklameboodskap op 'n eiesoortige en onvergeetlike wyse lewe sal gee.
Cultural environment Institutions and other forces that affect society's basic values, perceptions, preferences and behaviours.	Imeko yezentlalo - Amaziko namanye amabakala achaphazela imiba yoluntu engundoqo, iimbono, ukukhetha nokuziphatha.	Kulturele omgewing - Instansies en ander kragte wat die samelewing se basiese waardes, persepsies, voorkeure en gedrag beïnvloed.
Culture - The set of basic values, perceptions, wants, and behaviours learnt by a member of	Inkubeko - Imiba engundoqo, iimbono, iimfuno, nokuziphatha efundwa ngumntu entsatsheni	Kultuur - Die stel basiese waardes, persepsies, begeertes en gedrag wat 'n lid van die samelewing van

society from family and other important institutions.	nakwamanye amaziko abalulekileyo.	familie en ander belangrike instellings aanleer.
Current marketing situation - In this section, marketing managers discuss the overall market, identify the market segments they will target and provide information about the firm's current situation.	Imeko egqubayo yorhwebo - Kweli candelo, abaphathi borhwebo baxoxa ngezorhwebo jikelele, bachonge amacandelo orhwebo abaza kujolisa kuwo, banike neenkukacha ngemeko egqubayo yefemi.	Heersende bemarkingsituasie - In hierdie gedeelte bespreek bemarkingsbestuurders die mark as geheel, identifiseer die marksegmente wat hulle sal teken en verskaf inligting oor die firma se huidige situasie.
Customer database - An organised collection of comprehensive data about individual customers or prospects, including geographic, demographic, psychographic and behavioural data.	Uvimba wolwazi ngabathengi - Inqokelela ecwangcisekileyo yovimba oxandileyo wezinto eziphathelele kubathengi ngabanye okanye okunokulindleka, kuquka iinkukacha zendawo, abantu namaqela abo, kunye nokuziphatha	Klantedatabasis - 'n Georganiseerde versameling van omvattende data oor individuele of moontlike klante, insluitend geografiese, demografiese, psigografiese en gedragsdata.
Customer equity - The total combined customer lifetime values of all of the firm's customers.	Ezingundoqo ngomthengi - Inani elihlanganisiweyo lezinto ezingundoqo ebomini zabo bonke abathengi kwifemi.	Klantebelang - Die totale gekombineerde klanteleefydwaarde van al die firma se klante.
Customer lifetime value - The value of the entire stream of purchases that a customer would make over a lifetime of patronage.	Ixabiso lobomi buphela bomthengi - Ixabiso layo yonke intengo engenziwa ngumthengi lonke ixesha adla ubomi ngalo, exhasa umcimbi	Klanteleefydwaarde - Die waarde van die hele stroom aankope wat 'n klant sou doen oor 'n leeftyd van klandisie.
Customer perceived value - The customer 's evaluation of the difference between all the benefits and all the costs of a market offering relative to those of competing offers.	Ixabiso elicingelwayo ngumthengi - Ukuxatyiswa ngumthengi komahluko phakathi kwawo onke amaqithiqithi nazo zonke iindleko zorhwebo xa kuthelekiswa nezo zabo kukhutshiswana nabo.	Klantpersepsiewaarde - Die klant se evaluering van die verskil tussen al die voordele en al die kostes van iets wat die mark bied in vergelyking met dié van mededingers.
Customer relationship management (CRM) Managing detailed information about individual customers and carefully managing customer "touch points" in order to maximise customer loyalty.	Ukulawulwa kobudlelwane nomthengi - Ukulawulwa okuzeleyo kweenkukacha zomthengi ngamnye kunye nolawulo ngononophelo kwemiba ebalulekileyo ngomthengi ukuze kunyuke izinga lentembeko	Klanteverhoudingsbestuur (KVB) - Om gedetailleerde inligting oor individuele klante te bestuur en klante "raakpunte" noukeurig te bestuur om klanteloyaliteit te maksimaliseer.

	yomthengi.	
Customer relationship management - The overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.	Ukulawulwa kobudlelwane nomthengi - Ukulawulwa okuzeleyo kweenkcukacha zomthengi ngamnye kunye nolawulo ngononophelo kwemiba ebalulekileyo ngomthengi ukuze kunyuke izinga lentembeko yomthengi..	Klanteverhoudingsbestuur - Die algehele proses om voordelige klanteverhoudings te bou en te handhaaf deur uitsonderlike klantewaarde en -tevredenheid te bied.
Customer sales force structure - A sales force organisation under which salespeople specialise in selling only to certain customers or industries .	Imo yentengiso kubathengi - Imo apho abathengisi bancutsheza ngokuthengisela abathengi abathile okanye amashishini athile kuphela..	Klanteverkoopspersoneelstruktuur - 'n Verkoopspersoneelorganisasie waaronder verkoopsmense daarin spesialiseer om slegs aan sekere klante of bedrywe te verkoop.
Customer satisfaction - The extent to which a product's perceived performance matches a buyer's expectations .	Ukwaneliseka komthengi - Indlela esithengiseka ngayo isiveliso xa sithlekiswa nokulindelwe ngabathengi.	Klantetevredenheid - Die mate waartoe 'n koper se persepsie van 'n produk se verrigting aan sy verwagtinge voldoen.
Customer value analysis - Analysis conducted to determine what benefits target customers value and how they rate the relative value of various competitors' offers.	Uhlahlelo lokuxatyiswa ngumthengi - Uhlahlelo lokufumanisa amaqithiqithi axatyiswa ngabathengi ekujoliswe kubo nendlela abalibona ngalo ixabiso loko kunikwa ngabo kukhutshiswana nabo xa kuthelekiswa.	Klantewaarde-ontleding - Ontleding wat gedoen word om vas te stel aan watter voordele teikenklante waarde heg en hoe hulle die relatiewe waarde van verskillende mededingers se aanbiedinge beoordeel.
Customer-centred firm - A firm that focuses on customer developments in designing its marketing strategies and on delivering superior value to its target customers.	Ifemi engqiyame ngabathengi - Ifemi ejolise ngakubathengi xa iyila ubuchule borhwebo kunye nokuthengisa ezona zinto zakha zaxabiseka kubathengi ekujoliswe kubo.	Klantgerigte firma - 'n Firma wat fokus op klanteontwikkelings deur sy bemarkingstrategieë te ontwerp en op die lewering van uitsonderlike waarde aan sy teikenklante.
Customer-centred new-product development New-product development that focuses on finding new ways to solve customer problems and	Uphuhliso lwesiveliso esitsha esingqiyame ngabathengi - Ukuphuhliswa kwesiveliso esitsha okujoliswe ekufumaneni iindlela ezintsha	Klantgerigte nuweprodukontwikkeling - Nuweprodukontwikkeling wat daarop konsentreer om nuwe maniere te vind om klante se probleme op te los

create more customer-satisfying experiences.	zokusombulula iingxaki zabathengi, yaye kwenze abathengi baneliseke ngakumbi.	en ervarings te skep wat klante meer tevrede sal stel.
Customer-value marketing - A principle of enlightened marketing that holds that a firm should put most of its resources into customer value-building marketing investments.	Urhwebo lokuxatyiswa ngumthengi - Umthetho worhwebo olukhanyiselweyo othi inkoliso yamancedo efemi makabe kwimiba yokuxhobisa umthengi ngezinto ezinexabiso.	Klantewaardebemarking - 'n Beginsel van verligte bemarking wat aanvoer dat 'n firma die meeste van sy hulpbronne moet belê in bemarkingsbeleggings wat klantewaarde bou.
Deciders - People in the firm's buying centre who have formal or informal power to select or approve the final suppliers.	Abenzi-zigqibo - Abantu abathatha inxaxheba efemini abanamandla, ngokusesikweni okanye ngokungekho sikweni, okuchonga nokuvuma abo kuvunyelwene ngabo ukunika izinto.	Besluitnemers - Mense in die firma se koopsentrum wat formele of informele mag het om die finale verskaffers te kies of goed te keur.
Decline - stage The product life cycle stage in which a product's sales decline.	Ukuhla - Ukuhla kwentengiso yesiveliso.	Dalingstadium - Die stadium in die produk se leeftyd waarin 'n produk se verkope daal.
Deficient - products Products that have neither immediate appeal nor long-term benefits.	Iziveliso ezilabalabayo - Iziveliso ezingenamtsalane uzijongile nje, nezingenaluncedo xa kujongwa phambili.	Onvoldoende produkte - Produkte wat nóg onmiddellike aantrekkingskrag nóg langtermyn voordele het.
Demand curve - A curve that shows the number of units the market will buy in a given time period , at different prices that might be charged.	Umzobo wokufunekayo - Umzobo obonisa inani lezinto eziza kuthengwa ngokorhwebo ngexesha elithile, ngamaxabiso ahlukeneyo anokubizwa.	Vraagkromme - 'n Kromme wat die aantal eenhede aandui wat die mark in 'n gegewe tydperk sal koop, teen verskillende pryse wat gehef kan word.
Demands Human wants that are backed by buying power.	Okubangwayo - Okufunwa ngabantu yaye kuxhaswa ngamandla okuthenga.	Vraag - Menslike begeertes wat deur koopkrag gesteun word.
Demographic segmentation - Dividing a market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion , race, generation and nationality.	Ukwahlulahlula ngokwamacandelo athile edemografi - Ukwahlulahlula urhwebo lube ngamacandelo asekwe phezu kobudala, ubukhulu bosapho, ubomi bosapho, ingeniso, umsebenzi, imfundo, inkolo, uhlanga, isizukulwana kunye nobuzwe.	Demografiese verdeling - Om 'n mark in groepe te verdeel op grond van veranderlikes soos ouderdom, geslag, gesinsgrootte, gesinslebensiklus, inkomste, beroep, opvoeding, godsdienst, ras, geslag en nasionaliteit.

Department store - A retail organisation that carries a wide variety of product lines -each line is operated as a separate department managed by specialist buyers or merchandisers.	Ivenkile - Umbutho weevenkile othengisa iintlobo ngeentlobo zeziveliso, isiveliso ngasinye sinesebe laso elineencutshe zabathengi okanye abarhwebi ngempahla.	Afdelingswinkel - 'n Kleinhandelorganisasie wat 'n wye verskeidenheid produkreekse aanhou – elke reeks word as 'n afsonderlike afdeling bedryf wat deur spesialiskopers of bevoorraders bestuur word.
Derived demand - Business demand that ultimately comes from (derives from) the demand for consumer goods.	Okufunwa lushishino - Okufunwa lushishino okuthi ekugqibeleni kube kuvela ekufunweni kweempahla.	Afgeleide vraag - Besigheidsvraag wat uiteindelik voortspruit uit (afgelei word van) die vraag vir verbruikersgoedere
Descriptive research - Marketing research to better describe marketing problems, situations or markets, such as the market potential for a product or the demographics and attitudes of consumers.	Uphando oluchazayo - Uphando ngorhwebo oluthi luchaze ngcono ngeengxaki zorhwebo, iimeko okanye amaziko orhwebo,ezinjengokuba nako kokuthengiseka kwesiveliso okanye idemografiksi kunye nezimvo zabathengi	Beskrywende navorsing - Bemakingsnavorsing om bemakingsprobleme, situasies of markte beter te beskryf, soos die markpotensiaal vir 'n produk of die demografie en gesindhede van verbruikers.
Desirable products Products that give both high immediate satisfaction and high long-term benefits.	Iziveliso ezilangazekayo - Iziveliso ezanelisa kakhulu namsinya, yaye zinceda xa kujongwa phambili. .	Begeerlike produkte - Produkte wat beide groot onmiddellike tevredenheid en groot langtermyn voordele bied.
Differentiated (segmented) marketing A market-coverage strategy in which a firm decides to target several market segments and designs separate offers for each.	Ukwahlulahlulwa korhwebo - Ubuchule kwezorhwebo apho ifemi igqiba kwelokuba ijolise kumacandelo amaninzi orhwebo, yaye imisele izinto ezahlukeneyo eza kuzithengisa kwisebe ngalinye.	Gedifferensieerde (gesegmenteerde) bemakings - 'n Markdekkingstrategie waarin 'n firma besluit om verskeie marksegmente te teiken en afsonderlike aanbiedinge vir elkeen te ontwerp.
Differentiation - Actually differentiating the firm's market offering to create superior customer value.	Ukwahlulahlula - Ukwahlulahlula ngenene okuthengiswa yifemi ngokorhwebo ukuze kudaleke eyona ixabiseke kakhulu ngakumthengi.	Differensiasie - Om werklik die firma se markaanbieding te differensieer om uitsonderlike klantewaarde te skep.

<p>Diffusion - The spreading of a new product through the market as it gains acceptance.</p>	<p>Ukunabisa - Ukunabisa isiveliso esitsha ngorhwebo ngokuya sisamkeleka.</p>	<p>Diffusie - Die verspreiding van 'n nuwe produk deur die mark namate dit aanvaarding vind.</p>
<p>Direct investment - Entering a foreign market by developing foreign-based assembly or manufacturing facilities.</p>	<p>Ukuzixhobisa oku the ngqo - Ukungena kwezorhwebo emazweni ngokuphuhlisa izixhobo sazamazweni zokwakha okanye ukwenza.</p>	<p>Direkte belegging - Om 'n buitelandse mark te betree deur monterings- of vervaardigingsaanlegte te ontwikkel wat in die buiteland gebaseer is.</p>
<p>Direct marketing channel A marketing channel that has no intermediary levels.</p>	<p>Amaqumrhu arhweba ngokuthe ngqo - Amaqumrhu angenamanqanaba angenelelayo.</p>	<p>Direkte bemarkingskanaal - 'n Bemarkingskanaal wat geen tussengangersvlakke het nie.</p>
<p>Direct marketing Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships</p>	<p>Urhwebo oluthe ngqo - Unxibelelwano oluthe ngqo, olujolise ngononophelo kubathengi ukuze lufumane impendulo kwangoko, yaye lwenze ubuhlobo obungapheliyo nabathengi.</p>	<p>Direkte bemarking - Direkte skakels met noukeurig geteikende individuele verbruikers om beide 'n onmiddellike respons te ontlok en blywende klanteverhoudings te kweek.</p>
<p>Direct-response TV marketing Direct marketing via TV, including direct-response TV advertising (or infomercials) and home shopping channels.</p>	<p>Urhwebo nge-TV oluthe ngqo - Ukurhweba ngokusebenzisa i-TV, kuquka ukwazisa kwangokusebenzisa i-TV (okanye ukwazisa kwi-TV ngokunika iinkcukacha ezininzi ngento, kube ngathi loo nto asikokwazisa) kunye namajelo okuthenga usekhaya.</p>	<p>Direkte respons TV-bemarking - Direkte bemarking deur TV, insluitend direkte-respons TV reklame (of adverteerprogramme) en tuisinkopiekanale.</p>
<p>Discount store - A retail operation that sells standard merchandise at lower prices by accepting lower margins and selling at higher volumes.</p>	<p>Ivenkile eyenza isaphulelo - Ivenkile ethengisa impahla eqhelekileyo ngamaxabiso aphantsi ngokwamkela ingeniso ephantsi, yaye ithengise kakhulu</p>	<p>Afslagwinkel (Discount store): 'n Kleinhandelonderneming wat standaardhandelsware teen laer pryse verkoop deur laer marges te aanvaar en teen hoër volumes te verkoop.</p>
<p>Discount A straight reduction in price on purchases during a stated period of time</p>	<p>Isaphulelo - Isaphulelo kwixabiso lezinto ezithengwayo ngexesha elithile elimiselweyo.</p>	<p>Afslag - 'n Gewone verlaging in prys met aankope tydens 'n vasgestelde tydperk.</p>

<p>Disintermediation The cutting out of marketing channel intermediaries by product or service producers, or the displacement of traditional resellers by radical new types of intermediaries.</p>	<p>Ukuguzulwa kwabangeneleli - Ukuguzulwa kwabangeneleli ngabenzi besiveliso okanye abanikezeli beenkonzo, ngokuthi indawo yabo abaphinde bathengise abaqhelekileyo ithathwe ngabangeneleli abatsha abagqibeleleyo.</p>	<p>Disintermediasie - Die uitskakeling van tussengangers in die bemarkingskanaal deur produk- of diensverskaffers, of die vervanging van tradisionele herverkopers met radikale nuwe soorte tussengangers.</p>
<p>Dissonance-reducing buying behaviour - Buying behaviour when the consumer is highly involved, but sees little difference among brands.</p>	<p>Ukuthenga okungenamahluko - Ukuthenga kwindawo apho umthengi abandakanyeka kakhulu, kodwa ebona umahluko omncinci kwezo zinto zithengiswayo.</p>	<p>Dissonansie-vermindering koopgedrag - Koopgedrag wanneer die verbruiker baie betrokke is, maar min verskille tussen handelsmerke sien.</p>
<p>Distribution centre A large, highly automated warehouse designed to receive goods from various plants and suppliers, take orders, fill them efficiently and deliver goods to customers as quickly as possible.</p>	<p>Iziko elisa impahla kwiindawo ngeendawo - Umzi omkhulu ogcina impahla osebenzisa oomatshini kakhulu nowenzelwe ukwamkela iimpahla ezivela kumaziko ngamaziko kwanabaxhobisi, uthathe iiodolo, ufake iinkcukacha kakuhle, yaye use iimpahla ezo kumthengi ngokukhawulezileyo kangangoko.</p>	<p>Verspreidingsentrum - 'n Groot, hoogs geoutomatiseerde pakhuis wat ontwerp is om goedere van verskeie aanlegte en verskaffers te ontvang, bestellings te neem, dit doeltreffend uit te voer en goedere so gou moontlik by klante af te lewer.</p>
<p>Distribution review - In this section, marketers list the most important channels, provide an overview of each channel arrangement, and mention any new developments or trends .</p>	<p>Ukhlaziywa kokuhanjiswa kwempahla - Kweli candelo, abarhwebi benza uluhlu lwabachaphazelekayo ababalulekileyo,luhlaziye okuvunyelwene ngako neziko ngalinye, yaye kukhankanywe imibandela emitsha ekhoyo okanye indlela ezenzeka ngayo izinto</p>	<p>Verspreidingsoorsig - In hierdie afdeling teken bemarkers die belangrikste kanale aan, bied 'n oorsig van elke kanaalreëling en vermeld enige nuwe ontwikkelings of tendense.</p>
<p>Diversification A strategy for business growth through starting up or acquiring businesses outside the firm's current products and markets.</p>	<p>Ukuxanda - Ubuchule bokukhulisa ishishini ngokuqala okanye ukuthenga amashishini angenanto yakwenza naziveliso zikhoyo zefemi kwakunye namaziko orhwebo.</p>	<p>Diversifisering - 'n Strategie vir besigheidsgroei deur besighede buite die firma se huidige produkte en markte te begin of te bekom.</p>
<p>Downsizing Reducing the business portfolio by eliminating products of business units that are</p>	<p>Ukhlisa umthamo - Ukhlisa umthamo weshishini ngokudenda iziveliso zamacandelo</p>	<p>Afskikking - Inkorting van die onderneming se portefeulje deur produkte van sake-eenhede wat nie</p>

not profitable or that no longer fit the firm's overall strategy.	eshishini angenzi ngeniso nangasahambelani nobuchule befemi ngokumbaxa.	winsgewend is of nie meer in die firma se algehele strategie inpas nie, te elimineer.
Dynamic pricing Adjusting prices continually to meet the characteristics and needs of individual customers and situations.	Ukumisela amaxabiso ahambelana nemeko - Ukusoloko kulungelelaniswa amaxabiso ukwenzela ukuhlangabezana neempawu kunye neemfuno zomthengi ngamnye kwakunye neemeko.	Dinamiese prysing - Om pryse deurlopend aan te pas om aan die kenmerke en behoeftes van individuele klante en situasies te voldoen.
Economic community - A group of nations organised to work toward common goals in the regulation of international trade.	Amazwe adityaniswe zezorhwebo - Izizwe ezidityaniswe kukusebenzela iinjongo ezifanayo ekulawuleni urhwebo lwamazwe ngamazwe.	Ekonomiese gemeenskap - 'n Groep lande wat georganiseer is om te werk om gemeenskaplike doelwitte in die regulering van internasionale handel te verwesenlik.
Economic environment Factors that affect consumer buying power and spending patterns.	Imeko yezorhwebo - Imiba echaphazela amandla okuthenga komthengi kunye neendlela zokuchitha imali.	Ekonomiese omgewing - Faktore wat verbruikers se koopkrag en bestedingspatrone affekteer.
Engel's laws Differences noted over a century ago by Ernst Engel in how people shift their spending across food, housing, transportation, health care and other goods and services categories as family income rises.	Imithetho ka-Engel - Umahluko owaqatshelwa nguErnst Engel kwisithuba esingaphaya kwenkulungwane mayelana nendlela abantu abazitshintsha ngayo iindlela zokuthenga ukutya, izindlu, uthutho, ukunonophela impilo, kunye namanye amabakala eempahla neenkonzogokuya inyuka ingeniso yosapho.	Engel se wette - Verskille wat Ernst Engel meer as 'n eeu gelede opgemerk het oor hoe mense hul besteding oor kos, behuising, vervoer, gesondheidsorg en ander goedere- en dienstekategorieë versprei namate die gesin se inkomste styg.
Enlightened marketing A marketing philosophy that holds that a firm's marketing should support the best long-run performance of the marketing system.	Ifilosofi yokurhweba - Ifilosofi yokurhweba ethi ukurhweba kwefemi makuxhase okona kusebenza kwexesha elide kwesixokelelwano sorhwebo.	Verligte bemarking - 'n Bemarkingsfilosofie wat aanvoer dat 'n firma se bemarking die beste langtermyn prestasie van die bemarkingstelsel moet ondersteun.
Environmental sustainability A management	Ukugcineka kobume bemeko yendawo - Indlela	Omgewingsvolhoubaarheid - 'n Bestuursbenadering

approach that involves developing strategies that both sustain the environment and produce profits for the firm .	esetyenziswa ngabaphathi ebandakanya ukuphuhliswa kobuchule yaye yenzele ifemi ingeniso.	wat die ontwikkeling van strategieë behels wat beide die omgewing volhou en winste vir die firma oplewer.
Environmentalism - An organised movement of concerned citizens and government agencies to protect and improve people's living environment.	Iqumrhu lobume bemeko yendawo - Iqumrhu elicwangcisekileyo labahlali abahlutshwa yinto, kunye namacandelo karhulumente ajongene nokukhusela kwanokuphucula ubume bemeko abahlala kuyo abantu.	Omgewingsbewing - 'n Georganiseerde beweging van besorgde burgers en staatsagentskappe om mense se lewensomgewing te beskerm en te verbeter.
Ethnographic research A form of observational research that involves sending trained observers to watch and interact with consumers in their "natural habitat".	Uphando ngeyona ndawo yabathengi - Uphando lokulolonga olubandakanya ukuthunyelwa kwabalolongi abaqeqeshiweyo ukuba bajonge, banxibelelane nabathengi kwindawo yesiqhelo abahlala kuyo abo bathengi.	Etnografiese navorsing - 'n Vorm van waarnemingsnavorsing wat behels dat opgeleide waarnemers gestuur word om verbruikers dop te hou en met hulle interaksie te hê in hul "natuurlike habitat".
Exchange The act of obtaining a desired object from someone by offering something in return	Utshintshiselwano - Ukufumana into efunekayo emntwini ngokuthi anikwe enye endaweni yayo.	Ruil - Die aksie om 'n begeerlike item by iemand te kry deur iets in ruil aan te bied.
Exclusive distribution - Giving a limited number of dealers the exclusive right to distribute the firm's products in their territories .	Ukuhanjiswa kwempahla okukhethekileyo - Ukunika inani elithile labarhwebi ilungelo elikhethekileyo lokusasaza iziveliso zefemi kwiiingqi zabo..	Eksklusiewe verspreiding - Om 'n beperkte aantal handelaars die eksklusiewe reg te gee om die firma se produkte in hul gebiede te versprei.
Execution style The approach, style, tone, words and format used for executing an advertising message.	Umkhwa wokwenza - Indlela, umkhwa, umoya, amazwi, nemo esetyenziswayo xa kusenziwa umyalezo wokwazisa ngento.	Uitvoerstyl - Die benadering, styl, toon, woorde en formaat wat gebruik word om 'n reklameboodskap tot uitvoer te bring.
Executive summary - This section summarises the main goals, recommendations and points as an overview for senior managers who must read and approve the marketing plan. Generally, a table of contents follows this section for	Isishwankathelo semiba ebalulekileyo - Eli candelo lishwankathela iinjongo eziphambili, izindululo, namanqaku. Ngamagqabantshintshi abaphathi abakhulu abamele ukufunda yaye bayamkele iplani yorhwebo. Uluhlu lweziqukathelo	Beknopte oorsig - Hierdie afdeling som die hoofdoelwitte, aanbevelings en punte op as 'n oorsig vir senior bestuurders wat die bemarkingsplan moet lees en goedkeur. Gewoonlik word hierdie afdeling gevolg deur 'n inhoudsopgawe vir die bestuur se

management convenience .	ludla ngokulandela eli candelo ukulungiselela abaphathi	gerief.
Experience curve (learning curve) The drop in the average per-unit production cost that comes with accumulated production experience.	Amava, isifundo - Ukuhla kwexabiso lesiveliso ngokomvo okuza namava amaninzi okuvelisa.	Ervaringskromme (leerkurve) - Die afname in die gemiddelde per eenheid produksiekoste wat met gesamentlike produksie-ervaring kom.
Experimental research Gathering primary data by selecting matched groups of subjects , giving them different treatments, controlling related factors and checking for differences in group responses	Uphando olufuniselayo - Ukuqokelela ulwazi ngezinto ngokukhetha iqela elimanyanisiweyo labo kuza kuphandwa ngabo, bangaphathwa ngendlela efanayo, kulawulwe imiba eyeleleneyo, yaye kujongwe umahluko kwiimpendulo zamaqela.	Eksperimentele navorsing - Om primêre data in te win deur eenderse groepe proefpersone te kies, vir hulle verskillende behandelings te gee, verwante faktore te beheer en te kyk vir verskille in groeeresponse.
Exploratory research Marketing research to gather preliminary information that will help define problems and suggest hypotheses .	Uphando oluphononongayo - Uphando lorhwebo lokuqokelela ulwazi ekuqaleni oluza kunceda ekuchazeni iingxaki, yaye lucebise ngeengcinga ezithathwa njengenyaniso engekaqinisekiswa.	Onderzoekende navorsing - Bemarkingsnavorsing om voorlopige inligting in te win wat sal help om probleme te omskryf en hipoteses aan die hand te doen.
Exporting Entering a foreign market by selling goods produced in the firm's home country, often with little modification.	Ukuthumela kwelinye ilizwe - Ukungena kumhlaba worhwebo welinye ilizwe ngokuthengisa iimpahla eziveliswa lilizwe lakulofemi, kumaxa amaninzi kungakhanga kwenziwa nguqulelo ingako.	Uitvoer - Om 'n buitelandse mark te betree deur goedere te verkoop wat in die firma se land van herkoms geproduseer is, dikwels met min aanpassing.
Fad A temporary period of unusually high sales driven by consumer enthusiasm and immediate product or brand popularity.	Udumo lomzuzwana - Ixeshana elifutshane apho intengiso iba ninzi ngokungaqhelekanga ngenxa yomdla wabathengi nodumo lwesiveliso okanye isiveliso esigqamileyo ngenxa yophawu olulodwa.	Gier - 'n Tydelike tydperk van ongewoon hoë verkope wat gedryf word deur verbruikersentoesiasme en onmiddellike produk- of handelsnaamgewildheid.
Factory outlet Off-price retailing operation that is owned and operated by a manufacturer and that	Apho ikhuphela khona ifektri - Ishishini elithengisa ngamaxabiso awodwa elilelomenzi	Fabriekswinkel - Laeprys kleinhandelonderneming wat deur 'n vervaardiger besit en bedryf word en wat

normally carries the manufacturer 's surplus, discontinued or irregular goods.	neliqhutywa nguye . Lidla ngokuba neempahla zomenzi ezithe zashiyekela, ezingasasebenzi nezingekho mgangathweni. .	normaalweg die vervaardiger se surplus, gestaakte of ongewone ware aanhou.
Fashion A currently accepted or popular style in a given field.	Ifashoni - Indlela ekhoyo neyamkelekileyo ngelo xesha neyindumasi kwicandelo elithile.	Mode - 'n Styl in 'n gegewe rigting wat tans aanvaar of gewild is.
Fixed costs (overheads) Costs that do not vary with production or sales level.	Iindleko ezisigxina - Iindleko ezingajikiyo ngokuhambelana nokuveliswa kwazo okanye umgangatho wentengiso.	Vaste kostes (bokostes) - Kostes wat nie varieer met produksie of verkoopsvlak nie.
FMCG (Fast-Moving Consumer Goods) Low-value items such as biscuits, cereal and crisps that are frequently sold by retailers	Iimpahla ezithengiseka ngokukhawuleza - Izinto ezinexabiso eliphantsi ezifana neebhiskithi, isiriyal namashwamshwam, zinto ezo ezithengiswa kakhulu ngoonovenkile	Vinnige verbruiksgoedere - Items van lae waarde soos koekies, graankos en skyfies wat gereeld deur kleinhandelaars verkoop word.
FOB-origin pricing - A geographical pricing strategy in which goods are placed free on board a carrier; the customer pays the freight from the factory to the destination.	Ukumiselwa kwexabiso ngokothutho endaweni - Ubuchule bokumisela amaxabiso ngokwendawo apho iimpahla zilayishwa simahla sisithuthi, umthengi ahlawule ukuthuthelwa ukusuka efektri ukuya apho kuza kuthulwa khona.	VAB (Vry aan boord) oorsprongprysing - 'n Geografiese prysingstrategie waarin goedere gratis aan boord van 'n karweier geplaas word; die klant betaal die vragkoste van die fabriek af tot by die bestemming.
Focus group interviewing - Personal interviewing that involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service or organisation. The interviewer "focuses" the group discussion on important issues.	Udliwano-ndlebe olijolise kwiqela elithile -Udliwano-ndlebe olubandakanya ukumema abantu abathandathu ukuya kwabalishumi ukuba badibane iiyure ezimbalwa kunye noqhuba udliwano-ndlebe oqeqeshiweyo kuthethwe ngesiveliso,, inkonzo,okanye umbutho.Oqhuba udliwano-ndlebe ujolisa ingxoxo yeqela kwimiba ebalulekileyo.	Fokusgroep ondervraging - Persoonlike ondervraging wat behels dat ses tot tien mense genooi word om vir 'n paar uur met 'n opgeleide onderhoudvoerder bymekaarkom om oor 'n produk, diens of organisasie te praat. Die onderhoudvoerder "fokus" die groepbespreking op belangrike vraagstukke.

Follow-up - The last step in the selling process in which the salesperson follows up after the sale to ensure customer satisfaction and repeat business.	Ukulandelela - Inqanaba lokugqibela ekuthengiseni apho umthengisi alandelelayo emva kwentengiso ukuqinisekisa ukuba umthengi wanelisekile yaye angaphinda asebenzisane naye.	Opvolging - Die laaste stap in die verkoopsproses waarin die verkoopspersoon na die verkoop opvolg om klantetevredenheid en herhaalde besigheid te verseker.
Franchise organisation A contractual vertical marketing system in which a channel member, called a franchisor, links several stages in the production-distribution process	Umbutho wefrantshayizi - Ikontraka yokurhweba apho umxhamli obizwa umnini-frantshayizi adibanisa amanqanaba amaninzi ekuveliseni nasekusasazeni impahla.	Franchise-organisasie - 'n Kontraktuele vertikale bemarkingstelsel waarin 'n lid van 'n kanaal, wat 'n franchisegewer genoem word, verskeie stadiums in die produksie-verspreidingsproses verbind
Franchise - A contractual association between a manufacturer, wholesale, or service organisation (a franchisor) and independent businesspeople (franchisees) who buy the right to own and operate one or more units in the franchise system.	Ifrantshayizi - Ikontraka edibanisa umenzi, ihloseyili, okanye usomashishini (usofrantshayizi) noosomashishini abazimeleyo (oosomashishini abanikwe ifrantshayizi) abathenga ilungelo lobumnini okanye lokusebenzisa icandelo elinye okanye nangaphezulu kwifrantshayizi.	Franchise - 'n Kontraktuele assosiasie tussen 'n vervaardiger, groothandelaar of diensorganisasie ('n franchisegewer) en onafhanklike sakemense (franchisenemers) wat die reg koop om een of meer eenhede in die franchisestelsel te besit en te bedryf.
Freight-absorption pricing - A geographical pricing strategy in which the seller absorbs all or part of the freight charges in order to get the desired business.	Ukuzithabathela ixabiso lokuthutha - Ubuchule bokumisela amaxabiso kuloo ndawo apho umthengisi azithabathela kuye zonke iindleko zothutho okanye inxalenye yazo, ukuze afumane le ntengiso ayifunayo.	Vraggeldabsorbsieprysing - 'n Geografiese prysingstrategie waarin die verkoper alle of 'n gedeelte van die vragkoste absorbeer ten einde die gewenste besigheid te bekom.
Gatekeepers - People in the firm's buying centre who control the flow of information to other parties.	Abavikeli - Abantu abanexaxheba ethe xhaxhe efemini nabalawula ukuphuma kweenkcukacha eziya kwabanye abantu.	Hekwagters - Mense in die firma se koopsentrum wat die vloei van inligting na ander partye beheer.
Gender segmentation - Dividing a market into different groups based on gender	Ukwahlulahlula ngokwesini - Ukwahlulahlula ezorhwebo ngokwamaqela ahlukeneyo asekwephezu kwesini.	Geslagsverdeling - Om 'n mark in verskillende groepe te verdeel op grond van geslag.
General need description - The stage in the	Inkcazelo yeemfuno ngokuthe gabalala -	Algemene behoeftebeskrywing - Die stadium in die

business buying process in which the firm describes the general characteristics and quantity of a needed item.	Inqanaba kwinkqubo yokuthenga apho ifemi ichaza ngokuthe gabalala iimpawu nomthamo wento efunekayo.	besigheid se koopproses waarin die firma die algemene kenmerke en hoeveelheid van 'n nodige item beskryf.
Generation X - People born between 1965 and 1976 in the "birth dearth" following the baby boom.	Isizukulwana se X - Abantu abazelwe phakathi kweminyaka ka-1965 no- 1976 ngexesha lecimi ekuzaleni okulandela ukuzalwa kwabantwana abaninzi.	Generasie X - Mense wat tussen 1965 en 1976 in die "geboorteskaarste" ná die na-oorlogse geboorteontploffing gebore is.
Generation Y - The children of the baby boomers, born between 1977 and 1994.	Isizukulwana se-Y - Abantwana abazelwe phakathi kweminyaka ka-1977 no-1994.	Generasie Y - Die kinders van die na-oorlogse geslag wat tussen 1977 en 1994 gebore is.
Geographic segmentation - Dividing a market into different geographical units such as countries, provinces, regions, municipal areas, cities or neighbourhoods.	Ukwahlulahlula ngokwendawo - Ukwahlulahlula ezorhwebo ngokwamacandelo endawo anjengamazwe, amaphondo, iingingqi, oomasipala, izixeko okanye abamelwane.	Geografiese verdeling - Om 'n mark te verdeel in verskillende geografiese eenhede soos lande, provinsies, streke, munisipale gebiede, stede of buurte.
Geographical pricing Setting prices for customers located in different parts of the country or world.	Ukumisela amaxabiso ngokwendawo - Ukumisela abathengi abakwindawo ezahlukeneyo zelizwe okanye zehlabathi amaxabiso.	Geografiese prysing - Om pryse te stel vir klante wat in verskillende dele van die land of wêreld geleë is.
Global firm A firm that, by operating in more than one country, gains R&D, production, marketing and financial advantages in its costs and reputation that are not available to purely domestic competitors.	Ifemi ekulo lonke - Ifemi esebenza kumazwe amaninzi, ethi ngoko ifumane i-R &D, isiveliso, ukulungelwa kwezorhwebo nakwezemali mayelana namaxabiso ayo nodumo, nto ezo ezingafumaneki lula kwabo bakhuphisanayo apho ikhoyo	Globale firma - 'n Firma wat, deur in meer as een land te werk, navorsing-en-ontwikkelings-, produksie-, bemarkings- en finansiële voordele bekom in sy kostes en reputasie wat nie beskikbaar is aan uitsluitlik binnelandse mededingers nie.
Good-value pricing - Offering just the right combination of quality and good service at a fair price.	Ukumilisela amaxabiso amahle - Ukunikezela izinto ezisemgangathweni nenkonzo entle ngexabiso elamkelekayo.	Goeiewaardeprysing - Om net die regte kombinasie van gehalte en goeie diens teen 'n billike prys te bied.

Government market - Governmental units - national, provincial and local -that purchase or rent products and services for carrying out the main functions of government.	Urhwebo norhulumente - Amacandelo karhulumente –kazwelonke, amaphondo, nawasekhaya athenga okanye arenta iziveliso neenkonzo ukuze urhulumente enze imisebenzi yakhe ephambili.	Regeringsmark - Regeringseenhede – nasionaal, provinsiaal en plaaslik – wat produkte en dienste koop of huur om die hoof funksies van die regering te verrig.
Growth stage - The product life cycle stage in which a product's sales start climbing quickly.	Inqanaba lokukhula - Ubomi besiveliso apho intengiso yaso iqalisa ukunyuka ngokukhawuleza.	Groeistadium - Die stadium in die lewensiklus van 'n produk waarin 'n produk se verkope vinnig begin klim.
Growth-share matrix - A portfolio -planning method that evaluates an organisation's strategic business units in terms of their market growth rate and relative market share. SBUs are classified as stars, cash cows, question marks or dogs.	Umlinganiselo wesabelo sokukhula - Indlela yokucebisa ipotfoliyo exabisa ubuchule bokusebenza kwezeshishini lombutho ngokokukhula kwawo kwezorhwebo kunye nesabelo kwezorhwebo xa kuthelekiswa. La macandelo ahlelwa njengokugqwesileyo, okutsitsa kakhulu, imibuzo okanye izinja.	Groeiaandeelmatriks - 'n Portefeulje beplanningsmetode wat 'n organisasie se strategiese sake-eenhede (SSE's) evalueer ten opsigte van hulpe mark se groeikoers en relatiewe marktaandeel. SSE's word geklassifiseer as sterre, kontantkoeie, vraagtekens of honde.
Habitual buying behaviour - Buying behaviour when the consumer has low involvement and sees few brand differences.	Ukuthenga ngokwesiqhelo - Umthengi akazibandakanyi kakhulu yaye akaboni mahluko mkhulu kumagama ezinto.	Gewoontekoopedrag - Koopedrag waar die klant min betrokkenheid het en min verskille tussen handelsmerke raaksien.
Handling objections - The step in the selling process in which the salesperson seeks out, clarifies and overcomes customer objections to buying.	Ukuchasana nokuthenga - Xa kuthengiswa ze umthengisi afune, acacise, yaye alwe nekcaso umthengi anayo malunga nokuthenga.	Hantering van besware - Die stap in die verkoopsproses waar die verkoops persoon klantebesware teen aankope soek, uitklaar en oorkom.
Horizontal marketing system - A channel arrangement in which two or more firms at one level join together to follow a new marketing opportunity.	Ukutshintsha indlela yokurhweba - Isivumelwano apho iifemi ezimbini nangaphezulu ezikumgangatho omnye zithi zidibane ukuze zilandele ndlela yimbi yokurhweba.	Horisontale bemarkeeringstelsel - 'n Kanaalreëling waarin twee of meer firmas op een vlak saamkom om 'n nuwe bemarkeeringseleentheid te volg.
Idea generation - The systematic search for new-	Ukufunwa kwesiveliso esitsha - Ukufunwa	Ideegenerasie - Die stelselmatige soeke na

product ideas.	ngokucwangcisekileyo kweisiveliso esitsha.	nuweprodukidees.
Idea screening - Screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.	Ukuhluzwa kwesiveliso esitsha -Ukuhluzwa kwezimvo ngesiveliso esitsha ukuze kubonakale izimvo ezintle yaye kulahlwe ezilabalabayo kwangoko.	Ideesifting - Sifting van nuweprodukidees ten einde goeie idees raak te sien en slegte idees so gou moontlik te laat vaar.
Income segmentation - Dividing a market into different income groups.	Ukuhluzwa kwesiveliso esitsha - Ukuhluzwa kwezimvo ngesiveliso esitsha ukuze kubonakale izimvo ezintle yaye kulahlwe ezilabalabayo kwangoko.	Inkomsteverdeling - Om 'n mark in verskillende inkomstegroepe te verdeel.
Independent off-price retailer - Off-price retailer that is either owned and run by entrepreneurs or is a division of a larger retail corporation.		Onafhanklike laeprys kleinhandelaar - Laepryskleinhandelaar wat hetsy deur entrepreneurs besit en bestuur word of 'n afdeling is van 'n groter kleinhandelskorporasie.
Indirect marketing channel - Channel containing one or more intermediary levels.	Iziko elirhweba ngokungathanga ngqo - Iziko elinenqanaba elinye, okanye nangaphezulu, elingenelelayo.	Indirekte bemarkingskanaal - anaal wat uit een of meer tussengangersvlakke bestaan.
Individual marketing - Tailoring products and marketing programmes to the needs and preferences of individual customers - also labelled "markets-of-one marketing", "customised marketing", and "one-to-one marketing".	Urhwebo ngokokukhethwa ngabathengi abathile -Ukulungelelanisa iziveliso neenkqubo zorhwebo neemfuno nokukhethwa ngabathengi ngabanye. Oku kukwathiwa "kukurhweba kujongwe into enye," "ukurhweba okulungiselelwe umthengi," "ukurhweba komrhwebi omnye kunye nomthengi omnye."	Individuele bemarking - Om produkte en bemarkingsprogramme aan te pas by die behoeftes en voorkeure van individuele klante – word ook "marktevan-een bemarking", "pasgemaakte bemarking" en "een-tot-een-bemarking" genoem.
Industrial product - Product bought by individuals and organisations for further processing or for use in conducting a business.	Isiveliso seshishini - Isiveliso esithengwa ngabantu kunye nemibutho ukuze sisetyenzwe okanye sisetyenziswe xa kushishinwa.	Nywerheidsprodukt - Produk wat deur individue en organisasies aangekoop word om verder te verwerk of om gebruik te word om besigheid mee te doen.
Influencers - People in a firm's buying centre who	Abantu abanempembelelo - Abantu abathatha	Beïnvloeders - Mense in 'n firma se koopsentrum wat

<p>affect the buying decision; they often help define specifications and also provide information for evaluating alternatives.</p>	<p>inxaxheba efemini nabanempembelelo kwizigqibo zokuthenga. Kumaxa amaninzi banceda ekuchazeni imimiselo nasekunikeni ulwazi malunga nokuxabisa ezinye iindlela.</p>	<p>die koopbesluit beïnvloed; hulle help dikwels om spesifikasies te omskryf en verskaf ook inligting vir die evaluering van alternatiewe.</p>
<p>Information search - The stage of the buyer decision process in which the consumer is aroused to search for more information through heightened attention or active seeking.</p>	<p>Ukufuna ulwazi - Inqanaba lesigqibo somthengi apho athi avuseleleke afune ulwazi olongezelelekileyo ngokuthi abe nokuqwalasela okukhulu okanye akhuthale ekufuneni.</p>	<p>Soek na inligting - Die stadium van die koper se besluitnemingsproses waarin die verbruiker geprikkel word om meer inligting te soek deur meer aandag te skenk of deur aktief te soek.</p>
<p>Innovative marketing A principle of enlightened marketing that requires that a firm seek real product and marketing improvements.</p>	<p>Urhwebo oluphuculayo - Umthetho-siseko worhwebo ofuna ifemi ifune esona siveliso kunye nokuphucula urhwebo.</p>	<p>Innoverende bemarking - 'n Beginsel van verligte bemarking wat vereis dat 'n firma ware produk- en bemarkingsverbeteringe najaag.</p>
<p>Inside sales force - Inside salespeople who conduct business from their offices via telephone, the Internet or receive visits from prospective buyers.</p>	<p>Intengiso kungayiwanga phandle - Abathengisi abangaphakathi abaqhuba ushishino ngefoni beseziofisini zabo, nge-Inthaneth okanye bandwendwelwe ngabajonge ukuthenga.</p>	<p>Interne verkoops personeel - Interne verkoops mense wat besigheid telefonies vanuit hul kantore doen, oor die Internet of deur besoeke van voornemende kopers te ontvang.</p>
<p>Institutional market - Schools, hospitals, nursing homes, prisons, and other institutions that provide products and services to people in their care.</p>	<p>Amaziko orhwebo - Izikolo, izibhedlele, amaziko okonga, iintolongo kunye namanye amaziko anikezela ngeziveliso kunye neenkonzo ebantwini abaphantsi kwezi ndawo.</p>	<p>Institusionele mark - Skole, hospitale, ouetehuse, gevangnisse en ander instansies wat produkte en dienste aan die mense in hul sorg lewer.</p>
<p>Integrated direct marketing - Direct-marketing campaigns that use multiple vehicles and multiple stages to improve response rates and profits.</p>	<p>Urhwebo olondeleleneyo noluthe ngqo - Amaphulo orhwebo ngokondeleleneyo asebenzisa iindlela ezininzi namanqanaba amaninzi okuphucula isantya sokuphendula kunye nengeniso.</p>	<p>Geïntegreerde direkte bemarking - Direkte bemarkingsveldtogte wat veelvuldige instrumente en veelvuldige stadiums gebruik om responskoerse en winste te verbeter.</p>

<p>Integrated logistics management - The logistics concept that emphasises teamwork, both inside the firm and among all the marketing channel organisations, to maximise the performance of the entire distribution system.</p>	<p>Ulawulo olondeleleneyo - Lugininisa ukusebenza ngokuthi kudityanwe, ngaphakathi efemini kunye nangaphakathi kwayo yonke imibutho yorhwebo ukuze kunyuke izinga lokusebenza kwalo lonke ijelo lokuhambisa impahla.</p>	<p>Geïntegreerde logistiekbestuur - Die logistiekbegrip wat spanwerk, in die firma sowel as onder al die bemarkingskanaalorganisasies benadruk, ten einde die prestasie van die hele verspreidingstelsel te maksimaliseer.</p>
<p>Integrated marketing communications (IMC) - Carefully integrating and coordinating the firm's many communications channels to deliver a clear, consistent and compelling message about the organisation and its products .</p>	<p>Unxibelelwano lorhwebo olondeleleneyo - Ukudibanisa ngocoselelo amajelo efemi onxibelelwano ukuze uvakale kakuhle ungagungqi, yaye ungaphikiseki umyalezo mayelana nombutho kunye neziveliso zawo.</p>	<p>Geïntegreerde bemarkingskommunikasie (GBK) Noukeurige integrasie en koördinerings van die firma se talle kommunikasiekanale ten einde 'n duidelike, konsekwente en gebiedende boodskap oor die organisasie en sy produkte te lewer.</p>
<p>Intensive distribution - Stocking the product in as many outlets as possible.</p>	<p>Ukuhambisa impahla okuluqilima - Ukugcina isiveliso kumaziko amaninzi kangangoko.</p>	<p>Intensiewe verspreiding - Om die produk in soveel afsetpunte moontlik te plaas.</p>
<p>Interactive marketing - Training service employees in the fine art of interacting with customers to satisfy their needs.</p>	<p>Urhwebo oluphefumlelanayo - Ukuqeqesha abasebenzi kubuchule bokuphefumlelana nabathengi ukuze kwaneliswe iimfuno zabo.</p>	<p>Interaktiewe bemarking - Om dienswerknemers op te lei in die fyn kuns om met klante interaksie te hê ten einde aan hul behoeftes te voldoen.</p>
<p>Intermarket segmentation Forming segments of consumers who have similar needs and buying behaviour even though they are located in different countries.</p>	<p>Ukwahlulahlula okuphefumlelanayo phakathi kwamaziko orhwebo -Ukwahlulahlula abathengi ngokokufana kweemfuno zabo noxa besemazweni ahlukeneyo.</p>	<p>Tussenmarkverdeling - Om segmente van verbruikers te vorm wat eenderse behoeftes en koopgedrag openbaar, hoewel hulle in verskillende lande woon.</p>
<p>Intermodal transportation - Combining two or more modes of transportation.</p>	<p>Ukudibanisa ezothutho - Ukudibanisa iindlela ezimbini nangaphezulu zothutho.</p>	<p>Intermodale vervoer - Om twee of meer vervoermodes te kombineer.</p>
<p>Internal databases - Electronic collections of consumer and market information obtained from data sources within</p>	<p>Oovimba bolwazi bangaphakathi - Ingqokelela yobuxhakaxhaka ngeekhompuyutha yeenkcukacha malunga nabathengi kunye</p>	<p>Interne databasisse - Elektroniese inwinning van klante- en markinligting wat uit databronne in die firma se netwerk verkry is.</p>

the firm network	norhwebo nezithi zifumaneke kwimithombo yolwazi kwalapha efemini.	
Internal marketing - Orienting and motivating customer-contact employees and the supporting service people to work as a team to provide customer satisfaction.	Urhwebo lwangaphakathi - Ukuqhelisa nokukhuthaza ukudibana kwabathengi nabasebenzi kunye nabo bancedisayo ukuze basebenze bebambene banelise abathengi.	Interne bemarking - Oriëntering en motivering van klant-kontakwerknemers en die steundienspersone om as 'n span werk ten einde klantetevredenheid te bied.
Internet - A vast public web of computer networks that connects users of all types all around the world to each other and to an amazingly large information repository.	I-inthaneth - Ubuxhakaxhaka bonxibelelwano ngekhompyutha oludibanisa zonke iintlobo zabantu ezibusebenzisayo ehlabathini liphela, zibadibanisa kwanalona lwazi lwakha lwaluninzi.	Internet - 'n Uitgebreide openbare web van rekenaarnetwerke wat gebruikers van alle soorte van regoor die wêreld met mekaar en aan 'n geweldig groot inligtingsbron verbind.
Introduction stage - The product life cycle stage in which the new product is first distributed and made available for purchase	Inqanaba lokwazisa - Ngokuhamba kwexesha apho isiveliso esitsha sithi siqale ngokuhanjiswa yaye sibe nako ukuthengeka.	Bekendstellingstadium - Die stadium in 'n produk se lewensiklus waarin die nuwe produk vir die eerste keer versprei en beskikbaar gestel word vir aankoop.
Joint ownership - A joint venture in which a firm joins investors in a foreign market to create a local business in which the firm shares joint ownership and control.	Ubumnini obuhlanganyelweyo - Ilinge lobudelangozi apho ifemi izibandakanya nabatyali-mali borhwebo bangaphandle kwamanye amazwe isenzela ukudala ishishini ekhaya ekuhlaleni apho ifemu iya kuthi yabelane nabo ngobumnini nangokulawula.	Mede-eienaarskap - 'n Gesamentlike onderneming waarin 'n firma aansluit by beleggers in 'n buitelandse mark om 'n plaaslike besigheid te skep waarin die firma mede-eienaarskap en -beheer deel.
Joint venturing - Entering foreign markets by joining with foreign firms to produce or market a product or service.	Ilinge lobudelangozi elihlanganyelweyo - Ukungenelela kurhwebo noshishino lwamazwe angaphandle ngokuzibandakanya neefemui zangaphandle ukwenza isiveliso okanye ukuthengisa iisiveliso okanye inkonzo.	Gesamentlike onderneming - Om buitelandse markte te betree deur by buitelandse firmas aan te sluit om 'n produk of diens te produseer.
Kiosk - Kiosks are self-service standalone	Ivenkilana - Ziivenkilana ezingoomatshini	Kiosk - Kiosks is selfdiens losstaande masjiene wat

machines that enable electronic transactions and dispense digital goods.	abazimeleyo apho umntu azinceda ngokwakhe nezivumela intengiselwano eyenzeka nge-elektronikhi kunye nokukhupha unikezele izinto	elektroniese transaksies moontlik maak en digitale goedere uitgee.
Learning - Changes in behaviour caused by experience.	Ukufunda - Ukutshintsha kwesimo nokwenza izinto ngenxa yamava	Leer - Veranderinge in gedrag wat deur ervaring veroorsaak word.
Licencing - A method of entering a foreign market in which the firm enters into an agreement with a licensee in the foreign market.	Ukunika ilayisenisi - Yindlela yokungena kurhwebo lwamanye amazwe ethi ngayo ifemi ingene kuvumelwano nomkhuphi – layisenisi worhwebo olo lwangaphandle.	Lisensiëring - 'n Metode om 'n buitelandse mark te betree waarin die firma 'n ooreenkoms aangaan met 'n lisensiehouer in die buitelandse mark.
Lifestyle - A person's pattern of living as expressed through activities, interests and opinions.	Indlela yokuphila nokwenza izinto - Yindlela okanye inkqubo aziphilela ngayo umntu njengoko ipuhla ibonakale ngezenzo, ngomdla nangezimvo.	Leefstyl - 'n Persoon se lewenspatroon soos uitgedruk deur bedrywighede, belangstellings en opinies.
Line extension - Extending an existing brand name to new forms, colours, sizes, ingredients or flavours of an existing product category.	Ulwandiso nokuguqula uhlobo oluthile kwintengiso lube lutsha - Ukwandisa igama lohlobo oluthile kwintengiso ulwenzela lube lutsha, kwimibala, kubungakanani, kwiimpawu okanye kwizinongo zodidi lwesiveliso esikhoyo	Reeksuitbreiding - Om 'n bestaande handelsnaam uit te brei na nuwe vorms, kleure, groottes, bestanddele of geure van 'n bestaande produkategorie.
Local marketing - Tailoring brands and promotions to the needs and wants of local customer groups - cities, neighbourhoods and even specific stores.	Urhwebo ekhaya - Ukulungelelanisa uhlobo oluthile lwentengiso nokwazisa into ethengwayo uyixhasa, ukwenzela iimfuneko neemfuno zamaqela abaxhasi bendawo – izixeko, ubumelwane, kanti neevenkile ezithile.	Plaaslike bemarking - Om handelsmerke en promosies te pas by die behoeftes en begeertes van plaaslike groepe klante – stede, buurte en selfs spesifieke winkels.
Macro-environment The larger societal forces that affect the micro-environment - demographic,	Ubume bemeko yendawo obukhulu - Izinto ezinkulu nezibanzi ezinxulumene noluntu	Makro-omgewing - Die groter samelewingsmagte wat die mikro-omgewing affekteer – demografiese,

economic, natural, technological, political, and cultural forces.	ezichaphazela izinto ezinegalelo elingephi kubume bemeko yendawo – amanani abazelweyo endawo ethile, ezemali, ezendalo, ezeteknoloji, ezepolitiki, nezenkcubeko	ekonomiese, natuurlike, tegnologiese, politiese en kulturele magte.
Madison & Vine - A term that has come to represent the merging of advertising and entertainment in an effort to break through the clutter and create new avenues for reaching consumers with more engaging messages.	IMadison & Vine - Igama elisetyenziswayo nelizokumela ukudityaniswa kokupapashwa nezolonwabo ngelinge lokuzama ukuqhawula nokuphelisa ingxushungxushu kudaleke amathuba amatsha okufikelela kubathengi ngomyalezo ophuhlileyo nowenza ukuba kubekho uzinzo nobambelelo kuphulaphulwane.	Madison & Vine - 'n Begrip wat nou die samesmelting van reklame en vermaak verteenwoordig in 'n poging om deur die warboel te breek en nuwe maniere te vind om verbruikers met meer aantreklike boodskappe te bereik.
Management contracting - A joint venture in which the domestic firm supplies the management know-how to a foreign firm that supplies the capital.	Ukulawula ngekontraka - Ilinge lobudelangozi elidibanisa amacala amabini apho ifemi yalapha ekhaya inikezela ngolwazi lokwenza izinto kwifemi yangaphandle enikezela ngesixa esikhulu semali kwishishini.	Bestuurskontraktering - 'n Gesamentlike onderneming waarin die plaaslike firma bestuurskennis aan 'n buitelandse firma gee, wat die kapitaal verskaf.
Manufacturers' sales branches and offices - Wholesaling by sellers or buyers themselves rather than through independent wholesalers.	Amasebe nee-ofisi zentengiso zomenzi Ukuthengisa impahla koonovenkile ngezixa ezikhulu nangamaxabiso aphantsi kusenziwa ngabathengisi nabathengi kokwabo ingeyiyo iholseyili ezimeleyo.	Vervaardiger se verkoopstakke en -kantore - Groothandel deur verkopers of kopers self eerder as deur onafhanklike groothandelaars.
Market challenger - A runner-up firm that is fighting hard to increase its market share in an industry.	Umceli-mngeni kurhwebo - Ifemi ethe chu emva ezama ngandlela zonke ukwandisa isabelo sayo kurhwebo lweshishinini.	Markuitdager - 'n Mededinger wat hard baklei om sy markaandeel in 'n bedryf te vergroot.
Market description - By describing the targeted segments in detail, marketers provide context for the marketing strategies and detailed action	Ukuchaza urhwebo - Ngokuchaza ngokucacisayo amacandelo ekujoliswe kuwo, umrhwebi unika imeko ezithi benzeke kulo ubuchule bokurhweba	Markbeskrywing - Deur die teikensegmente in besonderhede te beskryf, bied bemarkers die konteks vir die bemarkingstrategieë en gedetailleerde

programmes discussed later in the plan.	kwanenkqubo yokwenza ecalulweyo exoxwe sekumva apha ekucwangciseni.	aksieprogramme wat later in die plan bespreek word.
Market development - A strategy for organisational growth by identifying and developing new market segments for current products of the firm.	Ukuphuhlisa urhwebo - Ubuchule bokuphuhlisa umbutho ngokukhetha nokukhulisa amacandelo amatsha orhwebo kulungiselelwa isiveliso sangoku sefemi.	Markontwikkeling - 'n Strategie vir organisatoriese groei deur nuwe marksegmente te identifiseer en te ontwikkel vir huidige produkte van die firma.
Market follower - A runner-up firm that wants to hold its share in an industry without rocking the boat.	Umlandeli kurhwebo - Ifemi engumkhuphisani ophambili efuna ukugcina isabelo sayo kwishishini ngaphandle kokuphazamisa.	Markvolgeling - 'n Mededingersfirma wat sy aandeel in 'n bedryf wil behou sonder om skommelings te veroorsaak.
Market leader - The firm in an industry with the largest market Share	Inkikheli kurhwebo - Eyona femi inesabelo esikhulu sorhwebo kwishishini.	Markleier - Die firma in 'n bedryf met die grootste markaandeel.
Market nicher - A firm that serves small segments that the other firms in an industry overlook or ignore.	Ifemi evala isikhewu - Ifemi esebenza nejongene namacandelo amancinci ajongelwe phantsi nangananzwanga zezinye iifemu kwezoshishino	Marknissteller - 'n Firma wat klein segmente bedien wat die ander firmas in 'n bedryf oor die hoof sien of ignoreer.
Market offering - Some combination of products, services, information, or experiences offered to a market to satisfy a need or want.	Ukunikezela kurhwebo - Ukudityaniswa kweziveliso, iinkonzo, ulwazi okanye amava anikezelwa kurhwebo ukwanelisa iimfuno okanye iintswelo.	Markaanbieding - 'n Sekere kombinasie van produkte, dienste, inligting of ervarings wat aan 'n mark gebied word om aan 'n behoefte of begeerte te voldoen.
Market penetration - A strategy for organisational growth by increasing sales of current products to current market segments without changing the product.	Ukutyhutyha kurhwebo - Ubuchule bokuqhuba ukukhula kumbutho ngokwandisa iintengiso zeziveliso zangoku ezisetyenziswayo zibe ngamacandelo orhwebo angoku asetyenziswayo bungakhange busitshintshe isiveliso	Markpenetrasie - 'n Strategie vir organisatoriese groei deur verkope van huidige produkte aan huidige marksegmente te verhoog sonder om die produk te verander.
Market segment A group of consumers who	Icandelo lorhwebo - Iqela labathengi elisabela	Marksegment - 'n Groep verbruikers wat op 'n

respond in a similar way to a given set of marketing efforts.	ngendlela efanayo kwiseti yamalinge orhwebo.	soortgelyke wyse reageer op 'n gegewe stel bemarkingspogings.
Market segmentation - Dividing a market into distinct groups of buyers who have distinct needs, characteristics or behaviour patterns and who might require separate products or marketing programmes.	Ukwahlulahlula urhwebo - Ukwahlulahlula urhwebo lube ngamaqela abathengi acacileyo nanomahluko, aneemfuno, iimpawu, isimo, kwanomfuziselo wawo ocacileyo nonomahluko, nasenokufuna isiveliso okanye iinkqubo zawo zorhwebo ezizodwa	Markverdeling - Om 'n mark in bepaalde kopersgroepe te verdeel wat bepaalde behoeftes, kenmerke of gedragspatrone openbaar en wat aparte produkte of bemarkingsprogramme kan verlang.
Market targeting - The process of evaluating each market segment's attractiveness and selecting one or more segments to enter.	Ukujolisa kurhwebo - Inkqubo yokuvavanya uhlalutya umtsalane wecandelo lorhwebo ngalunye nokukhetha libe linye okanye ngaphezulu icandelo elinokungenelwa.	Markteikenstelling - Die proses om elke marksegment se aanloklikheid te evalueer en een of meer segmente te kies om te betree.
Market - The set of all actual and potential buyers of a product or service.	Urhwebo - Uluhlu lwabathengi abangabo nabanethuba elililo lokuba ngabathengi besiveliso okanye inkonzo.	Mark - Die stel van alle werklike en potensiële kopers van 'n produk of diens.
Market-centred firm - A firm that pays balanced attention to both customers and competitors in designing its marketing strategies.	Ifemi engqiyame ngorhwebo - Ifemi enika ukhathalelo olugqibeleleyo ekuyileni ubuchule bokuqhuba urhwebo. Olu khathalelo iyibonisa kubathengi nakwiifemi ekhuphisana nazo kwintengiso	Markgerigte firma - 'n Firma wat gebalanseerde aandag aan beide klante en mededingers skenk in die ontwerp van sy bemarkingstrategieë.
Marketing audit - A comprehensive, systematic, independent and periodic examination of a firm's environment, objectives, strategies and activities, to determine problem areas and opportunities and to recommend a plan of action to improve the firm's marketing performance.	Uvavanyo nophengululo kurhwebo - Uvavanyo lwefemi jikelele olubanzi, lucwangcisiwe, lungaxhomekanga ntweni, nolwenzeka ngamaxesha athile. Olu vavanyo lwenzelwa iindawana kwanamathuba anganengxaki ukuze kucingwe ngokucwangcisa icebo emalenziwe ukuzama ukuphucula indlela esebenza ngayo ifemi.	Bemarkingsoudit - 'n Omvattende, stelselmatige, onafhanklike en periodieke ondersoek van 'n firma se omgewing, oogmerke, strategieë en aktiwiteite om vas te stel waar probleemgebiede en geleenthede is en om 'n aksieplan aan te beveel ten einde die firma se bemarkingsprestasie te verbeter.

<p>Marketing channel (distribution channel) - A set of interdependent organisations that help make a product or service available for use or consumption by the consumer or business user.</p>	<p>Indlela yokurhweba (indlela yokuhambisa impahla.)- Uluhlu lwemibutho esebenzisanayo nexhomekekileyo omnye komnye, nenceda ekubeni sifumaneke isivelo okanye iinkonzo zikwazi ukusebenziseka kubathengi okanye kubantu bamashishini.</p>	<p>Bemarkingskanaal (verspreidingskanaal) - 'n Stel interafhanklike organisasies wat help om 'n produk of diens beskikbaar te stel vir gebruik of verbruik deur die verbruiker of besigheidsgebruiker.</p>
<p>Marketing concept - The marketing management philosophy that achieving a firm's goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do.</p>	<p>Ingcingane ngorhwebo - Ifilosofi yokulawula urhwebo ethi ukufezekisa iinjongo zefemi kuxhomekeke ekuzazini iimfuno neentswelo zabarhwebi ekujoliswe kubo ngcono kunabo kukhutshiswana nabo,</p>	<p>Bemarkingskonsep - Die filosofie van bemarkingsbestuur wat aanvoer dat om 'n firma se doelwitte te bereik, afhang van kennis van die behoeftes en begeertes van teikenmarkte en om die gewenste bevrediging beter as mededingers te bied.</p>
<p>Marketing control - The process of measuring and evaluating the results of marketing strategies and plans and taking corrective action to ensure that objectives are achieved .</p>	<p>Indlela yokulawula urhwebo - Yinqubo yokwenza umlinganiselo novavanyo lweziphumo zobuchule bokuqhuba urhwebo nezicwangciso nokuzama ukulungisa nokuqinisekisa ukuba iinjongo zifezekisiwe.</p>	<p>Bemarkingsbeheer - Die proses om die resultate van bemarkingstrategieë en -planne te meet en te evalueer en om korrektiewe aksie te neem ten einde te verseker dat doelwitte verwesenlik word.</p>
<p>Marketing environment - The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers.</p>	<p>Ubume bemeko yendawo obukhulu kurhwebo Abathathi-nxaxheba abakufutshane nefemi nezinto ezinefuthe ezisuka ngaphandle kurhwebo ezithi zibe negalelo ekubeni ulawulo lorhwebo lwakhe nasekugcineni unxibelelwano olunempumelelo nabathengi ekujoliswe kubo.</p>	<p>Bemarkingsomgewing - Die rolspelers en magte buite bemarking wat bemarkingsbestuur se vermoë om suksesvolle verhoudings met teikenklante te bou en te handhaaf, affekteer.</p>
<p>Marketing implementation - The process that turns marketing strategies and plans into marketi</p>	<p>Ukuzalisekisa urhwebo - Inqubo ejika ubuchule bokwenza kwanezicwangciso kurhwebo zibe</p>	<p>Bemarkingsimplementering - Die proses wat bemarkingstrategieë en -planne omskakel in</p>

ng actions in order to accomplish strategic marketing objectives.	kukwenza ukuze kuphunyezwe kufezekiswe iinjongo zobuchule borhwebo.	bemarkingsaksies ten einde strategiese bemarkingsoogmerke te verwesenlik.
Marketing information system (MIS) People, equipment and procedures used to gather, sort, analyse, evaluate and distribute needed, timely and accurate information to marketing decision-makers.	Isixokelelwano solwazi ngorhwebo - Abantu, izixhobo neeenkqubo ezilandelwayo, ezisetyenziswa ukuqokelela, ukuhlulaza, ukuhlalutya, ukuvavanya nokusasaza ulwazi olufuneka ngexesha noluchanekileyo lunikwa abenzi-zigqibo borhwebo.	Bemarkingsinligtingstelsel (BIS) - Mense, toerusting en prosedures wat gebruik word om nodige, tydige en akkurate inligting in te win, te sorteer, te ontleed, te evalueer en aan bemarkingsbesluitnemers te versprei.
Marketing intelligence - The systematic collection and analysis of publicly available information about competitors and developments in the marketing environment.	Ukuqokelela iinkcukacha kwezorhwebo - Uqokelelo ngendlela enobuchule nohlalutyo lolwazi olufumaneka ngokuphandle ngabakhuphisani nokukhula kubume borhwebo.	Bemarkingsintelligensie - Die stelselmatige inwinning en ontleding van inligting wat in die openbaar beskikbaar is oor mededingers en ontwikkelings in die bemarkingsomgewing.
Marketing intermediaries - Businesses that help the firm to promote , sell, and distribute its goods to final buyers; they include resellers, physical distribution firms, marketing service agencies and financial intermediaries.	Abangeneleli kwezorhwebo - Amashishini anceda ifemi ukukhulisa, ukuthengisa nokwaba iimpahla zayo kubathengi bokugqibela. La mashishini aquka abathengisi bephinda, iifemi ezaba izinto ezibambekayo, amagosa eenkonzo zorhwebo nabangeneleli kwezemali.	Bemarkingstussengangers - Besighede wat die firma help om sy goedere te adverteer, te verkoop en aan finale kopers te versprei; dit sluit in herverkopers, fisiese verspreidingsfirmas, bemarkingsdiensagentskappe en finansiële tussengangers.
Marketing logistics (physical distribution) - The tasks involved in planning, implementing and controlling the physical flow of materials, final goods and related information from points of origin to points of consumption to meet customer requirements at a profit.	Amatiletile orhwebo (ukuhambisa impahla) - Imisebenzi echaphazelekayo kucwangciso, ekuphumezeni, nasekulawuleni ukuhamba ngokukhawuleza kwempahla, izinto zentengiso zokugqibela nolwazi olunxulumeneyo ukusukela kwiqondo apho ziqale khona ukuya kwiqondo lokuba zithengiswe ukuhlangabeza iimfuno zabathengi ngenzuzo.	Bemarkingslogistiek (fisiese verspreiding) - Die take wat betrokke is in die beplanning, inwerkingstelling en beheer van die fisiese vloeï van materiale, finale goedere en verwante inligting, teen 'n wins, van punte van oorsprong na punte van verbruik om aan klante se vereistes te voldoen.
Marketing management - The art and science of choosing target markets and building profitable	Ukulawula urhwebo - Ubugcisa nobugqi bokukhetha abarhwebi ekujoliswe kubo	Bemarkingsbestuur - Die kuns en wetenskap om teikenmarkte te kies en voordelige verhoudings met

relationships with them	nokwakha unxibelelwano olunenzuzo nabo..	hulle te bou.
Marketing mix The set of controllable tactical marketing tools -product, price, place and promotion -that the firm blends to produce the response it wants in the target market.	Ukuxuba urhwebo - Iseti yezixhobo zokurhweba ezinobuchule nezilawulekayo –isiveliso, ixabiso, indawo, nokuxhasa kusaziswa into ethengwayo - oko ifemi ikuxubayo ikudibanise ukuvelisa ukusabela ekufunayo kurhwebo ejolise kulo	Bemarkingsamestelling - Die stel beheerbare taktiese bemarkingsinstrumente – produk, prys, plek en promosie – wat die firma vermeng om die gewenste respons in die teikenmark tot gevolg te hê.
Marketing myopia -The mistake of paying more attention to the specific products a firm offers than to the benefits and experiences produced by these products.	Ukufutshanisa ukubona nokuqonda kwezorhwebo - Impazamo yokubonakalisa umdla ogqithisileyo nokuhoya iziveliso ezithile ezikhutshwa yifemi kungajongwa nzuzo namava aza nezi ziveliso.	Bemarkingsbysiendheid -Die fout om meer aandag te skenk aan spesifieke produkte wat ’n firma aanbied as aan die voordele en ervarings wat deur hierdie produkte meegebring word.
Marketing organisation - The marketing department may be organised by function, as in this sample, by geography, by product, or by customer (or some combination); Management should explain in this section how marketing research will be used to support development, implementation and evaluation of strategies and action programmes.	Ukucwangcisa urhwebo - Isebe kwezorhwebo lingalungiselelwa liqokeleleke ngomsebenzi eliwezayo, njengoko kunjalo kule sampulu,ngejografi, ngesiveliso, okanye ngabathengi (okanye oku kudibene); ulawulo kufuneka lucacise kweli candelo ukuba uphando ngorhwebo luya kusetyenziswa njani ukuxhasa uphuhliso , ukuphumeza, kunye novavanyo kobuchule neenkqubo zokwenza.	Bemarkingsorganisasie - Die bemarkingsdepartement kan georganiseer wees volgens funksie, soos in hierdie voorbeeld, volgens geografie, volgens produk of volgens verbruiker (of die een of ander kombinasie); Bestuur moet in hierdie afdeling verduidelik hoe bemarkingsnavorsing gebruik sal word om ontwikkeling, inwerkingstelling en evaluering van strategieë en aksieprogramme te steun.
Marketing research The systematic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organisati on.	Uphando ngezorhwebo - Ubuchule kuyilo, uqokelelo, uhlahlelo nokunika ingxelo ngolwazi oluqokelelweyo noluhambelana nemeko ethile yorhwebo umbutho ejongene nayo.	Bemarkingsnavorsing - Die stelselmatige ontwerp, insameling, ontleding en verslagdoening van data wat verband hou met ’n spesifieke bemarkingsituasie wat ’n organisasie in die gesig staar
Marketing strategy development - Designing an initial marketing strategy for a new product based on the product concept.	Ukuphuhlisa ubuchule borhwebo - Ukuyila ubuchule bokuqala bokurhweba kusenzelwa isiveliso esitsha esisekelwe kwingcingane ngesiveliso.	Bemarkingstrategieontwikkeling - Om ’n aanvanklike bemarkingstrategie vir ’n nuwe produk te ontwerp op grond van die produkkonsep.

<p>Marketing strategy - The marketing logic by which the business unit hopes to achieve its marketing objectives</p>	<p>Ubuchule borhwebo - Ubuchule bokuqiqu kurhwebo ethi ngalo iyunithi yeshishini ithembe ukuphumeza iinjongo zayo zorhwebo.</p>	<p>Bemarkingstrategie - Die bemarkingslogika waardeur die sake-eenheid hoop om sy bemarkingsdoelwitte te verwesenlik.</p>
<p>Marketing tools These sections summarise the broad logic that will guide decisions made about the marketing tools to be used in the period covered by the plan.</p>	<p>Izixhobo zorhwebo - La macandelo ashwankathela ubuchule bokuqiqisisa obuthi bukhokhele izigqibo ezenziweyo ngezixhobo zokusebenza kurhwebo neziza kusetyenziswa ngexesha elibaliweyo kwizicwangciso.</p>	<p>Bemarkingsinstrumente - Hierdie afdelings som die breë logika op wat besluite sal lei wat gemaak word oor bemarkingsinstrumente wat gebruik word in die tydperk wat deur die plan gedek word.</p>
<p>Marketing website - A website that engages consumers in interactions that will move them closer to a direct purchase or other marketing outcome.</p>	<p>Iwebsaythi yorhwebo - Iwebsaythi ebandakanya abathengi kwintsebenziswano ebasondeza kufutshane nentengo ngqo okanye neziphumo zorhwebo.</p>	<p>Bemarkingswebwerf - 'n Webwerf wat klante betrek in interaksies wat hulle nader aan 'n direkte aankoop of ander bemarkingsuitkoms sal bring.</p>
<p>Marketing - The process by which firms create value for customers and build strong customer relationships in order to capture value from customers in return.</p>	<p>Urhwebo - Yinqubo apho zithi iifemi zenze ixabiso labathengi nokwakha unxibelelwano oluluqilima nabo ukuze zixatysiswe ngabathengi kwelabo icala.</p>	<p>Bemarking - Die proses waardeur firmas waarde skep vir klante en sterk klanteverhoudings bou ten einde in ruil daarvoor waarde van klante te kry.</p>
<p>Market-penetration pricing - Setting a low price for a new product in order to attract a large number of buyers and a large market share</p>	<p>Ukumisela ixabiso ngokutyhutyha ezorhwebo Ukubeka ixabiso eliphantsi kwisiveliso esitsha ukuzama ukutsala inani elikhulu labathengi kunye nesabelo esikhulu kurhwebo.</p>	<p>Markpenetrasierysing - Om 'n lae prys vir 'n nuwe produk te stel ten einde 'n groot aantal kopers en 'n groot marktaandeel te lok.</p>
<p>Market-skimming pricing Setting a high price for a new product to skim maximum revenues layer by layer from the segments willing to pay the high price; the firm makes fewer but more profitable sales</p>	<p>Ukumisela amaxabiso ngokubetha phezulu jikelele kwezorhwebo - Ukubeka ixabiso eliphezulu kwisiveliso esitsha ukwenzela ukubetha phezulu kweyona ngeniso inkulu umaleko ngomaleko ukusuka kumacandelo afunayo ukubhatala ixabiso eliphezulu; ifemi yenza zibe</p>	<p>Mark-afskiep-prysing - Om 'n hoë prys vir 'n nuwe produk te stel ten einde maksimum inkomste laag vir laag af te skep van die segmente wat bereid is om die hoë prys te betaal; die firma maak minder, maar hoër winsgewende verkope.</p>

	mbalwa kodwa zibe ninzi ngakumbi iintengiso ezinenzuzo	
Maturity stage - The product life cycle stage in which sales growth slows or levels off.	Ukukhula kwesiveliso - Inqanaba lobomi besiveliso apho isantya sokukhula kwentengiso sihlayo okanye siba kwimeko exolisayo.	Versadigingstadium - Die stadium in die produk se leeftyd waarin verkoops groei verlangsaam of afplat.
Merchant wholesaler - Independently owned business that takes title to the merchandise it handles .	Umrhwebi ongunohloseyili - Ishishini elimininilo uzimeleyo elithatha nje kuphela ilungelo negama kurhwebo olo isebenza ngalo	Koopmansgrootshandelaar - Besigheid in onafhanklike besit wat nie eienaarskap vat van die handelsware wat dit hanteer nie.
Micro-environm ent -The actors close to the firm that affect its ability to serve its customers -the firm, suppliers, m arket ing intermediaries, cu stomer markets , competitors and publics .	Ubume bendawo obuncinci - Abathathi – nxaxheba abasondeleyo kwifemi abanegalelo ekubeni ifemi ikwazi ukukhathalela abaxhasi bayo – ifemi, abaxhobisi, abangeneleli kwezorhwebo, iimarike zabathengi, abakhuphisani kushishino kunye nabantu ngokubanzi.	Mikro-omgewing - Die rolspelers naby aan die firma wat sy vermoë affekteer om sy klante van diens te wees – die firma, verskaffers, bemarkingstussengangers, klantemarkte, mededingers en die publiek.
Micro-marketing - The practice of tailoring prod ucts and marketing programm es to the needs and wants of specific individual s and local customer groups- includes local market ing and individual marketing.	Urhwebo olujongene nabathathi-nxaxheba abasekuhlaleni - Ukuzama ukulungelelisa iziveliso neenkqubo zorhwebo zikwazi ukwanelisa iimfuneko neemfuno zabantu abathile kunye namaqela abaxhasi alapha ekuhlaleni - oku kuquka urhwebo lwasekuhlaleni norhwebo lomntu ngamnye.	Mirobemarking - Die praktyk om produkte en bemarkingsprogramme te pas by die behoeftes en begeertes van spesifieke individue en plaaslike klantegroepe – dit sluit plaaslike bemarking en individuele bemarking in.
Mission statement - A statement of the firm's purpose- what it wants to accomplish in the larger business env ironment.	Intetho echaza okuza kwenziwa - Intetho echaza injongo yefemi – oko ifuna ukukufezekisa kwenzeke kwimo jikele yoshishino	Missieverklaring - 'n Verklaring van die firma se doel – wat dit in die groter besigheidsomgewing wil bereik.
Modified re-buy - A business buying situation in which the buyer wants to modify product and/or service specifications, prices, terms, or suppliers.	Ukuphinda uthenge okuguqulweyo - Imeko yothengo- shishino apho umthengi afuna ukuguqula alungise isiveliso kunye, okanye,	Aangepaste herkoop - Die besigheid se koopsituasie waarin die koper die produk- en/of diensspesifikasies, pryse, voorwaardes of verskaffers wil wysig.

	nokucalucalula iinkonzo okuthile, amaxabiso, ixesha elimisiweyo, okanye abaxhobisi.	
Motive (or drive) - A need strong enough to cause the person to act to meet the need.	Isizathu (okanye ukuzimisela) - Imfuno eqine ngokwaneleyo eyenza umntu enze nantoni na ukuyihlangabeza .	Motief (of dryfveer) - 'n Behoefte wat sterk genoeg is om mee te bring dat die persoon optree om daaraan te voldoen.
Multi-channel distribution system - A distribution system in which a single firm sets up two or more marketing channels to reach one or more customer segments.	Isixokelelwano esihambisa impahla ngeendlela ezininzi - Indlela yokuhambisa impahla apho ifemi enye imisela abe mabini okanye abe mathathu amajelo orhwebo ukuzama ukufikelela kwicandelo elinye labathengi okanye nangaphezulu	Multikanaal verspreidingstelsel - 'n Verspreidingstelsel waarin 'n enkele firma twee of meer bemarkingskanale opstel om een of meer klantsegmente te bereik.
Natural environment - Natural resources that are needed as inputs by marketers or that are affected by marketing activities.	Izinto zendalo kubume bendawo ngezorhwebo - Ubutyebi bendalo obufuneka njengegalelo labarhwebi okanye obuchatshazelwa kokwenziwa zezorhwebo .	Natuurlike omgewing - Natuurlike hulpbronne wat benodig word as insette deur bemarkers of wat deur bemarkingsaktiwiteite geaffekteer word.
Need recognition - The first stage of the buyer decision process, in which the consumer recognises a problem or need	Ukubona okufunekayo - Esi sisigaba sokuqala senkqubo yokwenza izigqibo kumthengi apho umthengisi aqaphela abone ingxaki okanye imfuno.	Behoefteherkenning - Die eerste stadium van die koper se besluitnemingsproses, waarin die verbruiker 'n probleem of behoefte herken.
Needs - States of felt deprivation	Iimfuno - Imo ekwenza uzive uhluthwe into, ibe iyimfuno	Behoeftes - Toestande waar 'n gebrek ervaar word.
New products - Goods, services or ideas that potential customers perceive as new.	Iziveliso ezitsha - Impahla, iinkonzo okanye iingcinga ezithi zibonwe, zithathwe njengezintsha ngabathengi .	Nuwe produkte - Goedere, dienste of idees wat potensiële klante as nuut ag.
New task - A business buying situation in which the buyer purchases a product or service for the first time.	Imeko yokuthenga okokuqala - Imeko yokuthenga kwishishini apho umthengi athenga isiveliso okanye inkonzo okokuqala.	Nuwe taak - 'n Besigheid se koopsituasie waarin die koper 'n produk of diens vir die eerste keer aankoop.

<p>New-product development The development of original products, product improvements, product modifications and new brands through the firm's own Research and Development (R&D) efforts</p>	<p>Ukuphuhlisa isiveliso esitsha - Ukuphuhlisa iziveliso ezitsha zemveli, ukuphucula isiveliso, ukuguquguqula isiveliso kunye nezinto ezinophawu olulodwa olugqamileyo ngokuthi ifemi isebenzise amalinge ayo oPhando noPhuhliso.</p>	<p>Nuweprodukontwikkeling - Die ontwikkeling van oorspronklike produkte, produkverbeterings, produkaanpassings en nuwe handelsname deur die firma se eie Navorsings- en Ontwikkelingspogings (N&O).</p>
<p>Non-personal communication channels - Media that carry messages without personal contact or feedback. including major media, atmospheres and events.</p>	<p>Amajelo onxibelelwano angabhekisele mntwini - Izinto zokusasaza iindaba ezithwala imiyalezo zingakhange zinxibelelane namntu okanye zingakhange ziphathelwe lwazi ngumntu, oku kuquka eyona mithombo mikhulu yosasazo, imeko kunye neziganeko.</p>	<p>Nie-persoonlike kommunikasiekanale - Media wat boodskappe sonder persoonlike kontak of terugvoer uitdra, insluitend groot media, atmosfeer en gebeurtenisse.</p>
<p>Objective-and-task method - Developing the promotion budget by (1) defining specific objectives; (2) determining the tasks that must be performed to achieve these objectives; and (3) estimating the costs of performing these tasks. The sum of these costs is the proposed promotion budget</p>	<p>Indlela yenjongo kunye nemisebenzi - Ukuphuhlisa ibhajethi yenkuthazo ngoku- (1) chaza iinjongo ezithile; (2) misela imisebenzi ekufuneka yenziwe ukuphumeza ezi njongo; (3) qikelela iindleko zokwenza le misebenzi ixabiso lokwenza le misebenzi. Isixa semali sezi ndleko yile bhajethi yenkuthazo ecetywayo</p>	<p>Oogmerk-en-taakmetode - Om die promosiebegroting te ontwikkel deur (1) spesifieke oogmerke te omskryf; (2) vas te stel wat die take is wat verrig moet word om hierdie oogmerke te bereik; en (3) die kostes te beraam om hierdie take te verrig. Die somtotaal van hierdie kostes is die voorgestelde promosiebegroting.</p>
<p>Objectives and issues -The firm's objectives should be defined in specific terms so management can measure progress and, if needed, take corrective action to stay on track. This section describes any major issues that might affect the firm's marketing strategy and implementation.</p>	<p>Iinjongo nemicimbi - Iinjongo zefemi kufuneka zichazwe ngentetho ecacileyo ukwenzela ukuba abalawuli bakwazi ukwenza umlinganiselo bejonga inkqubela –phambili, nokuba ukuba ngaba kuyimfuneko, bazame ukulungisa ukuze bangaphumi caleni. Eli candelo lichaza eyona micimbi mikhulu engathi ichaphazele ubuchule bokwenza urhwebo lwefemi kunye nokuphumeza</p>	<p>Oogmerk-en-taakmetode - Om die promosiebegroting te ontwikkel deur (1) spesifieke oogmerke te omskryf; (2) vas te stel wat die take is wat verrig moet word om hierdie oogmerke te bereik; en (3) die kostes te beraam om hierdie take te verrig. Die somtotaal van hierdie kostes is die voorgestelde promosiebegroting.</p>

	iinjongo.	
Observational research - The gathering of primary data by observing relevant people, actions and situations.	Uphando uqwalasela - Ukuqokelela ulwazi ngenjongo ethile ngokuqwalasela abantu, izezo kunye neemeko.	Waarnemingsnavorsing - Die inwin van primêre data deur tersaaklike persone, aksies en situasies waar te neem
Occasion segmentation - Dividing a market into groups according to occasions when buyers get the idea to buy, actually make their purchase or use the purchased item.	Ukwahlula-hlula ngokwemeko - Ukwahlula-hlula urhwebo lube ngamaqela ngokwamaxesha athile xa abathengi benengcinga yokuthenga, bethenga ngokwenene okanye besebenzisa into ethengiweyo.	Geleentheidsverdeling - Om 'n mark in groepe te verdeel volgens geleenthede wanneer kopers die idee kry om te koop, werklik hul aankoop doen of die aangekoopte item gebruik.
Off-price retailer Retailer that buys at less-than-regular wholesale prices and sells at less than retail. Examples are factory outlets, independents and warehouse clubs.	Umthengisi ngemiyinge emincinci ngexabiso eliphantsi - Umthengisi ngemiyinge emincinci othenga ngamaxabiso angaphantsi kwamaxabiso aqhelekileyo ehloseyili, aphinde athengise ngaphantsi kwentengiso yemiyinge emincinci. Umzekelo kulapho ifektri ithululela khona ukuze kuthengiswe, abantu abazimeleyo abazithengiselayo kunye nemibutho yezitora.	Laepryskleinhandelaar - 'n Kleinhandelaar wat aankoop teen laer-as-gewone groothandelprijs en verkoop teen prijs laer as kleinhandel. Voorbeelde is fabrieksafsetpunte, onafhanklike kleinhandelaars en pakhuisklubs.
Online advertising - Advertising that appears while consumers are surfing the Web, including display ads (banners, interstitials, pop-ups), search-related ads, online classifieds and other forms.	Upapasho nge -inthaneth - Upapasho olubonakala xa abathengi bejonga iwebhu, oku kuquka imipapasho ekwimiboniso(iibhanile, imibhalo ekwiifanta (interstitials),umpapasho ovela uthi ndlaa, imipapasho enxulumene nokukhangela, okuxubeneyo kwi -intanethi kunye nezinye iindlela.	Aanlynreklame - Reklame wat verskyn wanneer verbruikers die Web gebruik, insluitend vertoonadvertensies (baniere, tussenreklame, opwipreklame), soekverwante advertensies, aanlyn kleinadvertensies (soekertjies) en ander vorms.
Online databases - Computerised collections of information available from on line commercial sources or via the Internet.	Oovimba bolwazi beinthaneth - Ingcokolela yolwazi oluvela sele lwenziwe ngekhompyutha efumaneka kwimithombo yentengiso kwi-inthaneth okanye nge-inthaneth ubuqu.	Aanlyn databasisse - Gerekenariseerde versamelings inligting wat beskikbaar is van aanlyn kommersiële bronne of via die Internet.

Online marketing research - Collecting primary data through Internet surveys and online focus groups.	Uphando lorhwebo nge –inthaneth - Ukuqokelela ulwazi olunenjongo ethile ngokukhangela uvavanyo nge-inthaneth namaqela anxulumeneyo kwakwi-inthaneth.	Aanlyn bemarkingsnavorsing – Om primêre data in te win deur Internetopnames en aanlynfokusgroepe.
Online marketing - Efforts by firms to market products and services and build customer relationships over the Internet.	Urhwebo ngeinthaneth - Amalinge awenziwa ziifemi ukuzama ukubonisa nokuthengisa iziveliso nokwakha unxibelelwano nabathengi nge-inthaneth.	Aanlynbemarking - Pogings deur firmas om produkte en dienste oor die Internet te bemark en klanteverhoudings te bou.
Opinion leader - Person within a reference group who exerts social influence on others because of special skills, knowledge, personality or other characteristics	Inkokheli eyincutshe ngeengcinga - Umntu, kwiqela elithile ekubhekiswa kulo, onefuthe ngezoluntu kwabanye abantu kuba enezakhono ezizodwa, ulwazi, ubuyena okanye ezinye iimpawu.	Opinieleier - 'n Persoon in 'n verwysingsgroep wat sosiale invloed op ander mense uitoefen danksy spesiale vaardighede, kennis, persoonlikheid of ander eienskappe.
Opportunities - Opportunities are external elements that the firm may be able to exploit to its advantage.	Amathuba - Amathuba zizinto ezisuka ngaphandle ethi ifemi izixhamle izisebenzise ukuzilungiselela.	Geleentehede - Geleentehede is eksterne elemente wat die firma tot sy voordeel in bedryf kan stel.
Optional-product pricing -The pricing of optional or accessory products along with a main product	Ukumilisela ixabiso leziveliso ngokuthanda - Ukumilisela ixabiso leziveliso ngokuthanda okanye ezincedisayo nezihamba nesivelisi esingundoqo.	Opsionele-produkprysing - Die prysing van opsionele of bykomstige produkte saam met 'n hoofproduk.
Order-routine specification The stage of the business buying process in which the buyer writes the final order with the chosen supplier(s), listing the technical specifications, quantity needed, expected time of delivery, return policies, and warranties.	Ukumilisela iodolo ngokwesiqhelo - Inqanaba elithile lokuthenga apho umthengi abhala i-odolo yokugqibela nabaxhobisi abakhethiweyo, bedwelisa imimiselo yobugcisa, ubungakanani obufunekayo, ixesha ekulindeleke ukuba iziswe ngalo, imigaqo elandelwayo xa kujikiswa into, neziqinisekiso zexesha.	Bestelroetine spesifikasie - Die stadium van die besigheid se koopproses waarin die koper die finale bestelling met die gekose verskaffer(s) uitskryf, waarin die tegniese spesifikasies, hoeveelheid benodig, verwagte afleweringdatum, teruggawebeleide en waarborge uiteengesit word.

Outside sales force (or field sales force) - Outside salespeople who travel to call on customers in the field. This sales force is arranged to one of the methods discussed	Intengiso esuka ngaphandle (okanye ezentengo nentengiso) - Abathengisi abasuka ngaphandle abahambayo bebiza abaxhasi bebabizela kwintengiso. Le ntengiso yenzeka ngenye yezi ndlela zixoxiweyo.	Buite-verkoopspersoneel (of veldverkoopspersoneel) - Buite verkoopsmense wat reis om klante in die veld te gaan sien. Hierdie verkoopspersoneel word gerangskik volgens een van die metodes wat bespreek is.
Packaging - The activities of designing and producing the container or wrapper for a product.	Ukupakisha - Imisebenzi yokuyila nokuvelisa sikhongozelo okanye isisongelo sesivelisi.	Verpakking - Die aktiwiteite van ontwerp en produksie van die houer of omhulsel (verpakkingsmateriaal) vir 'n produk.
Partner relationship management - Working closely with partners in other departments of the firm and outside the firm to jointly bring greater value to customers.	Ulawulo lonxibelelwano nomahlulelwane - Ukusebenzisana ngokusondeleyo noomahlulelwane bamanye amasebe efemi nangaphandle kwefemi ukwenzela ukuba niqhagamshelene nizise ukuxabiseka okukhulu kubathengi.	Vennootverhoudingsbestuur - Om nou saam te werk met vennote in ander departemente van die firma en buite die firma om gesamentlik groter waarde aan klante te bring.
Percentage-of-sales method - Setting the promotion budget at a certain percentage of current or forecasted sales or as a percentage of the unit sales price.	Indlela yokwaphula intengiso ephantsi ngepersenti - Ukumisela ibhajethi yenkuthazo ngepersenti ethile yentengiso yangoku okanye exelwe ngen'engaphambili okanye njengepersenti yexabiso lentengiso yeyunithi.	Persentasie-van-verkope-metode - Om die promosiebegroting teen 'n sekere persentasie van huidige of geprojekteerde verkope te stel of as 'n persentasie van die eenheidsverkoopprys.
Perception - The process by which people select, organise and interpret information to form a meaningful picture of the world.	Indlela yokubona izinto - Inkqubo apho bathi abantu bakhethe, bacwangcise yaye batolike ulwazi ukwenza umfanekiso onento oyithethayo ehlabathini.	Persepsie - Die proses waardeur mense inligting selekteer, organiseer en vertolk om 'n betekenisvolle beeld van die wêreld te vorm.
Performance review - The stage of the business buying process in which the buyer assesses the performance of the supplier and decides to continue, modify, or end the arrangement.	Ukuhlaziya indlela yokwenza izinto - Inqanaba elithile lokuthenga apho umthengi avavanya indlela abasebenze ngayo abaxhobisi atsho athathe isigqibo sokuqhubeka, aguqule enze	Prestasie-oorsig - Die stadium van die besigheid se koopproses waarin die koper die prestatie van die verskaffer evalueer en besluit om met die reëling voort te gaan, dit aan te pas of te beëindig.

	izilungiso okanye aphelise isigqibo semvumelwano.	
Personal communication channels Channels through which two or more people communicate directly with each other, including face-to-face , on the phone , through mail or e-mail or even through an Internet "chat".	Amajelo okunxibelelana kwabantu - Amajelo ekuthi ngawo abantu ababini nangaphezulu banxibelelane ngqo omnye nomnye, oku kuquka ukudibana ubuso ngobuso, kwimfonomfono, kwimbalelwano, okanye I –imeyili okanye nangencoko kwi-inthanethi.	Persoonlike kommunikasiekanale - Kanale waardeur twee of meer mense direk met mekaar kommunikeer, insluitend aangesig-tot-aangesig, oor die foon, deur pos of e-pos, of selfs deur 'n "klets" oor die Internet.
Personal selling - Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.	Intengiso yomntu - Ukuziveza ubuqu kwathengisi befemi ngenjongo yokwenza intengiso nokwakha ubudlelwane nabaxhasi	Persoonlike verkope - Persoonlike aanbieding deur die firma se verkoops personeel met die doel om verkope te doen en klanteverhoudings te bou.
Personality - The unique psychological characteristics that lead to fairly consistent responses to one's environment.	Indlela umntu ayiyo - Iimpawu ezikhethekileyo zengqondo ezikhokhelela ekuhlangabezeni imeko ngendlela ebuzinza noko.	Persoonlikheid -Die unieke sielkundige eienskappe wat redelik konsekwente response op 'n persoon se omgewing tot gevolg het.
Pleasing products - Products that give high immediate satisfaction, but may hurt consumers in the long run.	Iziveliso ezanelisayo - Iziveliso ezanelisa kakhulu ngokukhawuleza okuphezulu nokukhawulezileyo kodwa zisengamenzakalisa umthengi ekuhambeni kwexesha.	Aangename produkte - Produkte wat onmiddellik groot tevredenheid bied, maar kan verbruikers met verloop van tyd tot nadeel strek.
Political environment - Laws, government agencies and pressure groups that influence and limit various organisations and individuals in a given society	Imeko yezopolitiko - Imithetho, amacandelo karhulumente namaqela anyanzelisayo athi abe negalelo yaye enze umda kwimibutho nakubantu abathile kuluntu olo.	Politieke omgewing - Wette, regeringsagentskappe en drukgroepe wat verskeie organisasies en individue in 'n gegewe samelewing beïnvloed en beperk.

Portfolio analysis - The process by which management evaluates the products and businesses making up the organisation.	Ukuhlalela iipotfoliyo - Inkqubo abathi ngayo abalawuli bavavanye iziveliso namashishini awenza umbutho othile.	Portefeulje-ontleding - Die proses waardeur bestuur die produkte en besighede waaruit die organisasie bestaan, evalueer.
Positioning statement - A statement that summarises the firm or brand positioning -it takes this form: To (target segment and need) our (brand) is (concept) that (point of difference).	Inkcaza yokumisela - Inkcaza eshwankathela ubume noluvo lwefemi okanye ubume bophawu-ithatha esi simo: uku(jolisa kwizahluko neemfuneko) (uphawu olwahlukileyo) lwethu lu (ingqikelelo) le (umahluko)	Plasingverklaring - 'n Verklaring wat die firma of handelsmerk se plasing opsom – dit neem die volgende vorm aan: Vir (teikensegment en behoefte) ons (handelsmerk) is (konsep) wat (punt van verskille).
Positioning - A positioning built on meaningful differences, supported by appropriate strategy and implementation, can help the firm build competitive advantage.	Ukumisela - Ukumisela okwakiwe kwiiyantlukwano ezinento eziyithethayo, ezixhaswa bubuchule obufanelekileyo nokuphumeza, kungayinceda ifemi yakhe inzuzo ekhuphisanayo.	Plasing - 'n Plasing gebou op betekenisvolle verskille, gesteun deur gepaste strategie en implementering, kan die firma help om 'n mededingingsvoordeel te bou.
Post-purchase behaviour - The stage of the buyer decision process in which the consumer takes further action after purchase, based on satisfaction or dissatisfaction.	Isimo nokwenzekayo emva kwentengo - Inqanaba lenkqubo yezigqibo zomthengi apho umthengi athatha amanyathelo emva kokuthenga, esisuka kukwaneliseka nokunganeliseki.	Na-aankoopgedrag - Die stadium van die koper se besluitnemingsproses waarin die verbruiker verdere aksie neem ná aankoop, gegrond op tevredenheid of ontevredenheid.
Post-purchase dissonance - Consumer doubts and regrets when evaluating a high-involvement purchase	Ukungangqinelani emva kwentengo - Umthengisi uyathandabuza ebonakalisa usizi xa evavanya intengo equka nechaphazela okuninzi	Na-aankoopdissonansie - 'n Verbruiker se twyfel en spyt wanneer 'n aankoop met hoë betrokkenheid geëvalueer word.
Pre-approach - The step in the selling process in which the salesperson learns as much as possible about a prospective customer before making a sales call.	Phambi kokubonana - Inyathelo kwinkqubo yokuthengisa apho umthengisi afunda lukhulu kangangoko ngomthengi olindelweyo phambi kokuba kuthengiswe.	Vooraf-benadering - Die stap in die verkoopsproses waarin die verkoops persoon soveel moontlik te wete kom oor 'n voornemende klant voor 'n verkoopoproep gemaak word.
Presentation - The step in the selling process in	Ukunikezela nokwazisa - Inyathelo kwinkqubo	Aanbieding - Die stap in die verkoopsproses waarin

which the salesperson tells the "product story" to the buyer, highlighting customer benefits.	yokuthengisa apho umthengisi achaza "ibali lesiveliso" kumthengi ebabaza ebonisa inzuzo kubathengi.	die verkoops persoon die "produkverhaal" aan die koper vertel, waartydens voordele vir die klant beklemtoon word.
Price elasticity - A measure of the sensitivity of demand to changes in price.	Utshintsho kumaxabiso - Inggalelo yokufunwayo ngokubhekiselele ekutshintsheni kwamaxabiso.	Prysaanpasbaarheid - 'n Meting van hoe sensitief vraag vir prysaanpassings is.
Price - The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.	Ixabiso - Isixa semali esihlawulelwa isiveliso okanye inkonzo okanye isambuku samaxabiso abathi abathengisi batshintshise ngawo besenzela inzuzo yokubanaso okanye basisebenzise isiveliso eso okanye inkonzo.	Prys - Die hoeveelheid geld wat vir 'n produk of diens gevra word, of die somtotaal van die waardes wat verbruikers ruil vir die voordele om die produk of diens te hê of te gebruik.
Primary data Information collected for the specific purpose at hand.	Ulwazi olunenjongo - Ulwazi oluqokelelweyo ngenjongo ethile ephethweyo okanye eqhubekayo.	Primêre data - Inligting wat ingewin word vir die spesifieke doel op hande.
Private brand (or store brand) - A brand created and owned by a reseller of a product or service.	Uphawu olulodwa lwangasese (okanye uphawu olwahlukileyo lwevenkile) - Uphawu olwahlukileyo olwenziweyo nolulolomthengisi weisiveliso okanye inkonzo.	Privaat handelsmerk - 'n Handelsmerk wat deur die hverkoper van 'n produk of diens geskep en besit word.
Problem recognition - The first stage of the business buying process in which someone in the firm recognises a problem or need that can be met by acquiring a product or a service.	Ukubona ingxaki - Inqanaba lokuqala lenkqubo yokuthenga apho omnye mntu kwifemi aqaphela ingxaki okanye imfuno engaxakamezeka ngokufuna isiveliso okanye inkonzo.	Probleemherkenning - Die eerste stadium van die besigheid se koopproses waarin iemand in die firma 'n probleem of behoefte herken waaraan voldoen kan word deur 'n produk of diens te bekom
Product adaptation - Adapting a product to meet local conditions or wants in foreign markets.	Ukulungelelanisa isiveliso - Ukulungelelanisa isiveliso ukuhlangabezana neemeko zalapha ekuhlaleni okanye iimfuno kurhwebo lwangaphandle.	Produk aanpassing - Om 'n produk aan te pas om aan plaaslike voorwaardes of begeertes in buitelandse markte te voldoen.
Product bundle pricing - Combining several	Ukumisela ixabiso lomqulu wesiveliso -	Produkbondelprysing - Om verskeie produkte te

products and offering the bundle at a reduced price.	Ukudibanisa iziveliso eziliqela nokunikezela umqulu lowo ngexabiso elithotyweyo.	kombineer en die bondel teen 'n verlaagde prys aan te bied.
Product concept - The idea that consumers will favour products that offer the most quality, performance and features and that the firm should therefore devote its energy to making continuous product improvements.	Ingingane ngesiveliso - Inguqulelo ecacisiweyo yengcinga yesiveliso esitsha echazwe ngengetho yabathengisi enentsingiselo. Yingcinga yokuba abathengisi baya kuthanda iziveliso ezinika okona kwenza neempawu zohlobo oluthile nokuba ifemi kufuneka, ngoko ke, isebenzise amandla ayo ekuqhubekeni iphumeza ilungisa isiveliso.	Produkkonsep - Die idee dat verbruikers meer ten gunste sal wees van produkte wat die meeste gehalte, prestasie en kenmerke bied en dat die firma dus sy energie daaraan moet wy om die produk voortdurend te verbeter.
Product development - A strategy for organisational growth by offering modified or new products to current market segments; Developing the product concept into a physical product in order to ensure that the product idea can be turned into a workable product.	Ukuphuhlisa isiveliso - Ubuchule bokuphuhlisa ishishini ngokunikezela ngeziveliso eziguqulweyo zalungiswa zazitsha zinikezelwa kumacandelo akhoyo kwezorhwebo; Ukuphuhlisa ingqokelela yesiveliso ibe sisiveliso esiphathekayokuqinisekisa ukuba ingcinga ngesiveliso ingatshintshwa ibe sisiveliso esingasebenziseka	Produkontwikkeling - 'n Strategie vir organisatoriese groei deur aangepaste of nuwe produkte aan huidige marksegmente te bied; om die produkkonsep te ontwikkel in 'n fisiese produk ten einde te verseker dat die produkidee in 'n werkbare produk omskep kan word.
Product invention - Creating new products or services for foreign markets.	Uyilo lwesiveliso -Ukwenza iziveliso okanye iinkonzo ezintsha kulungiselelwa urhwebo lwangaphandle	Produkitvinding - Om nuwe produkte of dienste vir buitelandse markte te skep.
Product life cycle (PLC) -The course of a product 's sales and profits over its lifetime. It involves five distinct stages: product development,	Ubude bobomi besiveliso - Indlela ehanjwe yintengiso nenzuzo yesiveliso kubomi bayo bonke. Iquka namanqanaba awahlukileyo	Produk se lewensiklus (PLS) -Die verloop van 'n produk se verkope en winste oor sy leeftyd. Dit behels vyf afsonderlike stadiums: produkontwikkeling,

introduction, growth, maturity and decline.	amahlanu: ukuphuhlisa, ukwazisa, ukukhula, ukuvuthwa, nokuncipha.	bekstelling, groei, wasdom en afname.
Product line pricing - Setting the price steps between various products in a product line based on cost differences between the products , customer evaluations of different features and competitors' prices.	Ukumisela ixabiso lohlobo oluthile lwesivelo - Ukumisela amanyathelo amaxabiso phakathi kwezivelo ezininzi kuluhlu olufana nesivelo eso, ngokokwahlukana kwamaxabiso phakathi kwezivelo, uvavanyo lwabathengi lweempawu ezahlukileyo kunye namaxabiso abakhuphisani.	Produkreesprysing - Om die prysstappe tussen verskeie produkte in 'n produkrees te stel op grond van kosteverskille tussen die produkte, klante-evaluering van verskillende kenmerke en mededingers se pryse.
Product line - A group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges.	Izivelo ezifanayo - Iqela lezivelo ezifana ngokusondeleleneyo kuba zisebenza ngendlela efanayo, zithengiselwa amaqela afanayo abathengi, zikwathengiswa kwivenkilana ezikwaluhlobo olunye, okanye zibe kuluhlu lwamaxabiso avunyiweyo.	Produkrees - 'n Groep produkte wat nou verwant is weens hul soortgelyke funksie, word aan dieselfde klantgroepe verkoop, word bemark deur dieselfde soort winkels of val in gegewe prysreke.
Product mix (or product portfolio) - The set of all product lines and items that a particular seller offers for sale.	Ukuxuba izivelo (ingqokelela yezivelo) - Uluhlu lwezivelo ezifanayo nezidibanayo kunye nezinto ezithi umthengisi othile azithengise.	Produksestelling (of produkportefeulje) - Die stel van alle produkrees en items wat 'n spesifieke verkoper te koop aanbied.
Product position The way the product is defined by consumers on important attributes- the place the product occupies in consumers' minds relative to competing products.	Imeko yesivelo - Indlela isivelo esichazwa ngayo ngabathengi malunga neempawu zaso ezibalulekileyo – indlela abathengi abacinga ngayo ngesivelo xa sithlekiswa nezinye esikhuphisana nazo.	Produkposisie - Die wyse waarop die produk deur verbruikers omskryf word ten opsigte van belangrike kenmerke – die plek wat die produk in die verbruiker se gedagtes inneem in vergelyking met mededingende produkte.
Product quality The characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs .	Ubulunga besivelo - Impawu zesivelo okanye inkonzo emayelana nokukwazi kwaso ukufezekisa iimfuno zabathengi okanye nezo zicingelwayo.	Produkgehalte - Die kenmerke van 'n produk of diens wat 'n invloed het op die vermoë daarvan om klante se gestelde of geïmpliseerde behoeftes te bevredig.
Product review - The product review should	Ukuhlaziya isivelo - Ukuhlaziya isivelo	Produkorsig - Die produkorsig moet die

summarise the main features for all of the firm's products. The information may be organised by product line, by type of customer, by market, or (as here) by order of product introduction.	kufuneka kushwankathele iimpawu eziphambili mayelana zonke iziveliso zefemi. Ezi nkukacha zingacwangciswa ngokohlobo lwesiveliso, uhlobo lomthengi, urhwebo, okanye (njengalapha) ngendlela esaziswe ngayo isiveliso.	hoofkenmerke van al die firma se produkte opsom. Die inligting kan gerangskik word per produkreeks, soort klant, mark of (soos hier) in die volgorde van die bekendstelling van produkte.
Product sales force structure - A sales force organisation under which salespeople specialise in selling only a portion of the firm's products or lines.	Isimo sentengiso yesiveliso - Isimo sentengiso apho abathengisi bancutsheza ekuthengiseni inxalenye kuphela yeziveliso zefemi okanye izinto ezithengisayo.	Produkverkoopspersoneelstruktuur - 'n Verkoopspersoneelsreëling waarvolgens verkoopsmense daarin spesialiseer om slegs 'n gedeelte van die firma se produkte of reekse te verkoop.
Product specification - The stage of the business buying process in which the buying firm decides on and specifies the best technical product characteristics for a needed item.	Ingcaciso ngesiveliso - Inqanaba lokuthenga apho ifemi ethengayo yenza isigqibo yaye icacise ezona mpawu zesiveliso zifunekayo mayelana nento efunekayo.	Produkspesifikasie - Die stadium van die besigheid se koopproses waar die firma wat aankoop besluit op en spesifiseer wat die beste tegniese produkkenmerke is vir 'n item wat benodig word.
Product - Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need	Isiveliso - Nantoni na okunokuthiwa mayiqatshelwe kwezorhwebo, ifunyanwe, okanye isetyenziswe ukwanelisa intswelo okanye imfuno	Produk - Enigiets wat aan 'n mark aangebied kan word vir aandag, verkryging, gebruik of verbruik wat aan 'n behoefte of begeerte mag voldoen.
Product/market expansion grid - A portfolio-planning tool for identifying business growth opportunities through market penetration, market development, product development or diversification.	Isixhobo sokwandisa isiveliso/urhwebo - Isixhobo sokucebisa ipotfoliyo yokubona amathuba okukhula kweshishini ngokungena nzulu kurhwebo, ukuphuhlisa urhwebo ukuphuhlisa isiveliso okanye nokwenza kungabinto inye.	Produk-/Markuitbreidingsrooster - 'n Werktuig vir die beplanning van 'n portefeulje om groeigeleentheid vir die besigheid te identifiseer deur markpenetrasie, markontwikkeling, produkontwikkeling of diversifisering.
Production concept - The idea that consumers will favour products that are available and highly affordable and that the firm should therefore focus on improving production and distribution efficiency.	Uluvo malunga nesiveliso - Uluvo oluthi abathengi baza kuthanda iziveliso ezikhoyo nezifikeleleka kakhulu, yaye ke ngoko ifemi kufuneka ijolise ekuphuculeni iziveliso nokuzihambisa ngenkuthalo.	Produkseiekonsep - Die idee dat verbruikers meer ten gunste van produkte sal wees wat beskikbaar en baie bekostigbaar is en dat die firma derhalwe daarop moet konsentreer om produksie- en verspreidingsdoeltreffendheid te verbeter.

<p>Promotion mix (marketing communications mix) The specific blend of advertising, sales promotion, public relations, personal selling and direct-marketing tools that the firm uses to persuasively communicate customer value and build customer relationships.</p>	<p>Ukukhuthaza okuxubileyo okanye umxube wonxibelelwano ngezorhwebo - Ukuxuba okucacileyo kokwazisa, ukukhuthaza intengiso, ubudlelwane noluntu, ukuthengisa okwenziwa ngumntu buqu, kunye nezixhobo zorhwebo oluthe ngqo olusetyenziswa yifemi xa izama ukuqinisekisa abathengi ngexabiso labo nokwakha ubudlelwane nabo.</p>	<p>Promosiesamestelling (bemarkingskommunikasiesamestelling) - Die spesifieke mengsel van reklame, verkoopspromosie, openbare betrekkinge, persoonlike verkope en direkte bemarkingsinstrumente wat die firma gebruik om op oortuigende wyse klantewaarde oor te dra en klanteverhoudings te bou.</p>
<p>Promotional pricing - Temporarily pricing products below the list price, and sometimes even below cost, to increase short-run sales.</p>	<p>Ukumisela amaxabiso ngenjongo yokukhuthaza intengo - Ukumisela amaxabiso eziveliso okwethutyana abe nganeno kulawo afunekayo, maxawambi abe ngaphantsi nakwiindleko zokuwathenga ukwenzela ukukhuthaza intengiso okomzuzwana.</p>	<p>Promosieprysing - Om produkte tydelik onder die katalogusprys, en selfs onder kosprys, te prys ten einde verkope kortstondig te laat styg.</p>
<p>Proposal solicitation - The stage of the business buying process in which the buyer invites qualified suppliers to submit proposals.</p>	<p>Ukumema izindululo - Inqanaba lokuthenga apho umthengi amema abaxhobisi abafanelekileyo ukuba bangenise izindululo.</p>	<p>Voorstelversoek - Die stadium van die besigheid se koopproses waarin die koper gekwalifiseerde verskaffers nooi om voorstelle in te dien.</p>
<p>Prospecting - The step in the selling process in which the salesperson identifies qualified potential customers.</p>	<p>Ukufunisela - Inqanaba ekuthengiseni apho umthengisi achonga abantu abafanelekileyo abangabathengi.</p>	<p>Prospektering - Die stap in die verkoopsproses waarin die verkoops persoon gekwalifiseerde potensiële klante identifiseer.</p>
<p>Psychographic segmentation - Dividing a market into different groups based on social class, lifestyle or personality characteristics.</p>	<p>Ukwahlulahlula ngokweemeko ezithile zabantu - Ukwahlula ezorhwebo zibe ngamaqela ahlukeneyo asekw phezu kwenqanaba eluntwini, indlela yokuphila, okanye iimpawu zobuqu.</p>	<p>Psigografiese verdeling - Om 'n mark in verskillende groepe te verdeel op grond van sosiale stand, leefstyl of persoonlikheidseienskappe.</p>
<p>Psychological pricing A pricing approach that considers the psychology of prices and not simply the economics; the price is used to say something about the product.</p>	<p>Ukumisela amaxabiso ngokweengqondo zabantu - Indlela yokumisela amaxabiso ethathela ingqalelo iingcingane malunga namaxabiso, hayi ezoqoqosho nje kuphela. Ixabiso lisetyenziselwa ukuba kubekho kubekho nto ngesiveliso</p>	<p>Sielkundige prysing - 'n Pryingbenadering wat die sielkunde van pryse oorweeg en nie bloot die besparings nie; die prys word gebruik om iets oor die produk te sê</p>

Public relations (PR) - Building good relations with the firm's various publics by obtaining favourable publicity, building a good corporate image and handling or heading off unfavourable rumours, stories and events.	Openbare betrekkinge - Die bou van goeie betrekkinge met die firma se verskeie publieke deur gunstige publisiteit te bekom, 'n goeie "maatskappybeeld" te bou en ongunstige gerugte, stories en gebeure te hanteer of die hoof te bied.	Openbare betrekkinge - Die bou van goeie betrekkinge met die firma se verskeie publieke deur gunstige publisiteit te bekom, 'n goeie "maatskappybeeld" te bou en ongunstige gerugte, stories en gebeure te hanteer of die hoof te bied.
Public relations - Building good relations with the firm's various publics by obtaining favourable publicity, building up a good "corporate image" and handling or heading off unfavourable rumours, stories and events.	Ubudlelwane noluntu - Ukwakha kubekho ubudlelwane obuhle nabantu ngabantu abasebenzisana nefemi ngokuthi bathethe kakuhle ngayo, ibe nomfanekiso omhle wezoshishino ezingqondweni zabantu, iwajonge okanye iwatyhalele kude amahumhum amahumhum amabi, amabali kunye neziganeke.	Openbare betrekkinge - Die bou van goeie betrekkinge met die firma se verskeie publieke deur gunstige publisiteit te bekom, 'n goeie "maatskappybeeld" te bou en ongunstige gerugte, stories en gebeure te hanteer of die hoof te bied.
Public - Any group that has an actual or potential interest in or impact on an organisation's ability to achieve its objectives.	Abantu abanomdla - Iqela naliphi na elinomdla, okanye elingathi linganomdla, okanye ifuthe ekubeni nakho kweshishini ukufezekisa iinjongo zalo.	Publiek - Enige groep wat 'n werklike of potensiële belang in of impak op 'n organisasie se vermoë het om sy oogmerke te bereik.
Pull strategy - A promotion strategy that calls for investment in advertising and consumer promotion to persuade final consumers to buy the product. If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.	Ubuchule bokwenza umtsalane - Ubuchule bokukhuthaza utyalo-mali kwimiba yokwazisa nokukhuthaza abathengi ukuba bathenge isiveliso. Xa obu buchule buthe basebenza, abathengi baza kufuna isiveliso kumalungu ombutho aza kuthi ke wona asifune kubavelisi.	Trek strategie - 'n Promosiestrategie wat belegging in reklame en verbruikerspromosie benodig ten einde finale verbruikers te oortuig om die produk te koop. Indien die trek strategie suksesvol is, sal verbruikers dan by kanaallede aandring op die produk, wat op hul beurt by die produsente daarop sal aandring.
Purchase decision - The buyer's decision about which brand to purchase.	Isigqibo sokuthenga - Isigqibo somthengi malunga nokuba yiyiphi na into enophawu olulodwa amakayithenge.	Koopbesluit - Die koper se besluit oor watter handelsmerk om te koop.

<p>Push strategy - A promotion strategy that calls for using the sales force and trade promotion to push the product through channels of distribution. The producer promotes the product to channel members to induce them to carry the product and to promote it to final consumers.</p>	<p>Ubuchule bokutyhala intengiso - Ubuchule bokukhuthaza ukusetyenziswa kwentengiso kunye nokukhuthaza urhwebo ukuze isiveliso sityhalwe sigqithe kumajelo okuhambisa impahla. Umvelisi ukhuthaza isiveliso kumalungu ombutho ukuze awenze okokuba asithabathe isiveliso, yaye asikhuthaze kubathengi .</p>	<p>Stoot strategie - 'n Promosiestrategie wat die verkoops personeel en handelspromosie benodig ten einde die produk deur die verspreidingskanale te stoot. Die produsent adverteer die produk by kanaallede om hulle oor te haal om die produk aan te hou en dit aan finale verbruikers te adverteer.</p>
<p>Reference groups - Social groups a consumer refers to when making decisions.</p>	<p>Amaqela ekubhekiswa kuwo - Amaqela ezoluntu abhekisa kuwo umthengi xa esenza izigqibo.</p>	<p>Verwysingsgroepe - Sosiale groepe waarna 'n verbruiker verwys wanneer besluite geneem word.</p>
<p>Reference prices - Prices that buyers carry in their minds and refer to when they look at a given product</p>	<p>Amxabiso asetyenziswayo - Amxabiso agcinwe entloko ngabathengi baze bawasebenzise xa bajonga isiveliso esithile.</p>	<p>Verwysingspryse - Pryse wat kopers in hul gedagtes het en na verwys wanneer hulle na 'n gegewe produk kyk.</p>
<p>Retailer - A business whose sales come primarily from retailing.</p>	<p>Umthengisi ngemiyinge emincinci - Ishishini elinentengiso eyenziwa ikakhulu kukuthengisa ngemiyinge emincinci.</p>	<p>Kleinhandelaar - 'n Onderneming waarvan verkope hoofsaaklik uit kleinhandel kom.</p>
<p>Retailing - All activities involved in selling goods or services directly to final consumers for their personal, non-business use.</p>	<p>Ukuthengisa ngemiyinge emincinci - Konke okuthi kwenzeka xa kuthengiswa iimpahla okanye iinkonzo ngqo kuthengiselwa abathengi ukuba bazisebenzisele buqu okanye bazisebenzisele izinto ezingayamananga noshishino.</p>	<p>Kleinhandel - Alle aktiwiteite wat betrokke is in die verkoop van goedere of dienste direk aan finale verbruikers vir hul persoonlike, nie-besigheidsgebruik.</p>
<p>Return on advertising investment - The net return on advertising investment divided by the costs of the advertising investment.</p>	<p>Inzuzo ngokutyala imali ekwaziseni - Inzuzo yakuba yonke enye imali itsaliwe kwimali yokwazisa nethi yahlulwe ngeendleko zotyalo-mali ekwaziseni.</p>	<p>Opbrengs op reklamebelegging - Die netto opbrengs op reklamebelegging gedeel deur die kostes van die reklamebelegging.</p>
<p>Return on marketing investment (or marketing</p>	<p>Inzuzo ngokutyala imali kwezorhwebo - Inzuzo</p>	<p>Opbrengs op bemarkingsbelegging (of bemarkings</p>

ROI) - The net return from a marketing investment divided by the costs of the marketing investment.	yakuba yonke enye imali itsaliwe kwimali yorhwebo nethi yahlulwe ngeendleko zotyalo-mali malunga norhwebo.	OOB) - Die netto opbrengs uit 'n bemarkingsbelegging gedeel deur die kostes van die bemarkingsbelegging.
Sales force management - The analysis, planning, implementation and control of sales force activities. It includes designin g sales force strategy and structure and recruiting, selecting, training, supervising, compensating, and evaluating the firm's salespeople.	Ulawulo lwentengiso - Uhlahlelo, ucwangciso, ukuphumeza kunye nokulawula ezentengiso. Kubandakanya ukuyila ubuchule bentengiso kunye nemo, ukubizela endaweni, ukuchonga, ukubuyekeza kunye nokuxabisa abathengisi kwifemi.	Verkoopspersoneelbestuur - Die ontleding, beplanning, implementering en beheer van verkoopspersoneel se aktiwiteite. Dit sluit in die ontwerp van verkoopspersoneel se strategie en struktuur en die werwing, keuring, opleiding, toesighouding, vergoeding en evaluering van die firma se verkoopsense.
Sales promotion - Short-term incentives to encourage the purchase or sale of a product or service.	Ukukhuthaza intengiso - Inkuthazo yexeshana yentengo okanye intengiso yesiveliso.	Verkoopspromosie - Korttermyn aansporings om die aankoop of verkoop van 'n produk of diens aan te moedig.
Sales quota - A standard that states the amount a salesperson should sell and how sales should be divided among the firm's products.	Umlinganiselo wentengiso - Ummiselo wesixa sentengiso ngumthengisi kunye nendlela yokwahlula intengiso ngokweziveliso zefemi	Verkoopskwota - 'n Standaard wat die bedrag stel wat 'n verkoops persoon behoort te verkoop en hoe verkope onder die firma se produkte verdeel behoort te wees.
Salesperson - An individual representing a firm to customers by performing one or more of the following activities: prospecting, communicating, selling, servicing, information gathering and relationship building	Umthengisi - Umntu omele ifemi kubathengi ngokwenza enye okanye nangaphezulu kwezi zinto zilandelayo: imisebenzi, ukunxibelelana, ukuthengisa, inkonzo, ukuqokelela ulwazi kunye nokwakha ubuhlobo.	Verkoopspersoon - 'n Individu wat 'n firma by klante verteenwoordig deur een of meer van die volgende aktiwiteite uit te voer: prospektering, kommunikasie, verkoop, dienslewering, inwin van inligting en bou van verhoudings.
Salutary products - Products that have low appeal, but may benefit consumers in the long run.	Iziveliso ezingenamtsalane kakhulu - Iziveliso ezingenamtsalane kakhulu kodwa zinokubanceda abathengi ekugqibeleni.	Gesondheidsprodukte - Produkte wat lae aantrekkingskrag het, maar verbruikers in die langtermyn tot voordeel kan strek.
Sample - A segment of the population selected for	Isampulu - Inxalenye yabantu abachongelwe	Steekproef - 'n Segment van die bevolking wat gekies

marketing research to represent the population as a whole.	uphando ngezorhwebo ukuze bamele inani labemi.	word vir bemarkingsnavorsing om die bevolking as geheel te verteenwoordig.
Secondary data - Information that already exists somewhere, having been collected for another purpose.	Ulwazi oluse lukho - Ulwazi oluse lukho apho lukhoyo lakuba luchongelwe nto yimbi.	Sekondêre data - Inligting wat reeds êrens bestaan omdat dit vir 'n ander doel ingewin is.
Segmented pricing - Selling a product or service at two or more prices, where the difference in prices is not based on differences in costs.	Ukwahlulahlula ukumisela amaxabiso - kuthengisa isiveliso okanye inkonzo ngamaxabiso amabini okanye nagaphezulu, apho umahluko kumaxabiso ungangqiyamanga ngomahluko kwiindleko.	Gesegmenteerde prysing - Om 'n produk of diens teen twee of meer pryse te verkoop, waar die verskil in pryse nie op verskille in kostes gegrond is nie.
Selective distribution - The use of more than one, but fewer than all, of the intermediaries who are willing to carry the firm's products.	Ukushambisa impahla ngendlela enomkhethe - Ukusebenzisa abangeneleli abangaphezu kwesinye, kodwa benganeno kwinani labo bazimiseleyo ukuthwala iziveliso zefemi.	Selektiewe verspreiding - Die gebruik van meer as een, maar minder as al die tussengangers wat bereid is om die firma se produkte aan te hou.
Selling concept - The idea that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.	Uluvo malunga nokuthengisa - Uluvo oluthi abathengi abasayi kuzithenga ngokwaneleyo iziveliso zefemi ngaphandle kokuba izame kakhulu ukuthengisa nokukhuthaza intengo yeziveliso ezo.	Verkoopsbegrip - Die idee dat verbruikers nie genoeg van die firma se produkte sal koop tensy dit 'n grootskaalse verkoops- en promosiepoging aanwend nie.
Selling process - The steps that the salesperson follows when selling, which include prospecting and qualifying, pre-approach, approach, presentation and demonstration, handling objections, closing and follow-up	Ukuthengisa - Amanyathelo alandelwa ngumthengisi xa ethengisa nabandakanya ukufunisela kunye nokukulungela oko, indlela eyandulelayo, indlela, ukubeka imeko kunye nokubonisa, ukusingatha inkcaso, ukuvala kunye nokulandelela.	Verkoopsproses - Die stappe wat die verkoops persoon volg wanneer hy/sy verkoop, wat insluit prospektering en kwalifisering, vooraf-benadering, benadering, aanbieding en demonstrasie, hantering van besware, beklinking en opvolging.
Sense-of-mission marketing - A principle of enlightened marketing that holds that a firm should define its mission in broad social terms rather than narrow product terms.	Ukurhweba kukho inkalo ekujongwe kuyo - Umthetho-siseko worhwebo ochaza apho ifemi ijonge khona ngokwezoluntu gabalala ngaphezu kokwenjenjalo ngendlela ecinga kufutshane mayelana nesiveliso.	Gevoel-van-missie bemarking - 'n Beginsel van verligte bemarking wat aanvoer dat 'n firma sy missie in breë sosiale terme moet omskryf eerder as in nou produkterme.

Service inseparability - A major characteristic of services - they are produced and consumed at the same time and cannot be separated from their providers.	Ukungahlukani kweenkonzo - Olona phawu luphambili lweenkonzo – zibakho yaye zisetyenziswe ngaxeshanye yaye azikwazi kwahlulwa kwabo banikela ngazo..	Diensonseidbaarheid - 'n Groot kenmerk van dienste – hulle word terselfdertyd geproduseer en verbruik en kan nie van hul voorsieners geskei word nie.
Service intangibility - A major characteristic of services -they cannot be seen, tasted , felt, heard or smelt before they are bought.	Ukungabambeki ngeendlela ngeendlela kweenkonzo - Olona phawu luphambili lweenkonzo – azikwazi kubonwa,zingcanyulwe, ziviwe ngokwasemzimbeni, ziviwe okanye zisezelwe phambi kokuba zithengwe..	Diensontasbaarheid - 'n Groot kenmerk van dienste – hulle kan nie gesien, geproe, gevoel, gehoor of geruik word voor hulle gekoop word nie.
Service variability - A major characteristic of services- their quality may vary greatly, depending on who provides them and when, where, and how.	linkozo eziguququkayo -Olona phawu luphambili lweenkonzo – umgangatho wazo uguquququka kakhulu, kuxhomekeka kulowo uzinikezelayo, nini, phi, kunye nakanjani.	Diensveranderlikheid - 'n Groot kenmerk van dienste – hul gehalte kan grootliks varieer, afhangend van wie dit lewer en waar, wanneer en hoe.
Service - Any activity or benefit that one party can offer to an other that is essentially intangible and does not result in the ownership of anything.	Inkonzo - Nawuphi na umsebenzi okanye uncedo lwabanye kwabanye nolungakwaziyo ukubambeka yaye alwenzi mntu abe ngumnini wayo nayiphi na into.	Diens - Enige aktiwiteit of voordeel wat een party aan 'n ander kan bied wat in wese ontasbaar is en nie eienaarskap van enigiets tot gevolg het nie.
Service-profit chain - The chain that links service business profits with employee and customer satisfaction .	Ikhonkco lengeniso eyenziwa ziinkonzo - Ikhonkco elidibanisa ingeniso eyenziwa lishishini nokwaneliseka komsebenzi kunye nomthengi.	Dienswinketting - Die ketting wat diensondernemings se winste met werknemer- en klantetevredenheid koppel.
Share of customer - The portion of the customer's	Ukwabelana nomthengi - Inxalenye yezinto	Klante-aandeel - Die gedeelte van die klant se

purchasing that a firm gets in its product categories	ezithengwa ngumthengi ethi ifemi izifumane kumacandelo esiveliso.	aankoop wat 'n firma in sy produkkategorieë kry.
Shopping centre - A group of retail busineses planned, developed, owned and managed as a unit.	livenkile - Amashishini acetyiweyo, aphuhliswa, abanomnini aza alawulwa njengento enye	Inkopiesentrum - 'n Groep kleinhandelondernemings was as 'n eenheid beplan, ontwikkel, besit en bestuur word.
Social class - Relatively permanent and ordered divisions in a society whose members share similar income levels, values, interests and behaviours.	Iqondo ngokwasentlalweni - Ukwahlulahlula okusisigxina nokucwangcisekileyo entlalweni apho amalungu abelana ngamaqondo emivuzo afanayo, izinto ezingundoqo, izinto azithandayo nendlela aziphatha ngayo.	Sosiale stand - Relatief permanente en geordende verdelings in 'n samelewing waarvan die lede soortgelyke inkomstevlakke, waardes, belangstellings en gedrag deel.
Social marketing - The use of commercial marketing concepts and tools in programmes designed to influence individuals' behaviour to improve their well-being and that of society.	Urhwebo ngokwasentlalweni - Ukusetyenziswa kwemicamango yorhwebo kwamashishini okwenzelwe ukuba nefuthe kwindlela abantu abaziphatha ngayo ukuze kuphuculwe intlalakahle yabo neyoluntu.	Sosiale bemarking - Die gebruik van kommersiële bemarkingskonsepte en instrumente in programme wat ontwerp is om individue se gedrag te beïnvloed om hul welstand en dié van die samelewing te verbeter.
Societal marketing concept - A principle of enlightened marketing that holds that a firm should make good marketing decisions by considering consumers' wants, the firm's requirements, consumers' long-run interests and society's long-run interests.	Umcamango worhwebo ngokwasentlalweni - Umthetho-siseko welifilosofi yokurhweba othi ifemi mayenze izigqibo ezilungileyo zorhwebo ngokuthathela ingqalelo iintswelo zabathengi, izinto ezifunwa yifemi, nezinto ezihambelana kakuhle nabathengi kunye noluntu.	Samelewingsbemarkingskonsep - 'n Beginsel van verligte bemarking wat aanvoer dat 'n firma goeie bemarkingsbesluite moet neem deur verbruikers se begeertes, die firma se vereistes, verbruikers se langtermynbelange en die samelewing se langtermynbelange in ag te neem.

<p>Societal marketing - A principle of enlightened marketing that holds that a firm should make marketing decisions by considering consumers' wants, the firm's requirements, consumers' long-run interests, and society's long-run interests.</p>	<p>Umcamango worhwebo ngokwasentlalweni - Umthetho-siseko wefilosofi yokurhweba othi ifemi mayenze izigqibo ezilungileyo zorhwebo ngokuthathela ingqalelo iintswelo zabathengi, izinto ezifunwa yifemi, nezinto ezihambelana kakuhle nabathengi kunye noluntu.</p>	<p>Samelewingsbemarking - 'n Beginsel van verligte bemarking wat aanvoer dat 'n firma goeie bemarkingsbesluite moet neem deur verbruikers se begeertes, die firma se vereistes, verbruikers se langtermynbelange en die samelewing se langtermynbelange in ag te neem.</p>
<p>Spam - Unsolicited, unwanted commercial e-mail messages.</p>	<p>Imiyalezo engafunwayo - Imiyalezo yezoshishino engakhange ifunwe, neza ngeimeyili.</p>	<p>Spam (varkpos) - Ongewenste, ongevraagde kommersiële e-posboodskappe.</p>
<p>Spaza - A small retail outlet, resembling an informal convenience store, located in a township.</p>	<p>Ispaza - Ivenkile ethengisa ngemiyenge emincinci ekumila kufana nento nje engafana ibe luncedo.</p>	<p>Spaza - 'n Klein kleinhandelwinkel, wat lyk soos 'n informele geriefswinkel en in 'n township geleë is.</p>
<p>Speciality product - Consumer product with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort.</p>	<p>Isiveliso esisodwa - Isiveliso somthengi esineempawu ezizodwa okanye esizenzele igama. Iqela elivakalayo labathengi lizimisela ukwenza unakho- nakho ukusithenga.</p>	<p>Spesialiteitsprodukt - Verbruikersprodukt met eiesoortige kenmerke of handelsmerkidentifikasie waarvoor 'n beduidende groep kopers bereid is om 'n spesiale kooppoging aan te wend.</p>
<p>Speciality store - A retail store that carries a narrow, very much specialised product line with a deep assortment within that line.</p>	<p>Ivenkile eyodwa - Ivenkile ethengisa ngemiyenge emincinci enesiveliso esisodwa kakhulu nesignandanga nesinomxube omkhulu kolo hlobo lwaso.</p>	<p>Spesialiteitswinkel - 'n Kleinhandelwinkel wat 'n nou, baie gespesialiseerde produkreeks, met 'n diep verskeidenheid in daardie reeks, aanhou.</p>
<p>Standardised marketing mix - An international marketing strategy for using basically the same product, advertising, distribution channels and other marketing -mix elements in all the firm's international markets</p>	<p>Umxube worhwebo omiselweyo - Ubuchule borhwebo kwizizwe ngezizwe obusebenzisa isiveliso esinye mpela, ukwazisa, amajelo okuhambisa impahla neminye imixube yorhwebo kwiimarike zamazwe ngamazwe.</p>	<p>Gestandaardiseerde bemarkingsamestelling - 'n Internasionale bemarkingstrategie om basies dieselfde produk, reklame, verspreidingskanale en ander elemente van die bemarkingsamestelling in al die firma se internasionale markte te gebruik.</p>
<p>Straight product extension - Marketing a product in a foreign market without any change.</p>	<p>Ukurhweba emazweni - Ukurhweba ngesiveliso kwiimarike zasemzini ngaphandle kwenguqu</p>	<p>Gewone produkuitbreiding - Bemarking van 'n produk in 'n buitelandse mark sonder enige verandering.</p>

	nenjani na.	
Straight re-buy - A business buying situation in which the buyer routinely reorders something without any modifications.	Ukuphinda-phinda ukuthenga ngokwesiqhelo - Imeko yokuthenga apho umthengi esoloko ephinda ukwenza iidolo zento ngokwesiqhelo ngaphandle kotshintsho.	Gewone herkoop - 'n Onderneming se koopsituasie waarin die koper iets as roetine weer bestel sonder enige aanpassings.
Strategic planning -The long-term process of developing and maintaining a strategic fit between the firm's goals and capabilities and its changing marketing opportunities in the business environment.	Ubuchule bokucebisa - Imeko yexesha elide yokuphuhlisa nokugcina ukuyondelelana phakathi kweenjongo zefemi nokwazi ukwenza kunye namathuba orhwebo atshintshayo kwezoshishino.	Strategiese beplanning - Die langtermynproses van die ontwikkeling en handhawing van 'n strategiese passing tussen die firma se oogmerke en vermoëns en sy veranderende bemerkingsgeleenthede in die besigheidsomgewing.
Strengths - Strengths are internal capabilities that can help the firm reach its objectives.	Amandla - Amandla kukukwazi ukwenza okungaphakathi efemini nokuthi kuyincede ekufezekiseni iinjongo zayo.	Sterkpunte - Sterkpunte is interne vermoëns wat die firma kan help om sy oogmerke te verwesenlik.
Style -A basic and distinctive mode of expression .	Isimbo - Isimbo esingundoqo nesikhethekileyo sokubeka imeko.	Styl - 'n Basiese en onderskeidende manier van uitdrukking.
Sub-culture - A group of people with shared values based on common life experiences and situations.	Imo yasekuhlaleni - Iqela labantu elinezinto ezingundoqo ezifanayo ezingqiyame ngamava obomi afanayo kunye neemeko kananjalo.	Subkultuur - 'n Groep mense met eenderse waardes gegron op gedeelde lewenservaring en -situasies.
Supermarket - Large, low-cost, low-margin, high-volume, self-service store that carries a wide variety of grocery and household products.	Isuphamakhethe - Ivenkile enkulu enamaxabiso aphantsi engaxhomi kakhulu, eneempahla ezininzi nalapho umntu azithathela ngokwakhe into ayifunayo ayoyihlawulela. Ineentlobo ngeentlobo zokutya nezinto ezisetyenziswa ekhaya.	Supermark - Groot, laekoste, lae marge, hoë-volume, selfdiens winkel wat 'n wye verskeidenheid kruideniers- en huishoudelike produkte aanhou.
Superstore - A store much larger than a regular supermarket that offers a large assortment of routinely purchased food products, non-food items and services	Eyona venkile eyakha yankulu - Ivenkile enkulu kakhulu kunesuphamakhethe eqhelekileyo, ethengisa izinto ngezinto ezityiwayo neziqhelekileyo, izinto ezingatywayo kunye	Superwinkel - 'n Winkel wat veel groter as 'n gewone supermark is wat 'n wye verskeidenheid voedselprodukte, nie-voedselitems en dienste aanbied wat as roetine aangekoop word.

	neenkonzó	
Supplier development - Systematic development of networks of supplier-partners to ensure an appropriate and dependable supply of products and materials for use in making products or reselling them to others.	Ukuphuhliswa kwabaxhobisi - Ukuphuhliswa okucwangcisekileyo konxibelelwano lwabaxhobisi lokuqinisekisa ubukho beziveliso ezifanelekileyo nezinkuthenjwa kwakunye nezinto zokwenza iziveliso okanye ziphinde zithengiselwe abanye.	Verskafferontwikkeling - Stelselmatige ontwikkeling van netwerke van verskaffervennote om te verseker dat daar 'n geskikte en betroubare voorsiening van produkte en materiale is vir gebruik in die maak van produkte of die herverkoop daarvan aan andere.
Supplier search -The stage of the business buying process in which the buyer tries to find the best vendors or suppliers of products and services.	Ukuzingela abaxhobisi - Inqanaba lokuthenga apho umthengi azama ukufuna abathengisi abaqatseleyo okanye abaxhobisi ngeziveliso kunye neenkonzó.	Verskaffersoektog - Die stadium van die besigheid se koopproses waarin die koper probeer om die beste verkopers of verskaffers van produkte en dienste te vind
Supplier selection -The stage of the business buying process in which the buyer reviews proposals and selects a supplier or suppliers.	Ukuchonga abaxhobisi - Inqanaba lokuthenga apho umthengi ahlaziya izindululo yaye achonge umxhobisi okanye abaxhobisi.	Verskafferseleksie - Die stadium van die besigheid se koopproses waarin die koper voorstelle oorweeg en 'n verskaffer of verskaffers kies.
Supply chain management -Managing upstream and downstream value-added flows of materials , final goods and related information among suppliers, the firm, resellers and final consumers.	Ulawulo lwezinto eziphumayo - Ulawulo lwezinto eziphumayo nezinxabiso, iimpahla kunye nolwazi oluyeleleyo lwabaxhobisi, ifemi, abahlanguli nabathengi.	Aanbodkettingbestuur - Om stroomop en stroomaf waardetoegevoegde vloei van materiale, finale goedere en verwante inligting onder verskaffers, die firma, herverkopers en finale verbruikers te bestuur.
Supply chain - The group of participants responsible for manufacturing and delivering it to the sales floor.	Inkqubo yokuphumayo - Iqela labathathinxaxheba abajongene nokwenza kunye nokusa into kumgangatho wentengiso.	Aanbodketting - Die groep deelnemers wat verantwoordelik is vir die vervaardiging en lewering daarvan aan die verkoopsvloer.
Survey research - Gathering primary data by asking people questions about their knowledge, attitudes, preferences and buying behaviour.	Uphando oluvavanyayo - Ukuqokelela iinkcukacha zolwazi ngokubuzabantu imibuzo malunga nolwazi lwabo, izimvo, izinto abazithandayo kunye nendlela abathenga ngayo	Opnamenavorsing - Die inwin van primêre data deur mense vrae te vra oor hul kennis, gesindhede, voorkeure en koopgedrag.

<p>SWOT- analysis - An overall evaluation of the firm's strengths (S), weaknesses (W), opportunities (O) and threats (T).</p>	<p>Uhlalelo olumbaxa - Ukuxabisa amandla efemi, ubuthathaka bayo, amathuba nezinto ezinganobungozikuyo</p>	<p>SWOT-ontleding - 'n Algehele evaluering van die firma se Sterkpunte (Strengths), Swakpunte (Weaknesses), Geleenthede (Opportunities) en Bedreigings (Threats).</p>
<p>Systems selling - Buying a packaged solution to a problem from a single seller, thus avoiding all the separate decisions involved in a complex buying situation.</p>	<p>Ukuthengisa umqulu wezixokelelwano - Ukuthenga kumthengisi omnye umqulu wokusombulula iingxaki, nto leyo epephisa kuzo zonke izigqibo ezahlukeneyo kwimeko entsonkothileyo yokuthenga.</p>	<p>Stelselverkope - Om 'n verpakte oplossing vir 'n probleem van 'n enkele verkoper te koop en sodoende al die aparte besluite wat betrokke is in 'n komplekse koopsituasie te vermy.</p>
<p>Target costing - Pricing that starts with an ideal selling price, then targets costs that will ensure that the price is met.</p>	<p>Ukumisela amaxabiso ajolisileyo - Ukumisela ixabiso okuqala ngelona xabiso lokuthengisa kuze kujoliswe kwiindleko eziza kuqinisekisa ukuba elo xabiso liyafikeleleka.</p>	<p>Teikenkosteberekening - Prying wat met 'n ideale verkoopprijs begin en dan kostes teiken wat sal verseker dat die prys behaal word.</p>
<p>Target market - A set of buyers sharing common needs or characteristics that the firm decides to serve.</p>	<p>Abathengi ekujoliswe kubo - Abathengi abaneemfuno ezifanayo okanye iimpawu ezifunwa yifemi</p>	<p>Teikenmark - 'n Stel kopers wat dieselfde behoeftes of kenmerke deel wat die firma besluit om te bedien.</p>
<p>Team selling - Using teams of people from sales, marketing, engineering, finance, technical support and even upper management to service large, complex accounts.</p>	<p>Abaxhasi kwintengiso - Ukusebenzisa amaqela abantu abaphuma kwisebe leentengiso, urhwebo, ubunjinieli, ezemali, inkxaso ngezobugcisa, kanti nabaphetheyo abaphezulu ukuze basebenzane namatyala amakhulu nantsonkothileyo</p>	<p>Spanverkope - Om spanne mense uit verkope, bemarking, ingenieurswese, finansies, tegniese steun en selfs topbestuur te gebruik om groot, komplekse rekeninge te diens.</p>
<p>Team-based new-product development - An approach to developing new products in which various departments of the firm work closely together, overlapping the steps in the product development process to save time and increase</p>	<p>Ukuphuhlisa isivéliso esitsha okungqiyame ngamaqela - Indlela yokuphuhlisa izivéliso ezitsha apho amasebe ngamasebe efemi asebenza kunye, engenana namanyathelo ophuhliso lwesivéliso ukuze kondleke ixesha yaye nezinga linyuke.</p>	<p>Spangebbaseerde nuweprodukontwikkeling - 'n Benadering tot die ontwikkeling van nuwe produkte waarin verskeie departemente van die firma nou saamwerk, en die stappe in die produkontwikkelingsproses oorvleuel om tyd te spaar</p>

effectiveness .		en doeltreffendheid te verbeter.
Technological environment - Forces that create new technologies. creating new product and market opportunities	Imo yezobugcisa - Izinto ezidala ezobugcisa ezitsha, nto leyo edala isiveliso esitsha kunye namathuba orhwebo.	Tegnologiese omgewing - Kragte wat nuwe tegnologieë, nuwe produkte en markgeleenthede skep.
Telephone marketing - Using the telephone to sell directly to customers.	Ukurhweba ngefoni - Ukusebenzisa ifoni kuthengiselwe abathengi ngqo	Telefoonbemarking - Om die telefoon te gebruik om direk aan klante te verkoop.
Territorial sales force structure - A sales force organisation that assigns each salesperson to an exclusive geographic territory in which that salesperson sells the firm's full line.	Isimo solawulo lwentengiso kwingingqi - Umbutho olawulayo onika unthengisi ngamnye ingingqi yakhe eyodwa apho aza kuthengisa khona izinto zefemi ziphela.	Gebiedsverkoopspersoneelstruktuur - 'n Organiserings van verkoopspersoneel wat aan elke verkoopspersoon 'n eksklusiewe geografiese gebied toeken waarin daardie verkoopspersoon die firma se volledige reeks verkoop.
Test marketing - The stage of new-product development in which both the product and marketing programme are tested in more realistic market settings	Ukuvavanya ezorhwebo - Inqanaba lokuphuhlisa isiveliso esitsha apho isiveliso nenkqubo yorhwebo zithi zivavanywe kwiimeko ezizizo zorhwebo.	Toetsbemarking - Die stadium van nuweprodukontwikkeling waarin beide die produk en die bemarkingsprogram in meer realistiese markomstandighede getoets word.
Third-party logistics (3PL) provider An independent logistics provider that performs any or all of the functions required to get their client's product to market.	Amatiletile omniki-nkonzo ozimeleyo - Umniki-nkonzo ozimeleyo owenza nantoni na okanye yonke into efunekayo ukuze isiveliso somqeshi lowo singene kwezorhwebo.	Derdeparty Logistiekverskaffer - 'n Onafhanklike verskaffer van logistiek wat enige of al die funksies uitvoer wat verlang word om hul klient se produk by die mark te ry.
Threats - Threats are current or emerging external elements that may possibly challenge the firm's performance.	Ubungozi -Bubungozi obukhoyo okanye obuvelayo buvela ngaphandle obunokucela umngeni kwindlela esebenza ngayo ifemi.	Bedreigings - Bedreigings is huidige of opkomende eksterne elemente wat moontlik die firma se prestasie kan beïnvloed.
Total costs -The sum of the fixed and variable	Iindleko xa zizonke - Iindleko ezisisigxina kunye	Totale kostes - Die somtotaal van die vaste en

costs for any given level of production.	neziguququkayo malunga nawuphi na umgangatho wento eveliswayo.	veranderlike kostes vir enige gegewe produksievlak.
Trade promotion tools -Sales promotion tools used to persuade resellers to carry a brand , give it shelf space, promote it in advertising and push it to consumers.	Izixhobo zokukhuthaza intengiso - Izixhobo zokukhuthaza intengiso ezisetyenziswa xa kukhuthazwa abo baphinda bathengise izinto ukuba baliphakamise igama lento ethengiswayo neligqamileyo, bayinike indawo eshelfini, bayikhuthaze xa bayazisayo bayenze ithengiseke.	Handelspromosie-instrumente - Verkoopspromosie-instrumente wat gebruik word om herverkopers te ooreed om 'n handelsnaam aan te hou, dit rakspasie te bied, in reklame te bevorder en aan verbruikers te beklemtoon.
Undifferentiated (mass) marketing - A market-coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer.	Urhwebo olungacalucaluleki - Ubuchule borhwebo apho ifemi igqiba kwelokuba ingawuhoyi umahluko kumacandelo ezorhwebo koko iye kwezorhwebo zizonke inento enye kuphela enikisa ngayo.	Ongedifferensieerde (massa) bemarking - 'n Markdekkingstrategie waarin 'n firma besluit om verskille in marksegmente te ignoreer en die hele mark met een aanbieding te teiken.
Uniform-delivered pricing - A geographical pricing strategy in which the firm charges the same price plus freight to all customers, regardless of their location.	Ukumilisela amaxabiso afanayo - Ubuchule bokumilisela amaxabiso ngokwendawo apho ifemi ibiza ixabiso elinye kunye nendleko zothutho kubo bonke abathengi kungananzwa indawo abahlala kuyo.	Eenvormiggelewerde prysing - 'n Geografiese prysingstrategie waarin die firma dieselfde prys plus vragkoste vir alle klante vra, ongeag hul ligging.
Unsought product - Consumer product that the consumer either does not know about or knows about, but does not normally think of buying.	Isiveliso esingafunwayo - Isiveliso esingaziwa ngumthengi okanye asaziyo kodwa angadli ngakucinga ukusithenga.	Ongesoekte produk - Verbruikersproduk wat die verbruiker hetsy nie van weet nie of wel van weet, maar nie normaalweg aan dink om te koop nie.
Users - Members of the buying firm who will	Abasebenzisi-siveliso - Amalungu efemi	Gebruikers - Lede van die koopfirma wat die

actually use the purchased product or service.	ethengayo angawona aza kusisebenzisa isiveliso asithengileyo okanye inkonzo.	aangekoopte produk of diens werklik sal gebruik.
Value analysis - An approach to cost reduction in which components are studied carefully to determine if they can be redesigned, standardised, or made by less costly methods of production.	Uhlahlelo lwexabiso yento - Indlela yokucutha iindleko apho amacandelo ajongisiswa ngocoselelo ukuze kufumaniseke okokuba ngaba angaphinda ayilwe na, abe nemimiselo, okanye enziwe ngeendlela ezingabizi kakhulu	Waardeontleding - 'n Benadering tot kostevermindering waarin komponente noukeurig bestudeer word om te bepaal of hulle herontwerp, gestandaardiseer of teen goedkoper produksiemetodes vervaardig kan word.
Value chain -The series of departments that carry out value- creating activities to design, produce, market, deliver and support a firm's products.	Amasebe axabiso iziveliso - Amasebe enza izinto ezixabisayo eziyilayo, ezivelisayo, ukuthengisa, ukuhambisa nokuxhasa iziveliso zefemi.	Waardeketting - Die reeks departemente wat waardeskeppende aktiwiteite uitvoer om 'n firma se produkte te ontwerp, te produseer, te bemark, te lewer en te ondersteun.
Value-delivery network -The network made up of the firm, suppliers, distributors and, ultimately, customers who "partner" with each other to improve the performance of the entire system.	Unxibelelwano olunika okuxabisekileyo - Unxibelelwano lwefemi, abaxhobisi, abahambisi beempahla, yaye ekugqibeleni kubekho abathengi ababambisanayo ukuphucula ukusebenza kolu nxibelelwano luphela.	Waardeleweringsnetwerk - Die netwerk wat bestaan uit die firma, verskaffers, verspreiders en, uiteindelik, die klante wat met mekaar "saamwerk" om die prestasie van die hele stelsel te verbeter.
Value proposition - The full positioning of a brand - the full mix of benefits upon which it is positioned.	Ukumisela endaweni into enophawu oluthile olulodwa - Ukumisela endaweni ngokupheleleyo into ethengiswayo enegama negqamileyo – onke amancedo apha thelele ekuyimiseleni.	Waardeproposisie - Die volledige posisionering van 'n handelsnaam – die volledige mengsel van voordele waarop dit geposisioneer is.
Value-added pricing - Attaching value-added features and services to differentiate a firm's offers and to support charging higher prices.	Ukumisela ixabiso ngokongeza okuxabisekileyo - Ukongeza izinto neenkonzos ukuze kwahlulwe loo nto ithengiswa yifemi nokuxhasa ukunyuswa kwamaxabiso.	Wardetoegevoegde prysing - Om kenmerke en dienste by te voeg wat waarde toevoeg om 'n firma se aanbiedinge te differensieer en om steun te bied aan hoër pryse wat gehef word.
Value-based pricing - Setting prices based on buyers' perceptions of value rather than on the seller's cost.	Ukumisela ixabiso ngokweembono zabathengi - Ukumisela amaxabiso ngokweembono zabathengi malunga nexabiso ngaphezu kokujongwa kwendleko zomthengisi.	Waardegebaseerde prysing - Om pryse te stel op grond van 'n koper se persepsies van waarde eerder as op die verkoper se koste.

Value-delivery network - The network made up of the firm, suppliers, distributors and, ultimately, customers who "partner" with each other to improve the performance of the entire system.	Unxibelelwano olunika okuxabisekileyo - Unxibelelwano lwefemi, abaxhobisi, abahambisi beempahla, yaye ekugqibeleni kubekho abathengi ababambisanayo ukuphucula ukusebenza kolu nxibelelwano luphela.	Waardeleweringsnetwerk -Die netwerk wat bestaan uit die firma, verskaffers, verspreiders en, uiteindelik, die klante wat met mekaar "saamwerk" om die prestasie van die hele stelsel te verbeter
Variable costs - Costs that vary directly with the level of production.	Iindleko eziguququkayo - Iindleko eziguququkayo ngokomgangatho wesiveliso.	Veranderlike kostes - Kostes wat direk varieer met die produksievlak.
Variety-seeking buying behaviour - Buying behaviour when the consumer has low involvement, but sees significant brand differences.	Ukuthenga ngokubona umahluko - Ukuthenga xa umthengi engabandakanyeki kakhulu, kodwa ebona umahluko omkhulu kwizinto ezithengiswayo.	Verskeidenheidsoekende koopgedrag - Koopgedrag wanneer die verbruiker min betrokkenheid het, maar wesenlike verskille tussen handelsname raaksien.
Vertical marketing system (VMS) - A distribution channel structure in which producers, wholesalers and retailers act as a unified system. One channel member owns the others, has contracts with them or has so much power that they all cooperate.	Ukuhanjiswa kweempahla ngokumanyeneyo - Ukuhanjiswa kweempahla apho abavelisi, oonohloseyili, nabo barhweba ngemiyenge emincinci bamanyanayo. Ilungu elinye lombutho lilo elongamela bonke aba abanye, liba neekontraka nabo okanye amandla amakhulu kangangokuba bonke basebenzisane.	Vertikale Bemarkingstelsel (VBS) - 'n Verspreidingskanaalstruktuur waarin produsente, groothandelaars en kleinhandelaars as 'n verenigde stelsel optree. Een lid van die kanaal besit die ander lede, het kontrakte met hulle of beskik oor soveel mag dat hulle almal saamwerk
Viral marketing - The Internet version of word-of-mouth marketing - websites, e-mail messages or other marketing events that are so infectious that customers will want to pass them along to friends.	Izixhobo zorhwebo zasemoyeni - Umgququlwa weinthaneth wokurhweba ngokuthetha-iiwebsayithi, imiyalezo yeimeyili neminye imibandela yezorhwebo enomdla kangangokuba abathengi bade bafune ukuyigqithisela kubahlobo babo.	Virale bemarking - Die Internetweergawe van mondelinge bemarking – webwerwe, e-posboodskappe of ander bemarkingsgebeure wat so aansteeklik is dat klante dit vir vriende sal wil aanstuur.

<p>Wants - The form human needs take as shaped by culture and individual personality.</p>	<p>Iintswelo - Iimfuno zomntu ngokwenkcubeko nobuqu bakhe..</p>	<p>Begeertes - Die vorm wat menslike behoeftes aanneem soos gevorm deur kultuur en individuele persoonlikheid.</p>
<p>Warehouse club -Off -price retailer that sells a limited selection of brand-name grocery items, appliances, clothing and a hodgepodge of other goods at deep discounts to members.</p>	<p>Umbutho wabathengisi ngomyenge omncinci - Umthengisi ngomyenge omncinci othengisa iimpahla ezimbalwa ezichongiweyo zeendidi zokutya nezinto ezisetyenziswa ekhaya ezinophawu olulodwa, impahla negxubevange yezinye iimpahla azithengisela amalungu ngesaphulelo esikhulu.</p>	<p>Pakhuisklub - Laeprys kleinhandelaar wat 'n beperkte verskeidenheid handelsnaam kruideniersitems, toestelle, klere en 'n mengelmoes ander goedere teen 'n groot afslag aan lede verkoop.</p>
<p>Weaknesses- Weaknesses are internal elements that may interfere with the firm's ability to achieve its objectives.</p>	<p>Izinto ezinokuqhwalisa - Ezi zizinto ezingaphakathi ezinokuphazamisa ifemi ingazifezekisi iinjonga zayo.</p>	<p>Swakhede - Swakhede is interne elemente wat kan inmeng met die firma se vermoë om sy oogmerke te bereik.</p>
<p>Web communities Websites where members can congregate online and exchange views on issues of common interest.</p>	<p>Amalungu ahlanganiswe yiwebhu - liwebsayithi apho amalungu adibana khona ngobuxhakaxhaka bekhompyutha abelane ngezimvo ngemiba avana ngayo.</p>	<p>Webgemeenskappe - Webwerwe waar lede aanlyn bymekaar kan kom en sienings deel oor vraagstukke van gemeenskaplike belang.</p>
<p>Wheel-of-retailing concept A concept of retailing that states that new types of retailers usually begin as low-margin, low-price, low-status operations, but later evolve into higher-priced, higher- service operations, eventually becoming like the conventional retailers they replaced.</p>	<p>Uluvo oluthi abathengisa ngemiyenge emincinci mabaqale ezantsi baye phezulu - Uluvo oluthi uhlobo olutsha lwabathengisa ngemiyenge emincinci badla ngokuqala ezantsi, ngamaxabiso aphantsi, umgangatho osezantsi, ekugqibeleni babe ngaba bathengisi baqhelekileyo abathe bathatha indawo yaba badala.</p>	<p>Wiel-van-kleinhandelbegrip - 'n Begrip in kleinhandel wat aanvoer dat nuwe soorte kleinhandelaars gewoonlik begin as lae marge, lae prys, lae status ondernemings, maar later ontwikkel in hoër prys, hoër diens ondernemings, wat uiteindelik soos die konvensionele kleinhandelaars raak wat hulle vervang het.</p>

