

The Concept of Marketing Mastery (P.O.W.E.R. Map Model) for Start-Up Entrepreneurship

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Abstract: This paper discusses how innovative marketing model (P.O.W.E.R. Map Model) and inspirational leadership contributes to a success of start up business entrepreneurs. This paper examined the personal, professional, and developmental impact of introducing a constructive developmental perspective to entrepreneurs or “would be entrepreneurs” programme in marketing business and leadership development conduct by Azizan Osman as Richworks Groups’ CEO. The self-designed instrument dynamic and innovative 10 P’s marketing knowledge developed by Richworks Groups, use of shared entrepreneurs leadership platform. Marketing Mastery 10 P’s P.O.W.E.R. MAP Model is a professional innovative ideas with a creative approach of Azizan Osman’s 10 P’s Model for Marketing. The 10 P’s Model was introduced as an extension of the old 4 C and 7 C Marketing model. This models “P” letter is born in the eagerness of moving the traditional Marketing mix model from the productions focus to the Customer (or consumer) focus. This simple mapping of words created a shift in marketing management thinking and strategy. Modern economies have shown this paradigm shift towards customer satisfaction as a priority. Marketing Mastery 10 P’s P.O.W.E.R. MAP Model born to explain how successful marketing organization deal of strategy that could increase business profitability in a short period Marketing Mastery 10 P’s P.O.W.E.R. MAP Model is a professional representation of the Compass diagram with the concepts that describe the 10 P’s: Problem, Potential, Market, Research, Solution, Demand, Product, Competitors Practices, and Proposal (10 P’s refer to Bahasa Malaysia vocabulary). Therefore the conceptual paper proposed the study of the development the marketing concept and strategize new give solution in business world. Consequently, the study predicted to transform business performance and enhance entrepreneur to effective marketing solution.

Key words: P.O.W.E.R. Map Model, start-up entrepreneurship, Marketing Mastery

1. Introduction

Marketing is a continually evolving discipline and as such can be one that companies find themselves left very much behind the competition if they stand still for too long. Marketing is the great power in business yet a large percentage of business that suffered losses mostly experienced difficulties in marketing. Good marketing is the appealing factor the entities customer to buy products, In many business, their way in bringing in new customers or retain old customer is closely related to marketing strategy. It is important to study how customers’ behaviours and preferences are affected by the marketing campaign. Integrated Marketing Models be introduced

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to empirically study of implementation and responds of participants in online and offline social entrepreneurs. These new marketing model are to enable the start-up entrepreneurs mastering in all steps in marketing operations. Using measures such as problems, potentials, market, research, solution, requirements, products, competitors, attempts, and proposal. Thus, the development of new marketing model called an Azizan Osman's 10 P's Integrated Marketing Model (AIMM) is to help business owner and entrepreneurs in their marketing campaign.

Most entrepreneurs today failed because they also failed in marketing. In this research conducted, we found that 90% of entrepreneurs do not master in marketing even though they have been in business for over more than 10 years. This is not strange, but quite disgusting if left unattended. Marketing also teaches entrepreneurs to understand the psychology and rhythm of their market. Before starting any marketing campaign, it is important focus to conduct a research on their needs. In this research, we discover that discovering that a large majority of business are flopping fast in Malaysia because of the failure to understand the marketing strategy, thus through the Marketing Mastery (POWER Map Model), are really benefit especially for the start-up entrepreneurs (Azizan, 2013).

Murphy (2010) noted that marketing channels have evolved over time, and there have been different means by which companies market their products to consumers. The traditional modes of marketing include purchased air time (e.g., radio, television, telephones) or space (e.g., print ads). Although these channels are not completely obsolete, the Internet and social media provides advertising with a more targeted and expanded role.

Marketing is the great power in business. In any business, their way in bringing in new customers or retain old customer is closely related to marketing strategy. At the same time, large percentage of business that suffered losses or closed up mostly experienced difficulties in marketing. They did not know how to create strategies that could attract customers to buy their products. Thus, it was necessary to examine the evolution of marketing model 10Ps' Integrated Marketing Model and learn what benefits, if any, 10Ps' Integrated Marketing Model can bring to marketing.

This paper discusses the use of 10Ps' Integrated Marketing Model in marketing. It gathered online presence and contents, mobile campaign, PR campaign and offline campaign as the associated categories and its properties. This paper presented the experiences and perceptions in regard to their use of 10Ps' Integrated Marketing Model and its role as part of an integrated marketing approach.

The personal experiences of participants are those who were involved in a marketing training program with 10Ps' marketing model as a part of their program were examined. The primary research inquiry was initiated to explore stories of how these start-up business owner began to identify themselves as an entrepreneurs and what occurrences aided that development. Marketing is being called upon to efficiently service existing customers and product lines while effectively planning and the engaging in production of new customers and products. The ability of marketing to keep pace with the dynamic environments in today's markets is growing in scope and difficulty. There is a gap between the capacity of marketing organizations and their capabilities to keep up with the vast amount of information, discontinuous innovation, complex customer communications, and market segmentation (Day, 2011). The use of a constructivist approach will see how participants were learning from the experiences and how they were able to construct a marketing campaign using 10Ps' Integrated Marketing Model. The personal experiences involve in the development program with mentoring as part of their program, also were examined in this study. Studied participants are reflected on personal experiences that lead to the impact of mentoring.

2. Literature review

2.1 Introduction

Marketing, through the development of capabilities, can have an impact on firm performance (N.A. Morgan, Slotegraaf & Vorhies, 2009; Vorhies & Bush, 2010). These men and women are role models for present and future generations. Through their actions we are provided with living examples of man's humanity to fellow man. They invest in causes that mainstream society may choose to ignore; yet, through their persistence and effort, attention is brought to those issues. For these reasons, the individual traits, values, missions, risks, and benefits of being a social entrepreneur are investigated. The investigation of commonalities and differences of former social entrepreneurs legitimizes the study and adds depth to the questions regarding the traits of social entrepreneurs. Social entrepreneurs, driven by their values, are not "slaves" to debits and credits of the traditional business sector.

2.2 Factors that Influence Training Transfer

Business owners having achieved extraordinary status from profitable angle often take the opportunity to donate. As entrepreneurs, they have greater opportunities to give enjoyment to people in need from all perspectives .

Transfer is the extent to which learning in a training program is generalized and maintained in an employee's work performance (Blume et al., 2010; Saks & Burke, 2012). As discussed, transfer includes a range of factors outside the training program, which can be categorized as learner attributes, such as ability, motivation and personality, and situational variables in the work environment, such as manager support and the degree to which changed behavior is recognized and rewarded (Saks & Burke, 2012).

Decades of research suggest mixed and inconclusive correlations between most of the identified learner, training and environmental factors and training transfer (Blume et al., 2010), which led Saks and Burke (2012) to question whether all relevant factors are being considered. The elusive quality of motivation was missing, as it often is in learning models which presume that learners are motivated to learn (Bruner, 1985; Saks & Burke, 2012). Saks and Burke (2012) found that making learners aware that they were held accountable for transferring what they learned in training to their job changed learners' behavior – when they knew their performance was being measured, learners reported that their intention to transfer was stronger.

2.3 Early Basic Marketing Model

Marketing is an unfamiliar concept for many nonprofit organizations. It's important that these organizations understand that marketing is more than just the old sense of making a sale or obtaining a donation. Marketing is a way to satisfying the consumer and donor needs. Marketing is the process of interesting potential customers and clients in your products and services. The key word in this marketing definition is a process and marketing involves researching, promoting, selling, and distributing your products or services. But essentially marketing involves everything you do to get your potential customers and your product or service together

Marketing Mix a term coined by Neil Borden (Bordens Model) (2013), are the ingredients that combine to capture and promote a brand or product's unique selling points, those that differentiate it from its competitors. The ideas behind Borden's model were refined over the years until E. Jerome McCarthy reduced them to 4 elements called "The Four Ps.". This proposed classification has been used by marketing companies, branding agencies throughout the world.

2.3.1 The Four P'S Model

The Traditional Marketing Mix or The 4 P's of Marketing was designed as a simple way to focus attention on the main elements of marketing for a business and to create a marketing strategy either at business, product or campaign level. Some clever marketer played around with the words and realized that the concepts could be described with words beginning with the letter P and created the 4 P's of marketing. The components are product, price, promotion and place.

To sell the right product (that customers want) at the right price (which customers can afford and are willing to pay) at a convenient place using effective promotions. The essential idea is that each element of the marketing mix should be consistent, fit together and reinforce the other elements.

2.3.2 Criticisms of the Marketing Mix and the 4 P's of Marketing

The marketing mix has been a main stay of teaching marketing to students and professionals for fifty years although, like any well established idea, it is also criticized. One thought is that it is too product focused and doesn't translate well into the growing service based economy we live in — see the 7's of the Service Marketing Mix below). Others criticize the marketing mix as a tool for setting marketing strategy because it doesn't have a goal — or I suppose beginning with P that should be Purpose-making a profit, generating quick cash flow, a low priced front end product which opens up the opportunity for future sales Without establishing purpose, how do you know if you have a marketing mix which is suitable? The intentions of building brand awareness, gaining more market share and increasing profit can be very different.

(1) Product

The first of the Four Ps of marketing is product. A product can be either a tangible good or an intangible service that fulfills a need or want of consumers. Whether you sell custom pallets and wood products or provide luxury accommodations, it's imperative that you have a clear grasp of exactly what your product is and what makes it unique before you can successfully market it.

(2) Price

Once a concrete understanding of the product offering is established we can start making some pricing decisions. Price determinations will impact profit margins, supply, demand and marketing strategy. Similar (in concept) products and brands may need to be positioned differently based on varying price points, while price elasticity considerations may influence our next two Ps.

(3) Promotion

Promotion looks at the many ways marketing agencies disseminate relevant product information to consumers and differentiate a particular product or service. Promotion includes elements like: advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and more. Each touch point must be supported by a well positioned brand to truly maximize return on investment.

(4) Place

Marketing is about putting the right product, at the right price, at the right place, at the right time. It's critical then, to evaluate what the ideal locations are to convert potential clients into actual clients. Today, even in situations where the actual transaction doesn't happen on the web, the initial place potential clients are engaged and converted is online.

2.4 P's Changing with Digital Age

With the advent of digital marketing, marketers are suggesting new P's, or are saying that digital marketing

has changed the way these Ps used to work.

The new Ps (2013):

People

Participate

Personalize

Product

Process

Pay

Partner

But many, including Illinois University, suggest that the Ps have only changed and there is no need for new P's. The way these P's have changed is discussed here by using the first two Ps only. Product has new terms introduced. Now products are not developed by a company alone; the concept of co-creation and crowd sourcing have jumped in. Promotion is carried out with user created content.

To sum up, the main aim of the assignment is to gain a better understanding of the 4 Ps — product, price, place, promotion constitute the marketing mix and communication in marketing strategy. Every “P” has become an indispensable marketing part. Product is the commodity for customers. Price is the value of the cost in marketing mix. Moreover, place determines the marketing distribution channels. Promotion will like a communication toolkit between customers and suppliers. Communication in marketing strategy is a tools to encourage people to purchase, especially in modern times, social marketing has turn into a strong product distribution pattern. In terms of the understanding 4P's and communication, and its importance in relation to the market, it is necessary to encourage people to continually purchase.

2.5 The extended 7 P's:

The 7 P's of Marketing pick up the traditional marketing mix of Product, Price, Promotion and Place and added:

2.5.1 People

Services are performed by people whose performance influences the quality of the service delivered and perceived to be delivered. All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering.

2.5.2 Processes

Process — it's not just the attitudes of the person that matters but the process they use to provide the service. The delivery of your service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for.

2.5.3 Physical Evidence

Physical evidence-services are intangible so the customer looks for physical clues about the quality.

Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. For example a hair salon would provide their client with a completed hairdo and an insurance company would give their customers some form of printed material. Even if the material is not physically printed (in the case of PDF's) they are still receiving a “physical product” by this definition.

Though in place since the 1980's the 7 P's are still widely taught due to their fundamental logic being sound

in the marketing environment and marketers abilities to adapt the Marketing Mix to include changes in communications such as social media, updates in the places which you can sell a product/service or customers expectations in a constantly changing commercial environment.



Figure 1 7 P's Marketing Mix

3. Marketing Mastery (P.O.W.E.R. Map Model)

3.1 Background

After discovering that large majority of business are flopping fast in Malaysia of because of the failure to understand the marketing strategy. Whereas successful businesses that last several years, usually experience a situation like an organization with shortness of breath condition if they did not master the marketing strategy. Human beings are unique in nature. They could easily feel enthusiastic, inspired, motivated and many more. At the same time their receding period is very fast too. To build an extraordinary customer magnet, it is important for us to conquer the power of momentum. That is the power that can sustain our energy to build business empire to the maximum every day.

Marketing also teaches entrepreneurs to understand the psychology and important of their market. Before starting any marketing campaign, it is important to conduct a research on their needs. The more we understand those needs, the easier to create customer attraction. While in business, marketing is also a sacred activity and provide a great reward. Rewards are translate into profits, satisfaction in solving problems as well as add value in the lives of customers.

3.2 10 P's Formula

One of the factors in business deterioration is not taking own business seriously. Business should be view as holistic is like knowing our real business model. Business model means the type of business that we venture into. How potentials is it? Who needs the products and services we offer? How do we look for business prospects? And many more. When entrepreneurs have a clear business model, they are already one step ahead of other competitors. It is not impossible their business progress faster as their business frame is strong enough. If each entrepreneurs take each formula seriously, because one cannot anticipate how it affect the business. The 10 P's formula are:

- Potentials
- Markets
- Needs
- Research
- Problems
- Solution
- Product/service
- Competitor
- Trial
- Professionalism

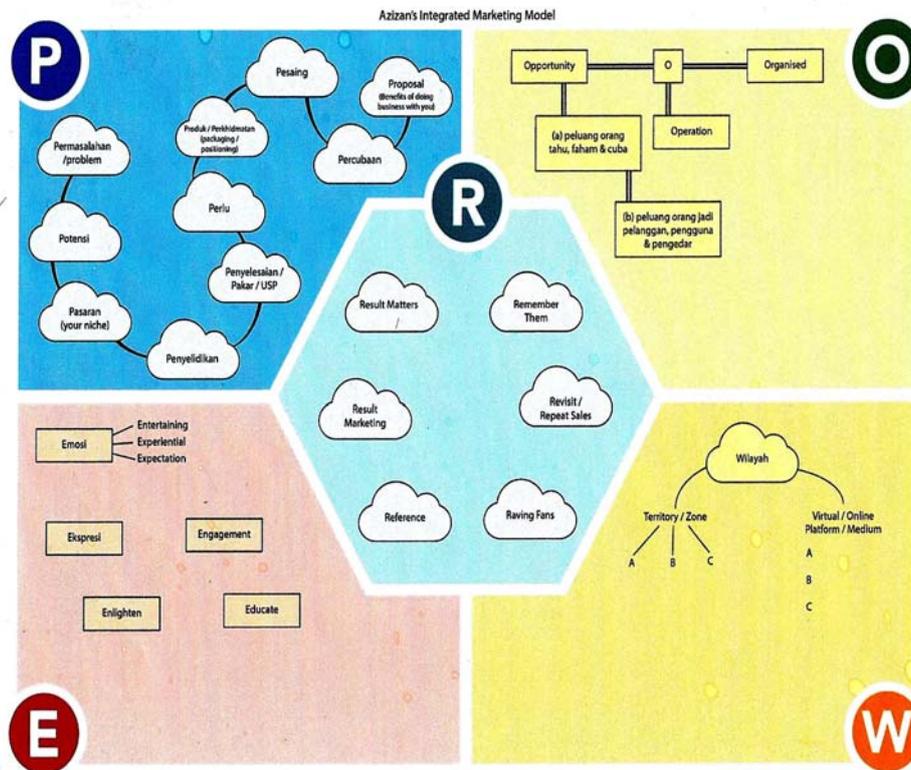


Figure 2 10 P's Formula

3.2.1 Potential

Every business that is created today started with one thing. That is solving the people's problems. From there, it gives a clear picture of business potential. When the problem is faced by many people that have helped hundreds of thousands of entrepreneurs and would be entrepreneurs in Malaysia, i.e., Dr. Azizan Osman's Entrepreneurs Clinic is an example of good potential. Mentor Azizan Osman uses this programme as a tool to solve the people's problems, those who constantly failed in promotion specifically in marketing topic. His own study identified that 90% of businesses failed due to inability to master marketing strategy. Thus, it gave an indication that such programme as this has a huge potential to add value and solve the people's problems in Malaysia.

What we can learn from there is that first of all to identify the potential. The important evaluation points that could be made are as the followings:

Identify problems — What can we solve?

Identify values — How can we as a business person add value in the customer's lives?

Clear with the benefits that the customers would gain when dealing with our business.

Know how many people are facing this problem specifically.

Identify at least 3 advantages of our products or services that could be used as marketing message to promote to customers.

As stated by mentor Azizan Osman, "Business people live to sell potentials that can add value in the lives of the customers."

3.2.2 Market

In business, scattered bullet concept is a high risk concept and has a potential to crash our business. This is because not all the people need the products or services we have to offer. Therefore, it is important for us to identify the market that we want to focus on. Never ever answer, "My customers are all the people" when the question posed, "Who are your business customers, sir/madam?" It is because not all the people need our products. Not everyone wants to choose our business brand. So, select the one market that we want to focus on. The more specific, the better. It does not matter whether the market is small or large, more importantly we can dominate the market first. The way to expand the empire is a different story. The first stage in the business is to dominate the market.

3.2.3 Needs

This formula is a continuation of the second formula that is the market. Properly identify the customers who really need our products. With this method, we have actually created a clear path in searching for potential prospects. Entrepreneurs who are often unclear about who needs their products will do a marketing campaign, haphazardly. They would target everyone. Whereas, it is an early sign that their marketing campaign will fail drastically. Before starting a business operation, think and study deeply about who is in need of our products or services. If we fail to identify, it will cause our business to make profit just enough to make ends meet, or it is not impossible a white flag will appear before an all-out fight.

3.2.4 Research

Every research done will be able to give a guarantee to the business. The guarantee meant, such as product quality, understand customer needs as well as ignition of profit. Without research, our business will not advance forward. A good research will provide us hundreds of ideas to improve marketing campaigns, product development and so on.

Business giants such as Air Asia also initiated research prior to operation. They investigated the cost of the airplanes, the cost price to be offered to the customers and more. All of these were done so that business can operate at minimal risk. As a business person, it is important for us to know one type of main research. That is the research on customer needs. A task of a business person is to ensure that the products and services offered are able to entice customers to withdraw money from their pockets. The easiest way to conduct a research is to ask question to the target market. If we want to build a food business such a pineapple tarts, the following questions can be used:

What type of pineapple tarts your favorite, sir/madam?

How much price sir / madam are willing to pay to get your favorite pineapple tarts?

Where is the location of the usual pineapple tarts you buy sir/madam?

The more relevant questions, the better quality are the research results. Avoid asking pointless question to

target market such as, “Is the pineapple tart tasty or not?”

The technique used in a research as above is a simple technique, quick and effective for entrepreneurs and aspiring entrepreneurs. It can be applied in social media spaces such as Facebook, Twitter and so on to get a prompt response.

3.2.5 Problem

The majority of business that exist today are caused by problems. For example, the problem of getting low fares airplane flight packages had caused the Air Asia to exist in this country.

The problem in obtaining and proven marketing strategies was the reason mentor Azizan Osman created Entrepreneur Clinic programme. Problem is like a gold mine for entrepreneurs to start a business with great potential.

A problem that exist give a signal that there is a demand. The message that is wished to be emphasized in this fifth formula is every problem, is power in the business, including marketing campaigns.

When an entrepreneur is smart to use sentences related with problem in marketing campaign that indicates they are drawing even more customers. This is because the customer who is facing a problem will be searching for its solution. Once the answer appears in front of their eyes through the marketing campaign, hence it is not impossible that our business becomes their choice.

3.2.6 Solving

In business, the main focus is to solve problems and fulfills dualism intentions. Where there is a problem, there exists a business offering solution. A problem is a demand from a customer. While providing solution is a task of a business owner.

People who have the problems are willing to do anything, as long as the problems get to be solved. This situation can be seen through a group of people who have financial problems. Extreme pressure could make them borrow money from a party with a potential to endanger the lives of the whole family.

The point that can be taken here is that each problem is a gold mine. If we succeed in providing a way out to the customers, thus that is a sign that our business is potentially chaotic.

To enhance the knowledge on solution formula, the followings are the sharing from mentor Azizan Osman on why people want to buy solutions:

People want it easy

People want it fast

People want to save time, energy and money

When our products or services offer solutions that meet all the three points above, it is a mark that we are on the right path in business. The next step is to maximize the marketing campaign so that people get to know our business.

3.2.7 Product

Having a product or a service alone is not enough. It is because customers do not want to waste time trying to understand what we have to offer. Instead, it is our task to provide easy to understand explanation as well as fulfilling their needs in the shortest time. To implement an effective marketing campaign, identify the difference between characteristic and advantage. Both carry different meanings. Customers rarely understand about characteristics. For them, characteristic is not important.

What is important is that he understand about our product function. Examples of characteristic and function are as per Ali’s case study (Not his real name). When he sells luxury cars, he uses marketing message that explains

the car advantages to customers.

His marketing message begins with the advantages first. Then only follows by the characteristics to support the advantages of the car. The following (Table 1) is the example of marketing message which can be shares with customers:

Table 1 Example of Marketing Message

	Luxury Car X
Advantage	High speed driving compared to other luxury car available in the market (Customer easily understands the advantage of luxury car X).
Characteristic	High speed driving compared to other luxury car available in the market (Customer easily understands the advantage of luxury car X.)

3.2.8 Competitor

In business, we need not fear competitors. Competition can give us facilities and advantages assuming we know how to take the opportunity. If afraid of the competitors, then that is a signal that we are still not qualified to jump into the business fields.

The competitors is functioning at providing golden information to business owner within a short time. For example, we want to develop a business based on entrepreneur program. The simple way to conduct a study is looking at how our competitors do their business. Then do a research and innovate so that our business possesses uniqueness as compared to our competitors. This uniqueness is what causes our competitors unaffected with our presence. Instead, they are pleased to offer a working relationship.

The more competitors, the more we can learn. At the same time, the more uniqueness can be invented, too. Uniqueness is the main factor for that business to continue to stay and become an industry champion. It is also one of the strategies that can make our business to continuously be ahead of other competitors, who are trying to copy our business model.

3.2.9 Trial

Business today emerge like mushrooms that grow after the rain. Too many business have also causing it difficult for customers to make choices. Nevertheless, this situation can be overcome when we understand the “Trial” formula. It means giving our products or services to customers for free. The purpose is that we get to increase their trust. Indirectly creates confidence in the customers to buy our products in the future.

This strategy is proven profitable. It does not cause business owners to lose. First, it is because we have succeeded in grasping at least one prospect to try the products. Second, if the product is good, indirectly that prospect will spread the news about our product to the others around him/her.

This is the reason we give trial products or services to the customers. Give the customers the opportunity to try our products for free, or at low cost. One of the case studies can be seen through the Entrepreneur Clinic Program organized.

Mentor Azizan Osman applied this formula by offering free programme for 4 hours to the interested participants. In the 4 hours, he will provide a service that is sharing of the best knowledge and beneficial to the participants.

As a result, thousands of participants believe and trust to pay a sum of money to attend the advanced class of Entrepreneur Clinic. The “Trial” formula is able to give multiple profits when we understand it.

3.2.10 Professionalism

For as long as we do not adopt the professionalism formula in business, our business will not progress further.

When dealing with customers, professional attitude symbolizes the brand. American Marketing Association (AMA) defines brand as:

Name

Term

Symbol

Graphic design

Or a combination of all

The purpose of a brand is to ease the customers in identifying business easily and quickly. The advanced businesses that we are witnessing today are the businesses that put importance in branding. Among them are Microsoft, Apple, McDonald, Pizza Hut, Maybank and various.

To achieve the level of global business, it is significant to emphasize on branding issues. One of the branding elements that could arouse the customer's emotions towards our business is through logo.

Never just create a mediocre logo. Because logo will cause customers trust to deal with our business or otherwise. Invest the money by handing over to an individual or an expert organization to produce a stunning logo.

3.3 Components of POWER Formula

3.3.1 Power P (Pakar/Expert)

Becoming an expert is regarded as creating an automatic money machine in business. Aside from further strengthening marketing campaign, an expert status enables us to be more valuable compared to other competitors. If we do not become an expert in our field, customers do not have solid reasons to try out our products or services offered. At the same time, they also do not dare to take out their pocket money in big quantity if we were not labeled as experts. An expert is a symbol of trust and confidence. An example, today we visit a specialist doctor to treat specific diseases such as sinusitis, heart disease and so on. This is because we trust and confident of a specialist doctor.

3.3.2 Power O (Opportunity)

As a business owner, our task is a provider and an announcer of opportunity. Whatever we do, it is all about delivering a message to the public that we have an opportunity to change lives or solve their problems. Where are there a problem, there are opportunity for us to solve it. Amongst the goals as a business owner too is to ensure the public understand the opportunity that we share. This "O" acronym too is not limited to opportunity, its also refer to originality. A mistake that a business owner makes is to copy totally other people business.

3.3.3 Power W (Territory)

Territory means area, from business aspect. It is important for us to have a plan to dominate or conquer territory. Other than raking in more profit, it is vital for us to be known by the society and public so that they always trust our product or services.

3.3.4 Power E (Emotion)

In a psychological study conducted, most of the time customers make a decision to buy is based on emotion, only a small percentage depends on logic. Each facts on emotion obtained can be used as a marketing weapon that pierced the soul of the customers. The formula is simple, the deeper we understand the customer's emotion the more successful the marketing campaign is.

3.3.5 Power R (Results)

The following is the marketing strategy that can be applied ;

Take a picture of the customer who has bought our product.

Video tape the customer's testimonial.

Show result or positive effect experienced by the customer after using our products or services.

Share and make full use of every promotion space available(newspapers, magazines, online forum, and other social media.

4. Conclusions

Besides marketing concept this paper also explain the relationship between human values of young entrepreneurs. However little research has examined the relationship between marketing formula and human values. From this research, we can conclude that characteristic and values of the entrepreneurs contribute to the success in business. An entrepreneurs who is always updating and enhanced their marketing skill and knowledge is surely to be outstanding in their business. By using the latest method of marketing, will support themselves for being well in their entrepreneur group.

Additionally also, in this paper explain the personal and professional impacts of introducing constructive marketing formula. It explain the relationship between mentorships and strategic marketing formula. The intent of this research was to discover the new insights and understandings of effective marketing strategy inspiring entrepreneurs. This study also explore how the personal and professional experience in developmental education and leadership development. More clearly, marketing planning can lead to more business opportunities.

Future research would do well to focus on generating a singular or unified approach on marketing strategy on which social science researchers as well as entrepreneurs could agree. Focus group of entrepreneurial could very well provide significant insight into areas. Another area for further research is searching for correlations of entrepreneurial social capital, social effectiveness. It would be interesting to explore whether socially effective individuals generate more or better quality entrepreneur.

Another area to explore would be to examine entrepreneurial whose venture have failed. There are many reasons why a small business may fail. In the future research, a qualitative study be conducted to determine which management, marketing, sales and analysis skills could be used by small businesses and start-up entrepreneurs. Much could be gathered and learned, in times of uncertainty or when the venture is in survival mode. Research on social effectiveness under strain might also provide substantial insight into these relationships. Entrepreneurs are on the leading edge of innovation and risk-taking in an effort to generate positive economic benefits both to the entrepreneur and the overall economy. Therefore, this line of inquiry seems particularly exciting and the benefits to understand the correlation between these variables. The kind of such research can likelihood of success through conscious efforts to expand their network of customers and to develop more effective marketing skills.

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