



TOPIC

How to conduct an effective MDA

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HOW TO CREATE A MDA

- 1- Research your development opportunities
- 2- Set your growth goals
- 3- Create your marketing plan
- 4- Go to market
- 5- Analyse your results



MARKET DEVELOPMENT ACTIVITIES

- A sound and effective market development activity must be best on judicious use of their basic tools .

Ex...

Publicity , public relation , advertising etc

EFFECTIV USE OF TOOLS MDA

1- Promotional media

A- news paper

B- cinema slides

C- Hoardings

D- Radio

E- Melas

F- Demonstration



VNR Cont...

2- PDA (Product Differentiation Activity's)

A- Field day

B- Harvest day

C- Plot decoration

3- PSA (Pre season activity's)

4- OAS (Off season activity's)

5- Campaign



THANK YOU