

Chapter 1: Introduction to Business-to-Business Marketing

1. What category of product does FPC manufacture?
2. Does FPC show true customer orientation?
3. What should FPC do to help its salespeople?
4. How might FPC build on their reputation for reliability and good engineering?
5. Why has the relationship between FPC and its distributors become so poor?

Chapter 2: How Business Organizations Buy

1. How might Frankfurt Pump be evaluated as a supplier by its customers?
2. What can FPC do about its aftermarket customers?
3. How might FPC use its knowledge of the DMU to promote future parts sales?
4. How might FPC use its knowledge of buyer behavior to encourage distributors to stock and sell FPC pumps and parts?
5. How should FPC build on its initial successes in the sewage business?

Chapter 3: Strategic Planning for Global Business Markets

1. What should be in FPC's mission statement?
2. Which of Porter's competitive strategies does FPC appear to use?
3. How do the parts pirates fit into the competitive picture?
4. How might Frankfurt Pump use value-chain analysis?
5. How does FPC appear to have approached its planning?

Chapter 4: Market Research

1. How should FPC research the attitudes of its distributors?
2. How might FPC find out where its pumps are being used?
3. How might FPC find out what the lifespan of the pumps is?
4. How might FPC find out about new markets for the pumps?
5. What use might FPC make of benchmarking?

Chapter 5: Segmentation, Targeting and Positioning

1. How has FPC segmented its market?
2. What other methods could the firm use to segment its market?
3. How could FPC improve its targeting?

4. How could FPC improve its penetration in the spare parts market?
5. How could Frankfurt Pump decide which segments are most profitable?

Chapter 6: Market Entry

1. Which market entry approach does FPC appear to be using?
2. What might FPC do to penetrate new markets in, say, the water-pumping business?
3. What kind of distribution agreements should FPC be looking for?
4. How might FPC capitalise on its engineering reputation?

Chapter 7: Product Strategy and Product Development

1. What do you think FPC's new-product strategy is?
2. What should FPC do about branding their products?
3. How might FPC formulate a new-product strategy?
4. How might Frankfurt Pump be able to use global sourcing to improve its cost base?
5. What are FPC's core competencies?

Chapter 8: Services for Business Markets

1. How might Frankfurt Pump improve the after-sales service offered?
2. What would be the benefits to FPC of increasing its share of the after-sales market?
3. How might FPC regain the after-sales market?
4. What service issues have allowed the parts pirates access to the market?
5. How might FPC improve its service to distributors?

Chapter Nine: Pricing

1. What pricing approach does FPC appear to be using?
2. How might FPC improve its position by being creative about pricing?
3. FPC's distributors do not feel able to sell to supply stores.

Chapter 10: Supply Chain Management

1. How might FPC initiate a logistics approach?

2. In terms of Flint's strategic marketing challenges, what should FPC be doing next?
3. What could FPC do to improve inventory management among distributors?
4. How might FPC benefit from using air freight?

Chapter 11: Managing Distribution Channels

1. How might FPC improve channel co-operation?
2. What sources of power does FPC have in controlling the distribution chain?
3. How might FPC use restricted sales territories to improve distributor relationships?
4. How might vertical integration help FPC?
5. FPC is using a multiple distribution channel approach. What are the drawbacks of this?

Chapter 12: Business-to-Business Marketing Communications

1. How might FPC improve its image with distributors?
2. How might database management help FPC?
3. What problems might there be in establishing a database?
4. What advertising media might be most appropriate for FPC?
5. What are the benefits to FPC of advertising in the trade press?

Chapter 13: Customer Relationships and Key Account Management

1. What should Frankfurt Pump do about salesforce motivation?
2. What should FPC do about salesforce compensation?
3. How might FPC distinguish between small accounts and key accounts?
4. How might FPC adapt its sales territory management?
5. Is FPC a sales-orientated or a market-orientated company?

Chapter 14: Sales Promotion, Exhibitions and Trade Fairs

1. How might Frankfurt Pump make use of exhibitions to improve relationships with distributors?
2. How might FPC use exhibitions to develop their product line?
3. FPC do not appear to use sales promotions at the moment. What type of sales promotions would be most effective with distributors?
4. What might be appropriate objectives for FPC to set when exhibiting?

5. What alternatives to exhibitions could FPC use?

Chapter 15: Corporate Reputation Management

1. What use could Frankfurt Pump make of sponsorship?
2. What use could FPC make of a corporate newsletter?
3. Should FPC use an agency, or should the firm run its own PR?
4. How could FPC measure the outcomes of its PR activities?
5. Does FPC need a crisis team?

Chapter 16: Marketing Planning, Implementation and Control

1. How might Frankfurt Pump begin re-assessing its corporate strategy?
2. What are the difficulties for Frankfurt Pump in implementing a new strategy?
3. What types of control are most appropriate for FPC?
4. What competences does FPC have?

Chapter 17: Organizing for Maximum Effectiveness

1. What type of organisation structure does FPC have?
2. How might FPC gain from a structural reorganization?
3. What type of structure would you recommend for FPC?
4. What would be the problems in managing change at FPC?
5. How might FPC improve its impact on the new markets (reverse osmosis, car wash, sewage treatment)?

Chapter 18: Ethical Considerations for Business Marketers

1. How might FPC establish a code of ethics?
2. What ethical principle does FPC appear to be following?
3. How might FPC enforce a code of ethics?

Chapter 19: The Future of Business Marketing

1. How does the trend from transactions to solutions affect Frankfurt Pump?
2. How does the Institute for the study of Business Markets Survey affect FPC?
3. How might value-based marketing affect FPC's thinking?
4. What might be the relevance of postmodernism to FPC?