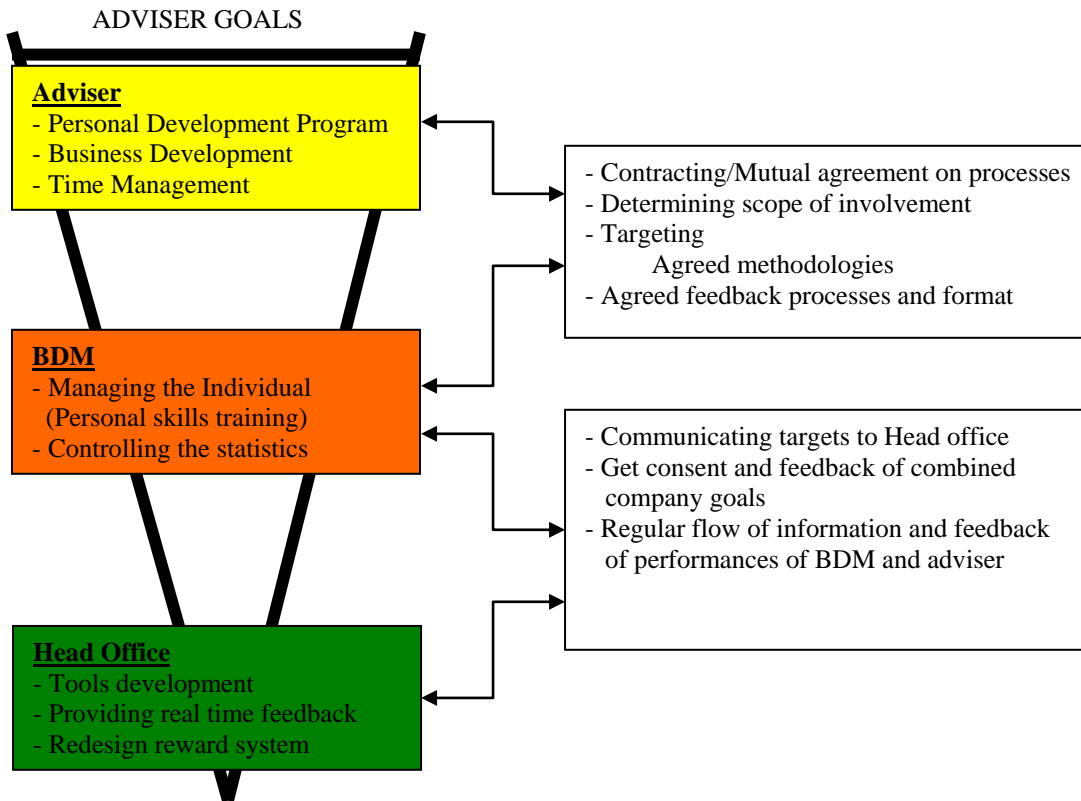


New proposed model



ORGANISATIONAL OBJECTIVES

Source: Marketing Management, 13th edition, Kotler & Keller; Adapted by Verwey, G. 2011)