**MKT501 GDB 1 SOL**

**SOLUTION FILE**

1. Identify the concept/philosophy followed by (only name the concept/philosophy- no unnecessary details):

* **Company A :** The Societal Concept
* **Company B :** The Production Concept
* **Company C :** The Marketing Concept
* **Company D :** The Product Concept
* **Company E :** The Selling Concept