A qualitative research to explore the marketing mix of nonprofit organization--- the case of Genesis social welfare Foundation

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Abstract

The objective for nonprofit organization to exist is to maintain the basic rights for human beings. As it is also necessary for nonprofit organizations to manage and marketing to optimize the efficiency of the limited resources, the research employed case interview to explore the strategy of marketing of nonprofit organization. The object is the manager of Genesis social welfare Foundation, which is famous for taking care of the coma. Hopefully, it will be helpful for the government to make public policies and evaluate welfare expenses.

Keywords: nonprofit organization, marketing mix