

## Questions



## Value Selling At SKF Service (A): Tough Buyer Confronts Strategy

### Objectives

TheCaseSolutions.com

- Explain the offering concept and offering into portfolio
- Describe how the marketing manager modifies the offering mix
- Identify and describe the stages in the new offering development process
- Identify and describe the stages in the product life cycle
- Explain the types of positioning strategies
- Define the concepts of brand and brand equity
- Describe how brand equity is created as well as its value to organizations
- Explain the types of branding and brand growth strategies



TheCaseSolutions.com

### Offering Strategy Framework

The product that a company offers to its customers and how it is marketed (e.g., to which market segments and through which channels).

Product, Price, Place, Promotion

Product, Price, Place, Promotion

Product, Price, Place, Promotion

Product, Price, Place, Promotion

Product, Price, Place, Promotion

Product, Price, Place, Promotion

Product, Price, Place, Promotion

Product, Price, Place, Promotion

Product, Price, Place, Promotion

# Value Selling At SKF Service (A): Tough Buyer Confronts Strategy

## Objectives

TheCaseSolutions.com

- Explain the offering concept and offering mix portfolio
- Describe how the marketing manager modifies the offering mix.
- Identify and describe the stages in the new offering development process.
- Identify and describe the stages in the product life cycle
- Explain the types of positioning strategies.
- Define the concepts of brand and brand equity.
- Describe how brand equity is created as well as its value to organizations.
- Explain the types of branding and brand growth strategies.



TheCaseSolutions.com

## Offering Strategy Framework

- The profitability of an organization depends on its product or service and the strength of its brand. With that marketers face these offering-related strategy decisions:

Modify the offering mix

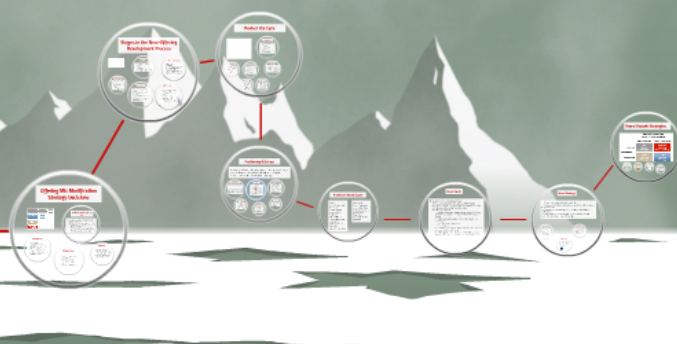
Position Offerings

Secret Offerings

## The Offering Concept

- An offering consists of the benefits or satisfaction provided to its target markets by an organization. It consists of:
  - tangible product features or physical entity
  - Brand names
  - Packaging
  - Other features

TheCaseSolutions.com



TheCaseSolutions.com

Presented by:  
Kirsi Heikkinen  
Bryan Hays  
Aubrey Ekblad  
TheCaseSolutions.com

**Presented by:**  
**Kirsi Heikkinen**  
**Bryan Hays**  
**Aubrey Ekblad**  
*TheCaseSolutions.com*

# Objectives

## *TheCaseSolutions.com*

- Explain the offering concept and offering mix portfolio
- Describe how the marketing manager modifies the offering mix.
- Identify and describe the stages in the new offering development process.
- Identify and describe the stages in the product life cycle
- Explain the types of positioning strategies.
- Define the concepts of brand and brand equity.
- Describe how brand equity is created as well as its value to organizations.
- Explain the types of branding and brand growth strategies.



*TheCaseSolutions.com*

## Offering Strategy Framework

- The profitability of an organization depends on its product or service and the strength of its brand. With that marketers face three offering-related strategy decisions:

Modify the  
offering  
mix

*TheCaseSolutions.com*

Position  
Offerings

*TheCaseSolutions.com*

Brand  
Offerings

*TheCaseSolutions.com*



**Modify the  
offering  
mix**

*TheCaseSolutions.com*



# **Position Offerings**

***TheCaseSolutions.com***



# **Brand Offerings**

***TheCaseSolutions.com***



# The Offering Concept

- An offering consists of the benefits or satisfaction provided to target markets by an organization.
- It consists of:
  - Tangible product/service- a physical entity.
  - Brand names.
  - Packaging.
  - Other features.
  - Warranties/ guarantees.
- Related services (delivery, setup, ect).

*TheCaseSolutions.com*

## The Offering Mix

**Offering Mix/ Portfolio-** The totality of an organization's offerings is known as its product of service.  
**Product Lines-** Groups of offerings similar in terms of usage, buyers marketed to, or technical characteristics.  
**Product Items-** a specific product or service noted by a brand, size, or price.

## The Offering Mix

Offering mix decisions concern the:

**Width-** Number of offering lines.  
**Depth-** Number of items in each line.  
**Consistency-** The extent to which offerings satisfy similar needs, appeal to similar buyer groups, or use similar technologies.

## The Offering Mix

Offering mix depends on the:



## The Offering Mix

**Bundling**

- Involves the marketing of two or more product or service items in a single "package" that creates new offerings.
  - Ex- McDonald's Value Meals, or Vacation packages by Expedia.
- Bundling means that the consumer values the package more than the individual items.
- Provides a lower total cost to buyers and lower marketing costs to sellers.



## Consistency

- Consider brand name, technology, offering substitutes or complementary offerings.
- Consider the degree to which new offerings fit the organization's existing distribution strategies.