

Target Media (A)

Thecasesolutions.com



Target Media (A)

Thecasesolutions.com

- How much did it cost you to produce the product?
- What is the customer's perceived product value?
- Do you think that the slight price decrease will significantly increase your market share?
- Can the current price of the product keep you ahead of the price of the products competitors?

Thecasesolutions.com

Target

Market

processes

Pr



- Refers to marketing Communication
- such as: advertising, PR, Direct marketing and Sales Promotion

People

you need to answer the following

How can you send marketing messages to potential buyers?
 When is the best time to promote?
 Will you reach your potential buyers through television advertising?

Thecasesolutions.com Product

Thecasesolutions.com

A product refers to an item that satisfies the consumer's needs or wants products may be tangible (goods) or intangible (service, ideas or experiences)

Thecasesolutions.com

Marketing Decisions

- Design- Features - Quality - technology Value
- Product variety - Product range- Product mix- Product lines
- Branding
- Packaging and labeling
- Services (Complementary service, After-sales service, Service level)
- Managing products through the life-cycle

Thecasesolutions.com

In developing the right product, you have to answer the following questions:

- What does the client want from the service or product?
- How will the customer use it?
- Where will the client use it?
- What features must the product have to meet the client's needs?
- Are there any necessary features that you missed out?
- Are you creating features that are not needed by the client?
- What's the name of the product?
- Does it have a catchy name?
- What are the sizes or colors available?
- How is the product different from the products of your competitors?
- What does the product look like?

Thecasesolutions.com

A product refers to an item that satisfies the consumer's needs or wants products may be tangible (goods) or intangible (service, ideas or experiences)

Thecasesolutions.com

In developing the right product, you have to answer the following questions:

What does the client want from the service or product?

How will the customer use it?

Where will the client use it?

What features must the product have to meet the client's needs?

Are there any necessary features that you missed out?

Are you creating features that are not needed by the client?

What's the name of the product?

Does it have a catchy name?

What are the sizes or colors available?

How is the product different from the products of your competitors?

What does the product look like?

Thecasesolutions.com

Marketing Decisions

- Design- Features - Quality - technology
Value
- Product variety - Product range-
Product mix- Product lines
- Branding
- Packaging and labeling
- Services (Complementary service, After-
sales service, Service level)
- Managing products through the life-
cycle

- Thecasesolutions.com
Marketing Decisions
- Design- Features - Quality - technology Value
 - Product variety - Product range- Product mix- Product lines
 - Branding
 - Packaging and labeling
 - Services (Complementary service, After-sales service, Service level)
 - Managing products through the life-cycle

Thecasesolutions.com Price

- Thecasesolutions.com**
- Refers to the amount a customer pays for a product and enjoy it
 - It is also a very important component of a marketing plan as it determines your firm's profit and survival

- How much did it cost you to produce the product?
- What is the customers' perceived product value?
- Do you think that the slight price decrease could significantly increase your market share?
- Can the current price of the product keep up with the price of the product's competitors?

- Marketing Decision:**
1. price strategies
 - Market penetration pricing
 - Market skimming pricing
 - Neutral pricing
 2. Price tactics, such as
 - psychological pricing, Example: 999.99
 3. Price-setting
 - Demand-based pricing
 - Multidimensional Pricing
 - Micromarketing
 4. Allowances - e.g. rebates for distributors
 5. Discounts - for customers
 6. Payment terms - Credit, payment methods

ns.com

Thecasesolutions.com

- Refers to the amount a customer pays for a product and enjoy it
- It is also a very important component of a marketing plan as it determines your firm's profit and survival