

Market mix narrative essay

[Finance](#), [Market](#)



Plan from the beginning was to build a world-class Motorcycle that could compete with the custom built American race bikes, whilst still being affordable to the masses. With a dream of building a niche motorcycle brand, barras founder Brad Smith set out to find manufacturing partners that could build the ultimate motorcycle with him. As an eighteen year old kid with nothing to offer but a vision, he and an Interpreter visited over 50 motorcycle manufacturing plants; one by one getting laughed out of their offices.

Finally he found manufacturing partners that believed in his vision, believed in the brand. We now have what we believe is the best motorcycle range of its type in the world. We are the only motorcycle brand on the planet with a lifetime warranty, and we are the only production bike to win back to back world championships for our genre of the sport. Characteristics Barras Motorcycles are the only Australian motorcycle company and the only dirt bike on the planet to offer a life time warranty and customized dirt bikes.

With the option of over 1000 color and sticker kit combinations there's no wonder barras are the category leader. 1 OFF The barras PRO chic Is the Ultimate Kids bike! Designed in Australia and Backed by Lifetime Warranty the barras Pro chic is Loaded with safety features and top level specs including disk brakes, category leading suspension, restrict-able throttle and electric start. 2. Barras Pro chic - Youth Edition The kids chic barras features all world class components as the adults chic but features a cut down seat to suit kids.

The barras chic is a perfect match for someone learning to ride, with a 4 speed semi centrifugal gear box this bike is packed with fun! 3. Barras Street Supervise chic The Street Supervise is an exciting addition to the Australian designed barras range. With a mission to take everything barras represents and bring it to your daily commute. The street legal barras AS chic is a superlative street legal motorcycle suited for the daily commuter or weekend riding with a power to weight ratio make every ride awesome. 4.

Barras Pro Factory chic The barras Factory " RACE" Bike. Our " barras factory chic" is the Ultimate Power house, race bread SUPERVISE machine. Featuring the Japanese Daytona Anima chic engine, French Frame, European Exhaust and Canadian Suspension the power to weight ratio will blow your mind! If you want to go fast and roost way mates this is the eke for you. Marketing mix The largest motto fashion retailer in US is the slogan of Barras. The market mix strategies used at Barras to become a successful company in business of dirt bike, pit bike and mini bike.

Pricing, Promotion, Products, Channels of distribution and Customer Serviced are the key ingredients at Barras. Pit bike, Dirt Bike, Mini Bike and their parts and accessories are available to shop online and in store. Barras offers their own brand name bike or other major brands including: Operate, Rental, Daytona, Elk and Castro. Barras refers their bike as the best dirt bike of its type in he world. It is assembled by Brass's mechanics base in Australia. There are 4 superstores branches around Australia.

The law of demands is often referred as Consumer wants to buy more of a product at a low price and less of a product at a high price. This inversion of

demand and price shows that the higher price of products the less willing to buy. However, there are amount of people who purchase a higher price product because they believe a product is better in quality. At Barras, they offer the products to attach customers at different level. The main customer of Barras is a young-adult who has a passion in this sport.