

Trap-ease america:  
the big cheese of  
mousetraps  
argumentative essay



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Trap-Ease America: The Big Cheese of Mousetraps 1 . Martha and the Trap-

Ease America investors believe they face a once-in-a-lifetime opportunity.

What information do they need to evaluate this opportunity? The information

they need to evaluate this opportunity is their market share compare to the

whole mousetrap market. They can also scope down and use the following

information: -Check whether their marketing plan is efficient and effective. -

Check with retailer and distributors whether sales are increasing or not. They

might need to conduct a research to evaluate bottom line reasons of

decreasing in sales. Monitor their customers, competitors, and suppliers.

They could evaluate the competitors in terms of their marketing mix and

their customer. -Monitor internal organization personal. -Research whether

demand for the product is steady, increasing, or decline. -Perform a SWOT

analysis. -Do research on customer needs and demand. -Evaluate customer

complaints and customer relationship. -Evaluate the skill and effectiveness of

salespeople. -Evaluate whether product has served customer wants How

would you write a mission statement?

I would write a mission statement by emphasizing the strength of the

product. We strive to be a leader in innovative, user friendly and safety, and

quality mousetrap. We provide hygienic solution to your rodent problem with

no environmental concern. Our re-usable product is long lasting with no

hassle guaranteed. We are ready to serve you with professional and

experienced customer service for any pest eliminating needs.. 2. Has Martha

identified the best target market for Trap-Ease? No, she has not. Even

though her research suggested that women were the best target market for

the Trap-

Ease especially those that stayed at home and took care of children, Martha should also focus on broader target market to gain their market share. What other market segments might the firm target? Company should consider demographic, psychographic and behavioral for target market selections. By targeting women that stay at home, Martha is limiting the market. She could focus on women in general as well (such as working women, single women, house wives, etc. ). Other market segments that the company could target are men since come household issue men are decision makers.

In addition, this product can be used in food service industry such as restaurant, hotel, pest control ranchers who originally invented this product. Re-useable feature of Trap-Ease can also be used to target environmentalists. For those who love animals, they could be target market for Trap-Ease since it is not harmful to pets. 3. How has the company positioned the Trap-Ease for the chosen target market? The company has positioned the Trap-Ease to be more effective compared with traditional spring-loaded traps or poisons. Consumer could use it safely and easily with no risk of catching their fingers while loading it.

It posed no injury or poisoning threat to children or pets. The Trap-Ease created no clean-up problem and no unpleasant mess. The user could reuse the trap or simply throw it away. Could it position the product in other way? Yes, the company should connect these features of the mousetrap with the wants of their target customer. They should position it in a way that the customer will be willing and able to buy it, in order to generate a larger demand. Trap-Ease could spend more money in advertising promoting good quality trap with a cheaper price if they could lower the price).

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They could promote it as a very innovative and well engineered product. They could also position product as causing less waste because it is re-useable. If it is a very excellent quality mousetrap, they could position it as a lifetime warranty product. They could position in a way that the company does not only offer just a mousetrap that comes with several product advantages, but it will deliver the best customer service that will be available to assist customer in any difficulty matters. 4. Describe the current marketing mix for Trap-Ease.

The four Ps of marketing are product, price, place, and promotion. Product: Product that Trap-Ease America currently has is only their mousetrap. Price: The suggested retail price is \$2.49. Place: Company decided to distribute the product through national grocery, hardware, and drug chains avoiding any wholesaler or other middlemen. Promotion: Promotion to publicity was advertised in magazines. Martha also went to a trade show to introduce Trap-Ease. Do you see any problems with this mix? Product: The product mousetrap only comes in one design and one feature, which has no variety to it.

The traps are sold in packages of two only. They should be offered in a variety of package size. There is no extra services, warranties, or return policies that come with the product. Price: Their suggested retail price is five to ten times more expensive than smaller, standard traps. If Trap-Ease wants to stick with the same price, they should come up with the idea that would make customers believe that their product is superior to other generic mousetrap in the market. Another alternative would be offering a wider range of prices on the different models of their trap.

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Place: Right now they are limited their distributing channel to certain places. They should try to promote their product online. This way the company will reduce the inventory and transportation costs. With their traditional channels, they customer receives products at the right place and right time.

Promotion: Martha planned to use \$10, 000 for advertising but did not mention to expand the advertising though different media such TV, radio, or newspaper. She could also try to promote it over the internet for certain sites that they think their target market will be visiting.