

Marketing mix assignment

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BUSTER**

It can also be a service such as a maid service or tax service. It can also be a combination of the two, such as a garage. They can sell you an oil change (service) or a set of tires (service/product). Place Place Is the process of getting the product from the producer or distributor to the market place. Without having the place, the potential customer would have nowhere to purchase the product. Price Price is determined after there is an assessment on what the product cost to manufacture and distribute. The price has to be enough to make a profit. The price has to be right.

If it is too high, the potential customers may feel it is too much to pay for this type of product. If it is not enough, the company could lose money producing the product. Promotion Promotion Is the actual marketing of the product. Promoting the product before It Is ever available to the public gets customers and potential customers excited about the release date. Promotion includes personal selling, mass selling, and sales promotion. Personal selling involves communication between the sellers and potential customers. It could be face to face, over the phone, or video chat via the internet.

The main form of mass selling is advertising. Advertising on the internet, newspaper, television, or magazine reaches mass amounts of potential customer. Sales promotion includes coupons, contest, free samples, signs, events, novelties, and catalogs. Sales promotions are used to help entice the customer. A customer is more likely to try a product with a coupon or a sample. All of the 4 As are needed in a marketing mix. One is no more Important than the other. According to Perpetual, Cannon, and McCarthy

(2011), “ We develop a Product to satisfy the target customers. We find a way to reach our target customers’ Place.

We use Promotion to tell the target customers (and others in the channel) about the product that has been designed for them. And we set a Price after estimating expected customer reaction to the total offering and the cost of getting it to them. ” Samsung is a company who supplies product to the needs of a diverse group of customers. They supply many types of electronics and appliances. Recently they have been at the top of their game with their cell phone Samsung Galaxy S series. Their biggest competitor is Apple. Samsung marketing department masterfully uses the 4 As.

Samsung cell phone anyone who is technology sax. N. Y. The Galaxy S Series is a mix between a cell phone, computer, camera, and video camera. The place Samsung uses to sell their prod is cell phone companies (T-Mobile, AT&T, Sprint, Verizon, Boost, Straight Talk and PC’S Metro). There are also other stores that offer cell phones through their for those carriers. Shopping via the internet is big nowadays. Many websites carry cell phones to sell to customers. The price is always determined through looking the cost to make the phones and the price their closest competition sells their phones for.

Samsung stays competitive by keeping their prices comparable to Apple. The phone and Galaxy S are comparable in all ways. This keeps both companies from overpricing these items. Samsung promotion is spot on. When promoting for a product, they start months before the release. They get the buzz going on with their potential customers by slowly releasing enticing information about the new prod. Another promotion they have done to lock down sales is to offer

presage orders. Guarantees the company sales and it guarantees the customer to be one of the FL to receive the product.

Samsung has become very good at marketing their cell p products. They definitely use the 4 As correctly. The use of anticipation and been reputable company with quality products has worked to their advantage. They u the basics of marketing to ensure their product is marketed correctly. Samsung made it easy for the customer to get their product. It does not matter if you like t touch things or avoid going to the store, Samsung is online and in your local store References Perpetual, W. D. , Cannon, J. P. , & McCarthy, J. (2011). Basic Marketing.

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