

# Aggregate planning

Business



Mixed strategy Mixed strategy In the application of a mixed strategy, the company would maximize its costs and profits. A mixed strategy is a methodological concept where a company applies all the available concepts in achieving maximum supply of its products to maximize profits. Through this, a business always has different range of products and services to be offered to cater for the different customer needs in achieving their satisfaction. Customer satisfaction can be achieved by offering them with different tastes of the goods and services from which they can choose. A company may decide to offer different services and products to a specific multitude of clients or rather offer different multitudes with the same product and services. This leads to profit maximization to a company (Paley, 2007). Once a collective strategy is effectively applied, a business acquires a competitive advantage over the rival competitors by having a wider variety of goods and services to offer to the customers. This makes the customers have a choice to make regarding the goods that they strongly believe suits their satisfaction.

#### Application of a mixed strategy in PetSmart Company

Pet Smart Company is a company that supplies pets and offers all the services for their healthier living. The company supplies its clients with different types of pets regarding the clients' option (petsmart.com). The pet is usually the customers' preference and they are supplied according to the orders made. Due to the extensive number of varieties, the company has been able to cater for the rising number of customer demands who are demanding different types of pets.

If the rising demand is adequately catered for, it results in profit maximization for the company. Offering the pets at an affordable price

makes them more appealing to the clients with different economical background as well as their financial status. Wider pet variety also favors the miscellaneous population with different religious beliefs thus satisfying them with their pet preferences. PetSmart Company also offers pet services such as clinics for the sick pets and pets' checkup. The company gains profits through the services as they are often charged to the pet owners thus increasing the company's financial gain.

#### References

Paley, N. (2007). *The marketing strategy desktop guide* (2nd ed.). London: Thorogood.

PetSmart. (n. d.). Pet Supplies, Pet Accessories and Many Pet Products | PetSmart. Retrieved April 1, 2014, from <http://www.petsmart.com>