

Marketing mix assignment

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**ASSIGN
BUSTER**

New chassis systems allow for the front suspension lower arms, steering, and gearbox and rear engine mounting to be attached to a suspension frame. You get lower road noise and a greater feeling of stability as you sail over our roads with feather-touch ease. Hounded is expected to take Marti heads on with the pricing of their upcoming Hounded Pa car. After launching cars for the masses since so many years, Indian's second largest automobile manufacturer is now targeting the premium segment with their latest model from the Handmaid's stable. The analysts predict the pricing of this premium hunchback to start from RSI. 3 lack. This price range would practically rip apart Mauritius offering in Zen Still, which is priced at a higher tag of RSI. 3. 5 lack.

Both the companies are known for their value based offerings and Hounded with their extensive service network and brand reputation for making reliable cars should get the customer's nod over their The official pricing however is still not out. However, the company is said to be studying the prospects of launching the base model at the 3 – lack price tag. If they indeed do take the chance of pricing Hounded at a considerable lower price than Zen Still , they would quite likely force the competition to rethink their strategy. Promotion Road Shows The company plans to stage road shows, to display vehicles in the pavilions during various college festivals and exhibition. This car will appeal to youngsters more. Television advertisements Advertisements to promote and market our product will be shown on leading television channels.

Major music and sports channels will promote and they will reach out to the youth will be promoted through Star, Zee, Sony and Doorman's etc as it has

more viewers. Radio Radio is the medium with the widest coverage. Studies have recently shown high levels of exposure to radio broadcasting both within urban and rural areas, whether or not listeners actually own a set. Many people listen to other people's radios or hear them in public places. So radio announcements will be made and advertisements will be announced on the radio about the product features and price, qualities, etc. Print Ads Daily advertisements in leading newspapers and magazines will be used to promote the product. Leaflets at the initial stage will be distributed at railway stations, malls, college areas and various other locations.

Workshops and Seminars Workshops and seminars will be held in colleges and big corporate to make people aware about the companies past performance and product features, its affordability and usage, vast distribution network. Road shows will be conducted where free trials of the car would be given. Banners, neon signs Hoardings, banners, neon signs will be displayed at clubs, discs, outside theatres and hops to promote our brand car. Booklets and pamphlets Highlight The best selling point for the Hounded Sonata 2.0 Auto Executive which sonata is a full-sized luxury sedan with fluid sculpture design . The sonata features an elegant and modern style on a soft figure and unique character lines inspired by nature.

Besides , Sonata have a high quality driving with the high-tech active CEO system Furthermore , sonata provides a comprehensive airbag system that protects both the driver and passenger. While the Hounded Tucson 2.0 Elegance is a compact crossover hat competes with the Ionians Rogue, Honda CAR-V and Suburb Forester. It was redesigned for 2010 and comes standard with a manual transmission, though an automatic is offered. It also <https://assignbuster.com/marketing-mix-assignment-essay-samples-8/>

is a Smooth riding, quiet and fairly fuel efficient, this compact SUB is an alternative to a midsize sedan . The Tucson seats five and is available with front- or all-wheel drive. The Standard safety features of Tucson include Antiknock brakes , Electronic stability system with traction control , Six airbags including side curtain airbags with rollover sensors , Active front head restraints .