

Marketing



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Marketing Discussion Describe the basic steps you must take in order to get a government contract. The basic steps that an individual must take in order to get a government contract vary greatly depending on the nature of the product or service being procured and on the government agency doing the procurement. The first step is to register your business and establish as many references as possible. The next general step that should be taken is to first register your business as a supplier with the appropriate agency (Municipal, state, federal etc). After this point you (As a supplier) should search for possible published opportunities and should an opportunity that fits your product or service offering become available then you can begin the actual tender preparation. Typically at this point you would have to order the tendering documents and have them filled out (This section may require the supply of samples and/or references). Moreover one would have to demonstrate that you would be able to securely and consistently supply the good/service and demonstrate the cost that you would charge. After the documents are submitted then the tender gets reviewed and should your bid be deemed as the best overall value to the government buyer then you would be awarded the contract. Give your opinion on whether the process seems worth the effort. The process would absolutely be worth my effort if the actual tender would be of any substantial value. If for example I was a supplier of high visibility clothing for municipal departments and the state highway commission was looking to procure garments for every state highway worker then the overall value of the contract (If I were to be awarded it) could be huge. However if a government contract would only be for a few protective garments and I would have to spend dozens of hours on the tender then the value of the contract may not be worth my time. Identify

the types of organizations that would benefit from a government contract and explain your rationale. The types of organizations that would benefit from a government contract are varied. Any quick examination of engineering projects across the nation would notice that there are always construction opportunities would notice that there are literally thousands of opportunities across the nation. Another organization that would benefit would be resellers of manufactured goods such as photocopiers for government offices, food and supplies or service members or even products as obscure as fire engines. Lastly there are firms that deal in services which could benefit from government contracts. One example of this would be companies that specialize in consulting everything from language instruction to information technology improvements.

Discussion 2: Describe the major differences between the presentations by the two companies and who their target market is. Upon close examination of the websites of both companies one could state that the target market for JC Penney would be middle class consumers. In my youth I remember JC Penney being an elderly person brand however from the website the company demonstrates that they have offerings in diverse categories directed towards home use and apparel. Pricing seems to be modest. On the other side Target demonstrates a much wider product offering, which includes electronics, consumer goods, entertainment, apparel & footwear etc. Pricing seems to be lower than that of JC Penney (For comparable items) so one could conclude that the target market would be directed towards people with slightly lower disposable income than that of JC Penney consumers. Identify and explain which site is more designer focused, price focused, and which is more brand focused. I would argue that JC Penney is more designer focused insofar as that actively

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promote that they carry the brands Liz Claiborne and Sephora. Price focused promotion is more associated with Target which generally has lower prices than JC Penney. Brand focused would be a tie down the center because in some departments such as electronics Target actively identifies the different brands that they carry however JC Penney promotes these facts across their apparel lines. Give your opinion and your rationale as to which company's approach will appeal more to the "Holy Grail" market of 25 to 35 year-old women. There is no simple solution as to which approach works more. My inclination is to identify Target as being more directed to budget conscientious consumers so I would guess that this would be better directed to this group. However for more brand conscientious consumers JC Penney would be a better selection.