

Marketing campaign flashcard



**ASSIGN
BUSTER**

The aim of this marketing campaign project is to design and launch onto the market a product. I will have to choose a suitable project that will be capable of designing and launching onto the market, so profit can be gained. The product that I will be designing is a laptop, which will be the latest and updated product on the market as I plan to use the most recent software and hardware to make the product far better than the products created by the other similar companies who create computers and laptops.

My company, which is called ‘ Ultra Technology’, will be designing and launching the product into market. The name of the company symbolizes the use of advance technology therefore this may create an impression that our products are new, advance and reliable. This may attract customers to our stores.

My company is a partnership company because there will be able to more owners, therefore there will be more ideas, and people can share work. As there will be more owners there will be more money to put into the company, therefore the company can improve their product.

If the company is successful it will then turn into a multinational company, as the company will have a larger chance of surviving because if one country is in recession, there will be a good chance of other countries to do well. Some other countries will have a larger market, lower taxes and cheaper raw material. We will also be able to buy raw materials that are used to make the product in bulk, therefore we will get a discount, which will save the company money, and to gain more profit.

Our main competitors are other stores such as PC WORLD/TINY/TIME who sell similar products.

Before launching the product onto the market, we will make decisions regarding the marketing mix, but before we make our decisions we will do market research into the new market. We will have to look at the market size, market shares and the markets potential, this is so we will be able to estimate if our product will be successful in the market, and to extinguish what the target market wants from my product.

To gain this information we have to collate data that is already available, this is known as secondary research {desk research}. We will use secondary data to gain information on our competitors by analysing their brochures and leaflets etc.

We may also need to collate data by ourselves to ensure that the data we receive are reliable. This is called primary research (field research). We will identify our target market using field research by giving out questionnaires and giving interviews.

Price, Place, Promotion and Product. These are the marketing mix and are known as the 4 P's:

; The price, which is the price given to the product. Will a low price influence a customer to purchase the product or would a high price convey that the product is of high quality?

; The product, is the product itself that is going to be sold, is it similar to all the other products on the market, or is it unique. Will it be purchased because it is unique?

; Place, How will the product be sold, which way of selling the product will be more appealing but also quick and easy at the same time?

; Promotion, How will the product be advertised or promoted, which way of promotion would be more effective and cheap?

These are the four parts of the marketing mix (4P's).

The paths we take to carry out our objective, mostly depends on the information gained from our primary data, which will be gained from our surveys and questionnaires. This is because we do not want to make any mistakes on marketing our product, as we are liable to lose lots of money if mistakes occur. Therefore we will work on the 4P's after the results of the surveys and questionnaires have arrived.

Task Two

Investigating the market

The research that I have carried out shows that the nature of the product on the market are very similar. The similarities between the products are that they all have the same function, which is to obey the commands of the user.

What makes the product appealing is what hardware has been used to produce the product. This is one of the main factors because the capability of the product depends on the hardware. If the hardware is not up to date, the

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laptop will be unable to run some of the software that would be designed to run only for the latest hardware, or else it would not run that well.

The size of the products is small, this is because it will be easy to carry and access away from home. This is one of the aspects of why laptops are brought other than computers. The size of the product is important because it must be able to carry easily and must not weight that much. This is because if the product weights a lot it will not be easy to carry. It is essential that the casing of the laptop is not so small that you cannot insert all the hardware pieces into it, or otherwise the product will not work.

The case design is usually one colour and plain. This may be one of the factors that the laptops are not brought due to its appearance. Many laptops seem to be a dull colour, with only a logo of the manufacturer of the product.

The aim of the manufacturer of the product is to make the product appealing, but if there are many extra utilities and features and still the product is set at a high price. The audience may see the product of terrible quality. This may be one of the reasons why many of the manufacturers add extra utilities or features on the product, because they will not gain much profit.

The Differences between the products are that they are branded, which means that they are a named product which customers see as being different from other products. The product is usually branded due to competition, if the product has been given a brand or name it may be seen as high quality other than other products.

Some laptops are sold with different software, such as an operating system, this is because different operating systems appeal to different segments of the market. Therefore some of the laptops are sold with different laptops.

The most common and widely used operating system is 'Microsoft Windows' therefore many laptops are usually sold with the operating system 'Microsoft Windows'.

Sometimes choices are provided to the consumer about what operating systems they would like but the best operating system may be given a higher price other than another old operating system.

As there are many different types of hardware, the company selling the product may choose for themselves about what hardware should be installed onto the laptop, this may be because they have carried out research, which shows them the most popular hardware. But other companies may provide a more variety of options for the consumer about what hardware they will like in their laptop.

The research also tells me that there are a variety of companies that are involved with selling similar products onto the market are different. Some companies are Multinational companies such as PC WORLD, and others are PLC/LTD, Partnership/Sole Proprietorship, which gives them each different advantages and disadvantages.

The price charged for the products, are very high but it also depends on if very good hardware has been used to create the product. Therefore if there are not many features the prices of the product will not be as high if there were to be many features. The most common price for laptops is in-between

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£800 – £1300. The range of the price is due to the quality difference of the product. The price of the product also depends on from the store it is sold in, because if a store is known to have been of high quality, the store will set a high price, this is because they will not want to lose their reputation.

These products are usually promoted in local newspaper articles, leaflets, magazines websites, and banners and sometimes on the television. I think that the product would be advertised in the newspaper more than on Television due to the cost of advertisement. It is also because more people are liable to view the advertisement of the product in the newspaper rather than on Television as there are many channels therefore there is a high possibility that not lots of people will view the advertisement. Another form of promotion is posting leaflets to the local area, this is usually done so many people will be able to view the advertisement.

The products are sold in main computer stores such as PC WORLD/TIME/TINY. But there are more ways the product are sold. Computers can be brought over the Internet. They can be also brought by over the phone.

In overall my research showed that the products in the market now are very similar and are at a price range in-between £800-£1300. There are many companies that sell the product, but they set different prices, and promote the product differently.