

Bon-a-matic



**ASSIGN
BUSTER**

Also, the firms that buy adhesive are often small firms and there appears to be no correlation with firm size and the amount of adhesive to buy, so devising a marketing plan with production numbers and targeting specific customers will be difficult. Although the systems division had designed both Bond-A-Matics, they doubted they had the capacity to quickly manufacture large quantities. Further, the systems division was worried that it would be overwhelmed with calls for help for the new dispenser.

If the company launched Bond-A-Matic and could not then adequately service or provide the product, the company's brand would be tarnished. 72% of purchasers from distributors and manufacturers said that technical service was important in their choice of instant adhesive supplier. Also, the current sales force may not be as interested in learning about and selling the Bond-A-Matic as it does not traditionally sell equipment. But the bottom line is that a sales call for the sole purpose of selling the Bond-A-Matic is not cost effective so only existing customers can be targeted through the sales force.

Further, they may not have the time during the call to push the Bond-A-Matic or more importantly, it may get substituted. Should the product fail, the similarity of the name between Suborned and Bond-A-Matic may ruin the existing brand recognition. Also, Fox's advertising target is an industry group that currently uses less than 273501b of adhesive with total growth potential about 15. 2-18% in user establishments. And only 3% of users purchased directly from manufacturers and 2% of users purchased from distributors. So distributors would have to be convinced to stock Bond-A-Matic.

Given the small size of the target market and revenue potential, the risks of launching the Bond-A-Metal far outweigh the potential benefits. Bon-a-Mantic By sandalwood Also, the current sales force may not be as interested in learning about and selling the Bond-A-Mantic as it does not traditionally sell equipment. But the bottom line is that a sales call for the sole purpose of selling the Bond-A-Mantic is not cost effective they may not have the time during the call to push the Bond-A-Mantic or more importantly, it may get substituted.

Should the product fail, the similarity of the name between Suborned and Bond-A-Mantic may ruin the existing brand Also, Fox's advertising target is an industry group that currently uses less than 27, Bibb of adhesive with total growth potential about 15. 2-18% in user convinced to stock Bond-A-Mantic. Given the small size of the target market and revenue potential, the risks of launching the Bond-A-Mantic far outweigh the potential