

# The mosquito magnet essay sample

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1. Is the mosquito magnet an innovation? If so, what type?

Well I do think it is an innovation because they came up with a bright idea of operates 24/7 by releasing a continuous stream of carbon dioxide (CO<sub>2</sub>) and scientifically proven attractant to draw mosquitoes to the trap. Mosquitoes are vacuumed into a net where they dehydrate and die. is scientifically proven to disrupt mosquito breeding cycles, virtually eliminating the nuisance and danger of mosquitoes in all season long which it tends to be in rainy season. In this case it's a Dynamically continuous innovation for most consumer groups. (Consumer Behavior 11th ed. Hawkins and Mothersbaugh page 248) 2. Conduct innovation analysis on the mosquito magnet, and develop appropriate marketing strategies based on this analysis. Well in this case will be the design of the machine and even maybe some colorful attractiveness to the machine of course not changing the chemicals of the machine because that's what the machine works with. I would definitely market this machine to families who have a pool and who like to spend their time in the outdoors.

3. Based on your innovation analysis in question 2, provide explanation.

Well, for some people this is a new invention and it's got to have more credibility by maybe putting it in the market as 10 or 20 days trial or money back. I think this is an new invention that has to be advertise in the rainy season in warm places as like in Florida through the west coast places that are warm and humid, we got to remember that weather is our market for this product. This product works from Advertising; product sampling; retailing / personal selling; creative buzz, if these steps are follow in the correct way

this product will be a success. ((Consumer Behavior 11th ed. Hawkins and Mothersbaugh pages: 244 to 247)

4. Examine the firm's website [www. mosquitomagnet. com](http://www.mosquitomagnet.com)

I really like the way they add up some video (youtube) where they show the product in progress and who it does work. They are using the correct technology online and video it's a definitely a credibility factor in the client/ consumer point of view. (Consumer Behavior 11th ed. Hawkins and Mothersbaugh page 244)

5. Who do you think the opinion leaders will be for this product, and how can the firm use them? Well, first of all opinion leaders work through interpersonal communications and observation, therefore; will be individuals with similar demographic characteristics as such people who like to camp are going to be the leaders in this product and a firm can use it by promoting even the fight for diseases that blood sucking insects transmits. (Consumer Behavior 11th ed. Hawkins and Mothersbaugh page 243)

6. What, if any, values are relevant to marketing this product? We will have to analyze and see what are the flaws that this product may have in the market and definitely compensate with good strengths.

7. List the top five countries outside U. S. A in order of their attractiveness as an export market for this product. Mexico (Latin America), India, Philippines, Africa (some countries), Arab countries. Decision is based upon their economic stability and willing to buy this product. For example Africa will be a large extended continent and just a very few countries will be for this product in the other hand some Arab countries could be more willing to buy this product following Mexico and some Latin American countries. As well, the weather is a major role for this product.

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8. Which family members will be involved in their purchase decision? What roles they play? Families with a economic medium level or plus to afford this product. Home depot will be a very good place to retail this product, where male will be the ones to buy this product in the majority of cases because of their frequency in the store.