

Product and service classifications essay

[Business](#), [Branding](#)



Egg Donald Trump and his self- titled reduces.

Place marketing - Create, change, maintain attitudes toward specific places from local to international. Places are competing against each other for tourism business. Egg Tomorrow land in Belgium and Pizza in Spain both well- known party places of the world. Ideas marketing and social marketing can be general or specific The diffusion of notions which help market a product or service. It is more than advertising, it encourages the broad range use of marketing tools all marketing strategies Like advertising that Colgate toothpaste is number 1 ; Part of this marketing s social marketing - process of planning campaigns that influence individual's behavior toward helping a society well- being using marketing tools - all marketing tools Beeper 1) Benefits they want 2) Reducing barriers they're concerned about and By offering 3) The use of persuasion to motivate their participation in programmer activities.

Social marketing makes use of campaigns to promote awareness, such as health campaigns for cancer, environmental campaigns for environment protection and others that promote equality and rights. Consumer and Industrial Classified depending on the kind of consumers who use them. The distinction between the two is the purpose for buying the product. If a lawn mower is bought just for home use it is a consumer product. If bought for lawn mowing business it is an industrial product. Part 1 Consumer products are prod and service bought for final consumption. Classified on how they are bought.

CUSS -? buying behavior, compare, cost, distribution, promotion frequency/method. Convenience P&S's are Bought frequently, immediately with minimal effort and without much pre arches planning, info gathering or brand comparing. Except popular brand names, well known Egg- sweets, cigarettes, fast food. Are usually low priced, placed in locations that make them easily available when needed. Been in maturity stage for long time) egg coca cola Mass promotion -? Low customer involvement Unsought P's Consumer don't know about or not think of buying or negative interest toward. Most new products on market are unsought.

Egg life insurance or blood donations. Price varies, Distribution varies, Aggressive promoting by producer/reseller Shopping P's are pass Less frequently purchased products and services, higher price that customers compare carefully on price quality, suitability and style. Lots of time spent gathering info/comparing.

Products distributed to few outlets, given info for comparison effort Egg Airline services, furniture. Advertising and personalized target selling by producer and reseller. Special itty As are unique BRAND/characteristics ID = Loyalty. Certain groups willing to make special effort to get. Exclusive distribution and outlets to purchase, High rice/low sensitivity because of this don't compare> invest only time needed to reach dealers carrying.

Role/custom designed clothing. Specific targeting by producer/reseller part 1 Industrial products are Products purchased for further processing or for use in conducting business Materials and Parts INPUTS/resources Price and

service are the major marketing factors. Branding and advertising are less important.

Raw materials consist of farm products such as livestock or fruit and Natural products such as wood and iron ore. Manufactured materials and parts most are sold erectly to industrial users. Manufactured materials and parts consist of: Component materials like iron and cement and Component parts like motors and tares.