

# Marketing

[Health & Medicine, Nursing](#)



Conclusion Mammograms are one of the most needed medical procedures within the health care industry which unfortunately are expensive. The population in Whitefish Montana is the target population for the mobile mammogram service that we are offering. Therefore marketing communication is targeted at convincing the target market to use the service because of the attractive features of quality and cost effectiveness that it offers. This service is specifically designed to reach members of the Whitefish Montana who are less privileged. The level of success of the project is evaluated in terms of the quality of services that the target market will enjoy. A SWOT analysis of the project illustrates that the availability of resources as defined by the budget will allow an investment on the project a success and able to meet goals. Additionally a marketing plan will allow the market to be aware of the service and interested in using it. In addition, there are opportunities in the market for future expansion. However the internal environment within the organization such as corporate culture and management strategies would determine the success of the project. There is a need for conducting an elaborate market research so that the willingness of the market to purchase, their needs and financial capabilities can be determined so that accurate objectives and goals of marketing and implementing the project can be designed. The marketing strategies will involve a competitive approach where technology is employed in achieving effective marketing communication for the mobile mammogram service. More importantly the 4 Ps as market variables will be analyzed so that they would be implemented effectively in ensuring success of the marketing process for the mobile mammogram service within the target market.