

Assignment a and b essay

[Business](#), [Marketing](#)



It has more to do with the customer's wishes than the four A's. It is mostly used when concerning mass marketing or niche marketing. The A's were introduced to make the Marketing mix more fitting for services. (The evidence that a service is performed, the employees that execute the service, and the processes and systems within the organization that affect the execution of the service.) http://en.wikipedia.org/wiki/Marketing_mix
<http://www.amazon.com/exec/obids/tag/detail//1932156704/entrepreneur/C>. How does your company of choice go about the P of promotion? Please include examples.

The promotional side of Primary is not so strong. Although Primary is a big company in the clothing market, it is still one of the few that does not have an e-commerce site. While every other fashion retailer on the high street is embracing digital operations, be it e-commerce, click and collect, mobile platforms, smartened A's or any combination of the above, Primary is one of the only major high street fast fashion

chains that has deliberately steered clear. Since it is Primary's strategy to not focus on the experiential the customers have but on its product, it is unnecessary to have a multi-party business. It is also an extra cost for the company so they tried to avoid that. The same goes for their advertising.

Primary is relying on strong public relations, word of mouth advertisement and its stores to do the talking. Any big budget marketing campaign would only serve to eat into the margins and nudge the prices up. That is how the success of Primary is created. The balance between fast (and weighed) fashion at the lowest possible price, while maintaining an

acceptable ethical framework. Although they can get easily more customers by internet shopping, Primary is planning to open about 450 across Europe and Germany.

In Primary's case, it would not be smart to start advertising or build up multiple e channels for sales. It would only make the price of the product higher and that is against the policy of Primary. [Http://www.](http://www.)

Marketing's. Co. U primarkboldlydoesntgoonl nine/3029579.

Article D) Discuss the promotion mix strategies (p. 432434) of push and pull. What strategy does your company of choice apply? The promotion mix strategies of push and pull: The push promotional strategy means taking the product your company is producing directly to the customer, this only really occurs when the person is familiar with your company and products, you physically take the product to the customer instead of letting the customer come pick out one of your wide variety of products. Some examples of this could be when a customer comes to a SSH room and you directly sell products or packaging design to encourage purchase While the pull promotional strategy involves motivating the customer to come and look for your brand, mainly when the customer is not aware of your brand and its products. This is more getting the customer to come to you, for example, advertisement or word of mouth, even sales promotions and discounts are important. All together with the push strategy the company buys a product whereof they know what kind of customer is going to buy it and know it will be sold out of the shop in no time while in the pull strategy the company is finding ways to attract new people by advertising or sales. Primary our

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company of choice is both a push and pull Strategy Company, push because people already know the brand and they spend little to no money on advertisement. However r, it is also a pull company due to the fact people talk a lot about the low prices the eye offer.

Though they almost never offer sales because the clothes are always so out before it could go on sale, and the prices are already so low that no sale is needed to attract the people to buy the clothes.