

Marketing planning and strategy project 1 2

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Marketing Planning and Strategy of the affiliation Marketing Planning and Strategy Rivex technology solutions Our identity

Rivex is an organized group of professional individuals, seeking to offer valuable services too varieties of organizations, in terms of developing their technical control to maximize their potential at the least cost possible.

Through our experience and competence in the industry, our services are far reaching and our markets have expanded rapidly in the recent years because of our obligation to quality and effectiveness in delivery of service.

Mission

We seek to be the trusted organization of choice for client support in any concerns involving technology. In this perspective, we are committed to listening, analyzing, and carefully developing ways in which systems can achieve efficiency and be cost effective. Indeed, the company seeks to anticipate what the market requires at a given time, and proactively comes up with timely strategies of offering services to gratify for the growing wants of our customers. On these grounds, we seek to ensure that other organizations operate without worrying over their systems, by reducing the risk and uncertainties that face modern technologies (Shin, 2003, p. 45). This mission statement is benchmarked on the mission statement of Asanta Group, a leading provider of technological solutions as well as Cognizant Technological Solutions, which offers relatively similar services.

The vision of Rivex is to become the organization of choice for global technological concerns and solutions. The company dedicates itself to research and innovation that will assist it to keep up with the pace of modern

technologies and identify challenges that continually face modern organizations in terms of rising costs and user adaptability (Zieliński, & Duplaga, 2006, p. 12). We aim to expand our globally competitive products to other global markets, guided by the principle value of customer service and building lasting relationships with other players in the industry. We aim to serve communities in the global arena, providing efficient services that help improve lives, through the promotion of environmentally sound policies, as well as enhancing the development of talents that continually shape the industry's service delivery (Wagner & Yezril, 2009, p. 36). This vision is benchmarked on the service guidelines of lucrative companies like Avnet Technologies and the Asanta group, whose vision has gone far to define their success in the technology solutions market.

The value propositions of the company

The company offers advisory services of its staff to the client, who in consultation with the client's objective develops solutions for the desired area. In close collaboration with our expert IT staff, our consultants dedicate their services and knowledge to work with the customer, as the route to provide an effective technology that assists clients to save time and resources. Our devotion to serve the superlative interests of the customers make us defines efficiency using various merits. Indeed, our value of technology, we offer is quiet, eliminating fixes as well as system replacements and failures that produce noise in the workplace (Zieliński, & Duplaga, 2006, p. 68). In addition, we define efficiency in production that protects the environment by reducing the quantity of energy consumed and recycling most of the waste products. Further, our definition of efficiency also

encompasses optimization of resources utilized in production, by keeping track of the processes and recognizing the most profitable in light of the business operations, which are preserved and developed (Zieliński, & Duplaga, 2006, p. 72). These postulations are benchmarked on the quality of customer service offered by Avnet technologies and US Tech. The companies' services are deemed the best in the industry, which is the reason behind their success in the industry.

References

Shin, N. (2003). *Creating business value with information technology: Challenges and solutions*. Hershey, PA: Idea Group Pub.

Wagner, C. S., & Yezril, A. (2009). *Global science & technology information: A new spin on access*. Santa Monica, CA: Science and Technology Policy Institute, RAND.

Zieliński, K., & Duplaga, M. (2006). *Information technology solutions for the future*. London: Springer.