

X phone marketing plan

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



Paragraph The economic performance of Australia has always been to the envy of other developed nations. It should be noted that the country has reported consistent growth in the previous years. However, according to The Economist, Australia will be entering a slower GDP growth of 2.9% in 2008 from the 3.9% recorded in 2009 (Economist.com 2008). This is attributed to the expected lower consumer and business confidence brought about by high interest rates. Recognizing the popularity and wide acceptance of mobile phones in the country, demand for these products will not be dampened by the weaker economic outlook. Particularly, ladies and business executives have continued to record increases in the spending for mobile phones in the previous years. The spending power of the target markets is expected to remain high and will be channeled to the purchases of durables like mobile phones.

Paragraph 2

As discussed in the previous sections, X phone will be specifically targeted to three market segments namely kids, ladies, and business executives. The rationale of choosing these markets is their high demand for mobile phone products over the previous years. Kids will comprise children aged 8-14 in the whole Australia who use mobile phones for everyday communication with parents and friends while they are in school or home. The company will wish to specifically target children in this age bracket to reduce the worry of parents while these kids are in school or away from home. Ladies, on the other hand are classified as female from 15-28 years old who sports a trendy and hip lifestyle. X phones will be marketed as a status symbol to display their femininity and trendiness. Business executives are classified as high

income individuals from the corporate world which needs a technologically advanced gadget that can aid them in their tasks. X phone will be serving this segment as business executives are constantly looking for a mobile phone with value added features which can enable them to increase workplace productivity. In terms of competition, all these segments are served by Nokia through its different phone models. Far below are Sonny Ericsson and Motorola. This makes the company the tightest competitor of X phone.

Paragraph 3

To kids, X phone will be designed very user friendly and will be equipped with features that the target market can use for basic computation and other school needs. It will be marketed as a bridge which fills the gap between kids and parents when they are not together. For the ladies, product strategy will focus on giving the trendiest look and feel of the mobile phone together with features which will enable the user to check the latest fashion and beauty tips. The keypads will also be specially designed for easy navigation for long manicured finger nails. For business executives, the product will be market as the most advanced product in the market with the most value added features such as capital budgeting computing. It will also feature an organizer in order for the user to better manage his schedule. Because these products will be marketed as superior to all brands in the market, pricing will be high in order to enhance its image. This will be distributed online using the company's website and other online shopping sites and upscale retailers.

References

Economist. com. 2008, Retrieved 08 May 2008, from [http://www.economist.com/countries/Australia/profile.cfm?folder= Profile-Forecast](http://www.economist.com/countries/Australia/profile.cfm?folder=Profile-Forecast)