

# Free essay on marketing

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## **Introduction**

The Morning Star Agency is a corporate that is specialized in delivering quality products and services to its customers across the United States. The company targets consumers of computer products and other computer related electronics. Our main objective is to provide best products and services to our clients so that they can obtain maximum value for their money (Keyes, 2010). The products that we offer include computer sales, Smartphone, tablets and their accessories. Included in our provision are quality services in networking and web design. Our company is therefore comprised of various departments that work together to help us accomplish our objectives of offering the best products and services to the public.

With the increased use of technology and advancement in the industry, the provision of these products and services has increased. Many companies and businesses require these products and want the best in the market to meet their needs. This requirement fact makes our products and services very necessary for the daily running and performance of many companies and businesses (Keyes, 2010). The value of these products in the national investment industry from the small businesses to large companies makes it primary. The technological advancement and competition increases their values and therefore, the products and services ranks among the most demanded and necessary for business success.

Despite the technology industry growing better each day with new inventions, our services can be developed by doing comprehensive research to produce products and services meet the consumer requirements. This could be in terms of prices and product quality thus making them not only

affordable but exciting to the consumers with their efficiency. After these developments are achieved, the company should embark on measures that will make its products and services popular to the clients and other potential consumers (Keyes, 2010). This would be through extensive marketing and advertisement to create awareness on the products and services offered by the company.

## **Reference**

Keyes, J. (2010). Marketing IT products and services. Boca Raton, Fla: CRC.