

Amazon's kindle fire old and new 4 p's

Business



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Describe and discuss (broadly speaking) the old and new 4 Ps associated with Amazon's Kindle Fire (product/service). (2. a) Old 4 Ps - Product, Place, Promotion, Price

There is no denying the fact that Amazon has created a brand equity for itself as far as its Kindle Fire is concerned. Research actually shows that within the first month of its release into the United States market, the product made unprecedented gains that have not been seen of any market product in the last five years (Mangalindan, 2012). Such successes certainly do not come by chance. As far as the old 4P's are concerned, it can be said that Amazon took strong advantage of the concept to cement its place in the tablet market. First, the company introduced a product that came to meet the needs of computer consumers. With growing urge for portability, it was important that a product that offers the quality of a complete computer in a portable way be introduced and the computer responded to this squarely. Still on the product, the company was tactical to include in its new feature, services that were absent in the ordinary computer or laptop (Institute of Development Studies, 2012). By this, consumers had something new to buy the Kindle Fire to expect.

On the factor of placement or place, it would be said that the computer placed itself so strategic by taking total advantage of web 2.0 and new media that it was virtually impossible for any computer and for that matter internet user to be out of place in terms of accessibility to the product. This is because the product was launched directly onto the internet to make online purchases possible. There were therefore no limitations in terms of place or location. The computer also used the power of social media to promote its product as advertisement and publicity of the product was all

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over the social networks and other digital media (Mangalindan, 2012). This way, users of social media, who are said to be the highest users of the internet, were made to thirst for owning one of the product. Finally, the Kindle Fire came onto the market as the cheapest tablet PC and this was an important competitive advantage as the product was introduced just around the time the world economy was recovering from global economic shocks and thus consumers preferred value for money in their buying (Ovide, 2012).

(2. b) New 4 Ps - People, Processes, Programs, Performance

As the years went by, competition became tougher on the tablet PC market and so it was just right and appropriate that Amazon respond squarely to keep its place on the market for the Kindle Fire. For this reason, a market strategy that was more focused on internal structures and systems rather than external systems was instituted. This internal strategy took its source from the new 4Ps. One people, the company was careful to critically identify its stakeholders who contributed to the growth and success of the product on the market. Customers and workers were put on the frontline of people to deal with (Clinton 2011). Measures were put in place to identify the needs of customers and much effort was also made to motivate workers to produce to the demands of customers. On process, research findings show that the company made efforts to breakdown its internal bureaucracies so as to ensure that the processes needed by stakeholders to bring their views and ideas on product advancement were not cumbersome (Ovide, 2012). By and large, subsystems that are made up of input and output measures were created as part of a larger program plan to bring about results. It has been said that such programs were necessary so as to ensure that the cut outs

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that were done from the processes were not abused. The programs were therefore created or enacted on the basis of input and output to ensure that as many production points were created as possible to ensure that the demand that came with the simplicity in processes would be adequately catered for. It is not for nothing that despite the high market demand that accompanied the Kindle Fire, Amazon was able to meet the demand in terms of supply in all cases (Clinton, 2011). Finally, performance was subjected to constant monitoring and evaluation on an internal level to ensure that performance in terms of market performance never fell below average.

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