

Marketing plan of dell printers



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MARKETING PLAN OF DELL PRINTERS

INTRODUCTION

A marketing plan is a written document that summarizes what the marketer has learned about the market place and indicates how the firm plans to reach its marketing objectives.

A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line. Marketing plans cover between one and five years. A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use.

Marketing plan should be a simple document that specifically answers who you are, what you do, who needs what you do and how you plan to attract their attention.

It's a combination of the planning process and the completed action plan

About marketing. Things change, people leave, markets evolve, and customers come and go. Later on we suggest creating a section of your plan that addresses the medium-term, future-two to four years

down the road. But the bulk of your plan should focus on the coming year

The company produces and sells printers. The company having good name in the market but they are going to enter into new market of printers and. In order to provide a useful plan, the target segment has been identified and

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defined, a SWOT analysis has been carried out for the brand and organization, and marketing communications objectives have been set. The plan identifies the target market through segmentation variables. Following this is an analysis of the strengths, weaknesses, opportunities, and threats that the company must either address or leverage. Finally the marketing communications objectives are set in the final section.

- Marketing Plan Objectives
- Build on industry and marketplace analysis
- Identify my potential customers
- Demonstration to solve the problems of the customers.
- Description of how to reach the customers.
- Convince reader that there is an eager market for the product or service

MARKETING PLANNING PROCESS:

Marketing process model consists of 5 steps, beginning with the market & environment research. After fixing the targets and setting the strategies, they will be realized by the marketing mix in step 4.

The last step in the process is the marketing controlling

- Ingredients of Marketing Plan
- Research Your Market
- The purpose of market research is to provide relevant data that will help solve marketing problems a business will encounter. Two type of data use in marketing research process primary and secondary data. I am going to explain what primary and secondary research is.

PRIMARY RESEARCH

When conducting primary research using your own resources, there are basically two

Types of information that can be gathered:

Exploratory-

Exploratory research is open-ended in nature; helps you define a specific problem; and usually involves detailed, unstructured interviews in which lengthy answers are solicited from a small group of respondents

Specific-

Specific research is broader in scope and is used to solve a problem that exploratory research has identified. Interviews are structured and formal in approach. Of the two, specific research is more expensive.

When conducting primary research using your own resources, you must first decide how you will question your target group of individuals.

There are basically three avenues you can take: direct mail, telemarketing or personal interviews.

Direct Mail

If you choose a direct-mail questionnaire, be sure to do the following in order to increase your response rate:

1. Questions should be short and to the point.
2. questionnaires are addressed to specific individuals and they're of
3. Interest to the respondent.
4. Question should be limited

5. Enclose a professionally prepared cover letter that adequately explains what you need.
6. Send a reminder about two weeks after the initial mailing. Include a postage-paid self-addressed envelope.

TELEMARKETING:

Phone Surveys

Phone surveys are generally the most cost-effective, considering overall response rates; phone interviews are cost-effective but speed is another big advantage. At the beginning of the conversation,

your interviewer should confirm the name of the respondent if calling a home, or give the appropriate name to the switchboard operator if calling a business.

PERSONAL INTERVIEWS

Personal interview divided in two parts

GROUP INTERVIEW- Used mostly by big business, group interviews can be useful as brainstorming tools resulting in product modifications and new product ideas.

They also give you insight into buying preferences and purchasing decisions Among certain populations.

DEPTH INTERVIEW- One-on-one interviews where the interviewer is guided by a small checklist and basic common sense. Depth interviews are either focused or Non-directive. Non-directive interviews encourage respondents to

address certain Topics with minimal questioning. The respondent, in essence, leads the interview.

The focused interview, on the other hand, is based on a pre-set checklist. The choice and timing of questions, however, is left to the interviewer, depending on how the interview goes.

SECONDARY RESEARCH

Secondary research is that research which is based on data collected by government, other companies or agencies. This type of research is easy but not more reliable because condition change after some time and it may be happen your situation in comparison to that company.

Segmenting the Market

segmentation means divide the market in to small part In order to develop a sufficient marketing plan, it is necessary to first know the target market that marketing messages will be directed toward. The variables most relevant to this market are age, family life, Preference and trend etc. For dell printers students and youth market will be best.

NEW MARKETING PLAN FOR DELL PRINTERS

DELL – “ EASY AS DELL”

Introduction –

Michael dell, in 1984 founded dell in order to directly solve their customers with computer. When Michael dell founded the company he was the student of the university. Now every body in the whole world was familiar with the name of the company. When the company introduced its first computer then it was only in foreign countries but over the years the companies inventions

and innovations was increased year by year. With its introduction of computers during first year the company earned only profit at a very higher rate. The main aim of the company is to give full satisfaction to its customer by providing before and best quality products.

Dell advertises its product at electronic trade share, in trade magazines and through various other medium so that people become aware of its product at higher level.

There are some key inventions of future plans of dell ' easy as dell' which the company was done and what the company will be going to do.

INVENTIONS DURING THE LAST YEARS –

In 1984, dell founded its first computer called ' turbo' with eight megahertz processor. In 1991, first dell laptop made its debut and 1993, its became one of top five computer companies in the world.

It introduced the dell printers in 2003. But its not make any success in the market. After 2003, dell introduced various different kinds of laptops like vostro, , inspiron etc.

Dell also took over Compaq some years ago so that they capture a highest market share in the world.

FUTURE PLANS –

As Dell's main mission is to remain in the market with the highest market share. So, dell going to do new inventions year after year. As Dell's main motive is to satisfy their customer at a higher level and it always make a search what's the consumer needs and what are the latest kinds in the

society as it search out that various kind of printers are becoming so much important why dell also plans to launch new technology printers in the market because normal printers are already exist in the market at a very higher level and different varieties so dell want to introduce ' printers in different kind' as customers also need innovation time to time.

BUSINES MISSION –

If the company is having a mission then it always tries to work hard and doing innovations time to time. Dell main object was to make its brand an world famous brand so that if any person thinks

about electronic system like laptops, printers etc. they always prefer Dell.

Their mission was to improve quality and customize its customers according to their needs, tastes and preferences. They always provide best quality & reliable products among other brands and also get maximum profits by using the advanced technology.

III. MARKETING OBJECTIVE –

The company main objective to market its products in such way that everyone became familiar to their products. If the company market its product in that way then it helps in capturing high shares in the market. By this the company remain its prices favourable so as to compare to their competitors. So, that customers attracts to their products.

IV. SITUATION ANALYSIS –

Industrial analysis – As in the today's world colour printers are becoming so much important that everybody wants printers basically students and in offices for their convince. As now not only young generations or others need

printers but also the people in business world needs printers with latest technology. with different range of prices are available for different types of customer or businessman so that every level of businessman. Can have the new technology printers.

COMPETITORS –

As the demand for printers are increases day by day, in every field, even all of us, every businessman, every students and it is also used by all. So, every company made innovations from time to time to beat up the competitive world. The main competitors for the dell printers are:-

1. HP
2. CANNON
3. EPSON

The above are the list of some competitors which are the competitors that exist in the market and are very famous.

CUSTOMER PROFILE –

The market place has moved from young customers to business class customers. The customer profile was changed with changing environment as now a days every persons needs a printers having all the features in it dell is doing the same in the field of printers.

TECHNOLOGY –

The technology used by dell is very advanced and latest which reduces the cost of production so that the prices of the different. printers are affordable by all customers. There printers are featured with different like phone, fax, photo state, lamination, direct net printing and many more.

SWOT ANALYSIS –

Swot analysis is means Strength, Weakness, Opportunities and Threats of the product. These are as follows:-

STRENGTHS

- Reliable product

- The product manufactured by using latest technology

- Product is updated with latest features like easy to fill cartage, less expensive cartage.

- Available in different colors and according to the taste of customers.

- The printers are customize according to the customers.

- Capability of the company

- Resources

- Knowledge and experience

- Price, value and quality

WEAKNESS

- Not enough time dedicated to company development

- Financial resources

- The company is lacking in marketing research in some cases

- Gaps in capabilities

- Lack of competitive strength
- Plan predictability
- Lack of leadership

OPPORTUNITIES

- Growth market
- Technology factors
- More innovations in the products
- Market development
- Technology development.

THREATS

- It departments do not have unlimited budgets
- Competitors threats
- Innovation done by other companies.

The above explained the swot analysis of the dell products which is very necessary for the product so that company knows about the true facts about the printers’.

V. MARKETING STRATEGY –

TARGET MARKET STRATEGY –

Dell “ printers” target their customers on the basis of their income, tastes, preferences, needs, demands, features, technology etc. as dell also

customize the printers on the basis of wants. Dell also target its customers on the basis of one very important feature ie customer order their product online and the product directly deliver at the door step.

MARKETING MIX –

Marketing mix consist of product, price, promotion, place/distribution.

PRODUCT –

Product mix consist of all set of products and items which a seller offer to the buyer for the sale. The product mix has its many product lines.

The different types of printers with the different – different

prices & features are as follows:-

Dell V313w Wireless All In One Inkjet Printer

Dell V313w Wireless All In One Inkjet Printer Dell V515w Wireless All In One Printer – RED

Dell V515w Wireless All In One Printer – RED Dell P713w Wireless All In One Printer

- Professional Printing
- Resolution and Print Speed
- Scanning
- Faxing

Multifunction Laser Printers

Photo Printers

All-In-One Inkjet Printers

Inkjet Printers

Color Laser Printers

Black & White Laser Printers

Label Printers

PRICE –

Price setting for a product is a very difficult task for every company because the prices are set on the basis of cost of production, competitors price, demand of the product etc. The objective of every company is to earn maximum profits so that it may cover its fixed and variable cost. The various centers were setup to control the cost and persons were appointed to take the responsibility of each center. The cost is controlled at each step by their responsibility center.

PLACE/DISTRIBUTION –

The distribution of the ‘ printers’ done in such a way that every person reminds about the brand or company. The launch of a product is always successful if it is a great way or if the customers trust that company.

There is always a proper procedure for distribution because consumer is not able to buy the product directly firstly the product is transferred from producer to dealer then to customer.

Dell main feature of its distribution was that the customer ordered the product online and it automatically delivered to the customer in this way every customer ready to buy because they don't have to go to dealer or to market to buy that product.

Advertisement about the printers can be done on the TV channels, Radio Channels and in news papers.

PROMOTION –

It is the very important key factor of marketing mix. Promotion means promote the product through various means. Promotion can be done in different ways:-

(1). Promotion of a product through media like TV channel, Radio's, News paper, magazine, mobile phones, internet etc.

(2). Promotion can also done by adopting sales promotion activities, sponsorships, trade shows, personal selling, direct mailing.

This includes all the tools that is available to the marketer.

THE VARIOUS MARKETING COMMUNICATION MIX

(1). ADVERTISEMENT –

Advertising reaches geographically dispersed buyers. This is used to create awareness, provide information, motivate customer to buy the product.

Advertisement can be done in various ways –

- News papers
- Magazines

- Journals
- Posters
- Hoardings

(2). SALES PROMOTION –

Company may use sales promotion tools like coupons, premiums, contests. With these tools the customers are eager to buy the product. This also improves the relationship of company with customers.

(3). PERSONAL SELLING –

Personal selling is the most effective tool at later stages of the buying process. Personal selling has 3 distinctive qualities –

- Personal Interaction
- Response
- Cultivation

(4). WORD – OF – MOUTH MARKETING

Word of mouth also takes many forms online or offline. There are noteworthy characteristics are –

- Personal
- Timely

(5). TRADE SHOWS –

Trade shows are at fairs and exhibitions so that people become aware of the product.

(6). SPONSERSHIP –

The organization pays for the particular event to create awareness about the product. So, the above explained are some of the parameters on which over company advertise its products.

IMPLEMENTATION, EVALUATION AND CONTROL –**MARKETING RESEARCH –**

Marketing research means collecting information from the market, analyse it and then implement it. By doing research company to know about the competition, current environment, demand etc. of the product. I hope this time Dell earn as much profit they can with latest technology of Dell printers after analysis various market conditions. Dell get to know about all the above factors that they easily target their customer at a higher level and captured the highest market research.

As we all know that Dell is a very reputed company in the world.

Dell – ‘easy as Dell’ for the customer, made their brand very close to heart of customers. Dell capturing a great market share of the total market. So, it the good time for Dell to increase the market share by launching various kind of latest technology printers’ because of its good reputation.

ORGANISATIONAL STRUCTURE OF PLANS –

Dell organizational structure and plans were made up according to the needs and demands of the customers. They ensure their customer that they always done innovation on the regular basis.

Dell also hire sales person for the sales promotion activities, supply of the product and also hire workers for production. All the plans were setup by

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discussing all the factors with R & D department. Also there are strategy planning team to decide the overall strategy for the dell printers’.

For the planning there are many persons who assist are –

- Cost Accountant
- Finance Manager
- Strategic Management
- Experts

All the above persons also helps and plays an important role informing proper plan.

FINANCIAL PROJECTION –

As Dell is a very well reputed company so they have to maintain financial position well. They made financial decision in such a way that there should be no financial problem for the operation so that there should be popular supply their product. For increasing the supply they may also take loan from financial institution & various other bank so that they may not suffer from any financial problem.

SUMMARY –

In 1984, Michael Dell founded dell computer named as ‘ Turbo’. After that it take over Compaq and in 2003 Dell started manufacturing printers but after that the dell started capturing market share at a high level because of customer trust and faith. The people started purchasing Dell’s product at

higher level. But now this time dell come up with latest technology printers in the market to remove the past hurdles

In the marketing plan Dell's printers are explained and features of the printers and prices are also mentioned. The various new features are added in the printers so that people started buying it a higher level. The sales of the printers were Rs. 35 Lac in the started but expected to be Rs. 85 Lac by the end of 2011. So, that company does not become insolvent. They open many retail stores for customer benefit and there they appoint many well talented employees and also they may do connected with many IT companies for technical support and for financial support they take help from banks etc.