

# Trap-ease america: he big cheese of mousetrap essay sample



**ASSIGN  
BUSTER**

1) I think the group is going to write the following “ mission statement”: We produce a trap that you could use safer and easier than the traditional one, with no risk of catching your fingers while loading it.

I would have written the mission statement in a very similar way. However, I would have included the fact that your children are not in danger with the new trap as they are with the traditional one to show the disadvantages of the competitor’s products.

2) I think Martha has identified the best target market: “ Women” because they care about mice. The firm could also try to target men, although they are more willingness to buy the traditional trap. They should try to emphasize the children’s safety.

3) They had positioned the product by mentioning that it is safer and easier to use than the competitors’ products, and that there is no risk of catching one’s finger while loading it. I think they can add that the trap is no dangerous for small children at home.

4) The marketing mix is the following:

Product: the mousetrap.

Price: \$ 2. 49 five to ten times more expensive than standard trap.

Place: they decide to distribute the product direct to grocery, hardware and drug chains (retailers) avoiding any wholesaler or other intermediaries.

Promotion: they are going to spend \$10, 000 on advertising.

The only problem that appears in the mix is the higher price compare with the competitors.

5) Trap- Ease American's competition are those organizations that produce and sell or distribute conventional traps.

6) I would change the marketing strategy by trying to target to more assorted segments. I would also attempt to reduce the price to be more competitive, and finally I would spend more money in promotion to communicate the merit of the product.

I would implement strategic control, which involves looking at whether strategies are well matched with opportunities. I would use the marketing audit tool to examine the company's environment, objectives, strategies, and activities and to take any correction action that would be necessary. And finally I would try to deliver orders on time, so that they are not refused.