

# Free marketing mix (no! no! hair removal) research paper sample

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## **Product**

When developing “ No! No!” Hair removal or any other product, it is significant to remember that customers have different tastes and preferences (Shapiro, 2004). This is the reason this hair removal tool is defined as a painless, effective and professional hair removal tool. The tool is developed in the sense that the customers are satisfied with its services and are comfortable to apply it as a home tool. Unlike other tools No! No! is developed to accommodate people with different skins and is suitable for both men and women. The developers persistently make sure that this tool is up to date and customer’s preferences are evaluated. They believe that what people see as attractive and fashionable today, might be discarded by the same people in the future.

“ No! No!” Hair removal tool has been developed with various attractive and fashionable features to make the customers believe that they have all they want in one package (Shapiro, 2004). The product is recommended by the doctors and is based on years of research and development to make sure that the product stands out in the market. The device is home convenience, safe, effective and easy to use for body and facial hair for a “ smooth and clean skin.” The patented technology decelerates the hair regrowth and leaves no ingrown hairs. Compared to waxing and laser, the tool is effective and can help the users to save money. The tool is packed mostly in grey and pink packages to attract the both genders. Furthermore, the tool is developed with five treatment levels to increase the effectiveness in hard hair or even coarse hair.

## **Price**

The company concentrates on the customer's perception when determining the pricing strategy of the tool in the market. Therefore, the price charged on the No! No! Tool ensures that it compensates the customers with the value. One product goes for only \$339. Although the pricing strategy is relatively high, the company makes sure that the customers are convinced that the high price goes with a high quality. Charging too low price in the market sometimes convince that consumers that the quality of the product is compromised (Shapiro, 2004). Therefore, the company offers these products at a relatively higher price that convinces customer that their products are the best, and increasing the marginal profit with the sale (Yoo & Lee, 2000). The company puts in mind that its main goal is to maximize the profit as well as satisfying the consumers' needs and preferences. The company usually uses the skimming pricing strategy to charge high initial prices and then lowers the prices as the market becomes saturated.

## **Promotion**

The promotion aspect of the " No! No!" Hair Removal covers all the areas of marketing communication to ensure that the right message is communicated through the right medium. Consequently, the message can effectively reach the targeted market (Yoo & Lee, 2000). The various methods of communications engaged in includes sales promotions and advertising. For instance, when a customer buys a " No! No!" Hair removal, he gets a free " No! No!" Smooth and a free Liposlim. The whole package would cost \$470. 90. As a result, the customer saves \$131. 90. The advertising channels

include radio, TV, cinema, online marketing, social networks, magazines, newspapers, and poster sites. The media owners are paid the whole amount before the products are announced to make sure that the company is always ahead of its competitors in the market. Other modes of promotion include demonstrations, seminars, exhibitions, loyalty schemes, direct mail, merchandising, point of sale display, and telemarketing among others. The purpose of an effective market communication is enhancing awareness of the product in the market to tap new customers and maintain the existing customers as well. The promotional aspect of the marketing mix induces customers to buy the product and encourages their friend to try the product. Using demonstrations, the customers develop the important know how of how to effectively use the tool. The company also engages in the public relations (PR) to facilitate the creation of attractive business image through being involved in the community interactions.

## **Place**

In the marketing mix, the placement involves the distribution channels of the product. Much of the sales of the “ No! No!” product are done through the e-commerce mode where the direct channel of distribution is facilitated. This enables the company to have direct contact with the customers, and hence they are able to detect the changes in the market. In addition, the company can have absolute control over the “ No! No!” products with respect to mode of sale and pricing.

Other modes of distribution engaged for “ No! No!” product involves selling through intermediaries such as retailers and wholesalers. This is an

important distribution channel because it reduces pressure of controlling the own distribution channel. However, the market coverage is an intensive coverage that allows narrow distribution to a few intermediaries. This coverage allows the sale of only high quality products and makes it easier to establish a good connection with the customers. With this market mix tool, the customers are able to acquire the product effectively regardless of where they are located (Baker, 2014).

## **References**

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