

Example of place essay

[Business](#), [Company](#)



Although figures vary considerably from product to product, approximately one fifth of the cost of a product goes on ensuring it reaches the customer (Baines, Fill & Page, 2012). “ Place” is an important component of the marketing mix, which involves the various methods of transporting and transporting goods and service before availing them to the customer. Our organization will ensure that the products and services reach the customer at the lowest cost possible at the comfort of their homes. HPM is an amalgamation of urban and rural areas with 35 percent of the population owning personal cars (Statistics Canada, 2011).

Our company will provide its services through website and telephone calls to enable customers make appointments, after which we will take the services to the comfort of their homes (Harrison, 2012). More than 35 percent of the population own cars in Halifax Nova Scotia and most people have busy schedules making it difficult to take their cars for maintenance in the towns because some of the population live in rural areas (Statistics Canada, 2011). Considering the large number of people who own cars and those who might require car maintenance done at home, our company has decided to provide these services at the comfort of the home. We will be the only firm offering such services to most of our customers. In order to reach the customers, our firm will engage in good marketing advertising campaign through our website, telephone calls, send catalogue to offices and homes, and fliers to attract more customers.

According to the market research we conducted in the area, our immediate competitors offer their services in garages and they have not adopted the same idea. However, there are some car owners who are able to contact

their car maintenance companies to offer these services at the comfort of their homes.

References:

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