

# [Unit 3 assignment-marketing strategy (asus computers)](https://assignbuster.com/unit-3-assignment-marketing-strategy-asus-computers/)

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Marketing Strategy for ASUSTek Computer Inc. Product and price ASUSTek computer Inc. deals with a number of electronic products, especially computer materials. Some of the products that the company deals with include laptops, mobile phones, PDAs and tablet computers. Additionally, the company also stocks desktop computers, motherboards, and servers. The products are directly assembled by the company in its various subsidiaries and exhibit unique features. The products are found in various locations across 32 nations around the globe (ASUSTek Computer Inc., 2015). The company also offers certain services that have an orientation in electronic materials. The prices of the products offered by ASUSTek are some of the most competitive in the market. Case in point is that the computer products and services are procured based on prevailing market prices (ASUSTek Computer Inc., 2015).
Product description
The notebooks and ultrabooks are produced with distinct features that include thinness and lightness. Consequently, the products have multimedia and computing features not to mention the gaming materials. The tablets and mobiles are developed and categorized into tabs and pads (ASUSTek Computer Inc., 2015). The desktop computers are made with a number of components that ensure its functionality. The computers have both the input and output features that enhance their functionality. The networking products have wireless adapters, routers and antennas that enable connections to be effective (ASUSTek Computer Inc., 2015).
Target market
The company majorly focuses on emerging markets spread on a planetary scale. Most organizations and corporations are constantly seeking computing, networking and mobile phone products to assist in the delivery of services. To this extent, the company focuses on middle and big companies as a target market (ASUSTek Computer Inc., 2015). On the other hand, the company targets the middle classes who are increasingly becoming fashionable in the modern dispensation. Smartphones have become fashionable, and the company has responded by offering competitive prices to the customers to ensure that most people can acquire the products.
Pricing strategies and structures
The company adopts discounting as a price penetration strategy across all its markets. Ideally, the company offers lower prices to some of the products that face immense competition from other materials in the market. The prices are however adjusted occasionally based on the inherent market changes. Consequently, the company uses price penetration strategy as a measure of gaining significant market share.
Distribution mix
The company has a two-dimensional distribution strategy that includes retailing and wholesaling. The company has outlets where products can be retailed to the clients. On the other hand, wholesale distribution strategy is used to reach segments that the company cannot otherwise gain entry.
Promotion
ASUSTek employs a number of advertising strategies to market its products and services. The company advertises through websites and mainstream media such as television and radio. The company has special branding criterion that indicates the label and the unique features of the products. The customers are huge corporates and organizations not to mention the middle class. The company keeps and attracts its customers by offering incentives such as discounts (Global Sources 2010).
Competitive comparison
Some of the competitors of ASUSTek computer Inc. include Microsoft, HP, Toshiba and Dell is some of the competitors. Sony and Nokia in Taiwan are some of the company’s competitors. The company face immense competition in the market though is market mix enhances its strategic advantage (Global Sources 2010). The advertisements and the prices of the products are better than some of the competitors.
Summary
Due to emerging markets, ASUSTek stands a chance of taking advantage of the emerging markets. However, the company is faced with threats from its competitors and new entrants in the market. The company should focus more on promotions to ensure that more people can know about the products. The company should improve on its branding criterion.
References
ASUSTek Computer Inc. (2015). GDR OTC: ASUUY. Retrieved from: < http://www. marketwatch. com/investing/stock/asuuy/profile> Global Sources (Firm). (2010). Global Sources telecom products. Hong Kong: Trade Media Ltd.