

Understanding marketing strategic planning processes (marketing idea product plan...

[Business](#), [Marketing](#)



HERE YOUR HERE HERE HERE Off 2 Gran Grans Off 2 Gran Grans is a service organization with a significant emphasis on using corporate social responsibility as a positioning and competitive tool. The target market for the company is the senior citizen aged 60 to 100, with a secondary market consisting of immobilized shut-ins of varying age categories to assist in revenue production. Off 2 Gran Grans will provide assistance services, such as house cleaning and errand running for medications and groceries, with a supplementary service for visitation (Gran, Gran), consisting of concierge service and interpersonal relationship development. Being alone is rather frightening to most senior citizens (Sachteleben, 1) supporting psychologists stating that warm interpersonal relationships are the most fundamental of human needs (Singer, 28). Off 2 Gran Grans will provide psychological adjustment for its target consumers and also fill a tangible need that need fulfilling due to limited mobility, lack of access to transportation, or lack of family and social support.

The competitive innovation, completely unique in the competitive market, is the installation of a communications device modeled after the Life Alert system, a pendant/base unit system that contacts the company (Life Alert, 2012). Technology is intimidating to seniors (Sachteleben, 1) and this maintains significant comparative advantage to other similar, low-profile competitors. Off 2 Gran Grans will provide short- and long-term contracts with financed and pre-paid elements to ensure revenue that include device installation, with fees applied for early termination. The business will be positioned under quality and responsibility with less emphasis on pricing. Start-up costs will be higher than average, but revenues will offset the initial

investments.

Works Cited

Life Alert. (2012). “ Our Life Saving Equipment”. Accessed September 17, 2012 at

Sachteleben, M. K. “ Top 10 Gift Ideas for Senior Citizens and Homebound” (2006). Accessed

September 18, 2012 at Singer, P. D. Practical Ethics. Cambridge University Press (1993).