

# Product and place factors in marketing

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



Who is the product aimed at 2. What benefit will customers expect from it 3. What will be its advantage over competitor products? Or its unique selling point? 4. How does the firm plan to position the product within the market?

The answers to these questions will help a firm design, package and add value to its products. A product is seen as an item that satisfies what a consumer needs or wants. It is a tangible good or an intangible service.

Intangible products are service based like the tourism Industry, the hotel Industry and the financial Industry. Tangible products are those that have an Independent physical existence. Typical examples of mass- produced, tangible objects are the motor car and the disposable razor. A less obvious but ubiquitous mass-produced service is a computer operating system. Every product is subject to a life-cycle including a growth phase followed by a maturity phase and finally an eventual period of decline as sales falls.

Marketers must do careful research on how long the life cycle of the product they are marketing is likely to be and focus their attention on different challenges that arise as the product move. The marketer must also consider the product mix. Marketers can expand the rent product mix by increasing a certain product line's depth or by increasing the number of product lines. Marketers should consider how to position the product, how to exploit the brand, how to exploit the company's resources and how to configure the product mix so that each product complements the other.

Shoe is a tangible product which is for Bat, they satisfy the need of their customer by producing shoes that give maximum satisfaction in terms of comfort, style, and functions. Each of their new shoes was made and drop

into market base on their marketing mix strategies. They produce variety style of shoes combine with its main unction and usage such as there is a special shoes for running, jogging, biking, and even for casual use. Here indirectly they have already penetrate many level of target market. Lace The Place element of the marketing place is about where the product is made, where is it stored and how is it transported to the customer. The place for each of these things should ensure that the product gets to the right place at the right time without damage or loss. The ideal place will be convenient for the customer and the business, accessible for the customer If It Is the place where the product Is sold, low cost or free for the customer If it Is the place where the product Is sold and reasonable cost to the business.

This refers to how an organization will distribute the product or service they are offering to the end user. The organization must distribute distribution is important if the organization is to meet its overall marketing objectives. If an organization underestimated demand and customers cannot purchase products because of it, profitability will be affected. Various strategies such as intensive distribution, selective distribution, exclusive distribution and ranching can be used by the marketer to complement the other aspects of the marketing mix.

What channel of distribution will they use? Two types of channel of distribution methods are available. Indirect distribution involves distributing your product by the use of an intermediary for example a manufacturer selling to a wholesaler and then on to the retailer.. Direct distribution involves distributing direct from a manufacturer to the consumer For

example Dell Computers providing directly to its target customers. The advantage of direct distribution is that it gives a manufacturer complete control over their product.

For Bat, they combine the strategy of indirect distribution, direct distribution and franchising. But they focus on distributing their product directly to customers after being produced at factory via their own shop, they have but they didn't completely join venture with third parties or retailer to sell the products. They did sell their product in several hypermarkets such as Parson and Mindy. Other than that, they also make a franchise as their main managing strategy, as we can see it's easy to find Bat stores almost everywhere, at almost every shopping complex.