

Marketing plan: phase iii

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



Introduction: HP (Hewlett Packard) is an American Based Company which is the largest personal computers producing company. It also includes many other products in its portfolio. One of the major product lines is its printers while others are laptops and desktops. Hewlett Packard is ruling over 40% of the laser printer market. Hp Photosmart series is the portfolio of newly launched printers by Hewlett Packard (HP). HP Photosmart is of the product included in the portfolio. HP mainly focuses on the provision of its high quality products at a reasonable price. The main competitors at this position are IBM, Apple and Dell. But HP manages its strong position in the competition with the help of good marketing strategies.

Marketing Strategies:

Basically HP uses differentiation strategy in its products so that it can charge high prices from the customers. The main marketing objective of the company HP is to provide its product in the major or we can say the super stores in the world. In order to increase the promotion of its printers HP has also launched a Green Action Plan for office printers thus also taking a step towards, maintaining its social responsibility (Marketing Plan).

The distribution or the positioning of HP products is whole and sole dependent on the demand created by any specific market. HP products are positioned in a way that each and every customer can reach them as compare to the competitive products. HP always tries to maintain its good relationships with its potential customers therefore also works on CRM (Hewlett Packard, n. d.). Hp Photosmart printers are famous because of their personalized features (Choudry, 2009). According to Choudry (2009) the differentiating features of these HP Photosmart printers include their high

resolution pictures, easy usage, high speed and also the compatibility with different systems. Another author is of the opinion that the HP printers are of excellent features and quality but they are not properly promoted in the target market. He said that in this globalized world, the online promotion can be an effective tool for advertising the product (Strawczynski).

References:

Choudry, R. (2009). Marketing Mix of HP Printers. Retrieved on 15th Jan, 2014 from <http://www.slideshare.net/ravindra.choudhary10/final-hp-presentation>

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