

Marketing mix

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



Marketing Mix Marketing Mix At Eat Smart Supermarket, we are committed to providing high quality services at competitive prices for the benefit of all our clients. After all, as an organization, we believe in guaranteeing the right product at the right price, at the right time and in the right place. We will do all that we can to satisfy our diverse clients' needs. For this to be accomplished, we will need to adopt the most appropriate marketing strategies based on McCarthy's Four Ps. All these will be done after carrying out a market analysis and ascertaining the prevailing conditions in the market, our clients' needs and the level of competition in the market.

With the high level of obese cases in the country, there is a high demand of healthy foods. To address this, the supermarket has come up with the production of healthy foods. To make this come into a reality, the supermarket will go an extra mile to deliver high quality food products with minimal contents of sugar, fat and salt. According to scientific research, all these have been responsible for obesity. Therefore, by getting access to purely organic and chemical-free fresh food products, all our clients will feel satisfied. Meaning, they will not buy food from any other supplier, but consider At Eat Smart Supermarket as the best alternative in the market.

Since the supermarket is targeting a larger market, it will be incumbent upon the management to ensure a proper distribution of its products. For all the potential clients to be accessed wherever they are there needs to be an even distribution. This will be done by establishing distribution points in different parts of the country. These include grocery stores and a chain of supermarkets. If it is properly done, the clients will have confidence in the supermarket and its products. Once the supermarket resorts to even

distribution of its food products, it will definitely appeal to potential clients. As a result, they will not wait for supplies from other competing firms, but buy the readily available commodities from its outlets.

The other important tool to employ by the supermarket is pricing mix. As a matter of fact, price is one of the factors which determine the success of a new product in the market. Since the market is free for everyone, each and every player needs to come up with competitive prices. This is necessary because it can help in attracting clients and making some profit. In this regard, as a new player in the market, Eat Smart Supermarket will have to set reasonably fair prices. Meaning, they should be lower than those of the other competing firms which offer substitute and complementary products. If it is effectively done, the supermarket will manage to be too attractive to the customers in the market however competitive it might be.

Lastly, it would not be possible to realize any progress without engaging in sales promotion. The management of the supermarket believes that it will enable it to create awareness about the existence of their products, their prices, benefits and uses. In order to access its clients, the supermarket should resort to the use of print, broadcast and online media. These will provide an adequate platform to promote its commodities and reach the highest possible number of target audiences. If done as planned, Eat Smart Supermarket will prosper to eventually emerge as the leading fresh organic food provider not only in Qatar, but in the whole world.