

Swax watch

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



SWAX Watch SWAX Watch Marketing environment For the product to maintain an excellent relationship with the various factors and forces shall be established. In this case, corporate responsibility will be the primary factor to keep SWAX Watch in the public memory. Various events shall be sponsored in the name of the product to make sure that the brand remains in the public domain.

Competition

The product is likely to face stiff completion from related products especially those that have been in the market for a significant period. To beat the competition, the product will be constantly advertised in all media platform so as to explain to the customer of the unique features that are different from the competitors. In addition, SWAX Watch has been completely differentiated in the packaging and prices. This will make the product quit conspicuous.

Market segmentation

The entire market coverage will be divided into various sections where as the demand of each segment is addressed. The first segment will target the youth. The product will be designed to appeal to the young people through coloration and scent. We shall address the concern raised by the young in the market research. Similarly, some product will be manufactured to meet the need of the poor in the society. This product will be designed to be relatively cheaper and within their reach.

Positioning

SWAX Watch will be presented in the best ways that appeal to a large number of audiences. In this case, popular media will be used as advertising

platform. Similarly, peak periods of the day will be chosen so as a large number of audience are reached. The best possible method will be used to obtain the largest number of clients.

Demographic profile

As it has been stated, SWAX watch is targeting the youth. In this case, all its features are identified with the youth. The packaging and distribution is intended to reach to the youths in the society. In some cases, the product is designed to attain expected level of current trends. This is because the youths are attracted to trendy designs.