

Green acres seed company

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



Running head: green acres seed company 22nd March Green acres seed Company Green acres seed Company is a firm that provides farmers with seeds for planting where the company starts from seed green house and plant trays, peat pots, expandable soil pellets, seedling heating mats among others. The company has a wide selections of annuals, perennial, climbers, sunflower, organic veggies and herbs among others. Whether one is starting a new lawn from seed or an existing lawn that one needs to plant year after year, the company has seeds for everyone.

Being advanced in technology, the company provides awareness to the farmers so that their seeds can be known by many. This is called the awareness stage which highly target audience to be reached rather than the aim of marketing in the websites which the visitors do not have interest in.

Through marketing of Green acres seed Company using the modern technology of marketing, the company retargets those who visit the website thus keeping the products top of the mind. The company uses test messaging to convince the farmers about the seed company explaining the different varieties of seeds available with their prices.

The market structures of Green acres seed Company is the seller concentration, the degree of buyer concentration, the brands differentiation and the condition of entry to the market. The company has adopted a high seller concentration which means that the seller supply is about 90% to make it available to those who want the seeds. Due to competitors, the company has adopted a pricing strategy to make sure that the products remain in the market despite competition in the market. For example green acres company has survival means in the market when there is price war,

market decline or market saturation. Green acres seed Company has temporarily set a price which covers the cost when the prices of the seeds tend to be low so that the company can continue with the operation. The company provides products with low cost due to the market differentiation from the competitors, but the most important thing is good and high quality seeds that have a high germination percentage. High quality products make the customer to consider green acres company products though people consider the most expensive products as high quality products (Kent 2003). Green Acres Company usually maximizes the quantity of the product this is because the company focuses on reducing long term costs. The approach is used because the company is well funded by the founders and the investors. Green Acres Company may also maximize quantity so as to maximize market penetration since the company expects a lot of customers who normally use their products every now and then. The company usually carries the plan so as to increase profits by reducing costs thus maintaining potential customers.

Green acres seed Company has also adopted short term revenue maximization. This approach seeks to maximize the long term profits by making sure that market share is increased to the customer and the costs of the products is lowered through economy of scale. Green acres seed Company is well funded and thus the company considers revenue more than the profit so as to build confidence to the investors.

References

Kent , B. (2003). *The Pricing Strategy Audit*. Cambridge: Cambridge University. Print.