

# John lewis new product 4p's

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



John Lewis new product 4ps Children of this period have got more exposure and hence it is our duty to meet up the intellectual level of the kids by providing them with the best of products. There has been a great lot of development when it comes to kids' toys and also their learning mechanism. John Lewis is a world famous store that is located in the Great Britain. It is a chain of first class super market that provides the customers with all of the essential household products. It covers a wide range of product right from gardening equipments to that of beauty products and also includes exclusive sections for kids. John Lewis has come up with one of the interesting range of products in the children department and one of their latest hits seems to be that of Childtablet (Barker and Angelopulo, 2005).

In this paper, let us see the marketing strategy that can be used in order to promote the product Childtablet in the market. Any marketing strategy has Four Ps as their crux based on which all of the marketing activities are carried out.

#### Product Strategy:

According to Baker and Hart (2007), Product strategy is the ground for a product's competitiveness and also the maintenance of its position in the market. John Lewis is one of the most established names not only in the UK market but has a good standing all over the world. Products from John Lewis have a competitive advantage over the other educational electronic tablets that are out there in the market. All of John Lewis kid products have done good business so far and people give importance to brand factor very much.

#### Pricing:

When it comes to pricing, it is better to provide some discount offers or

promotional offers in the beginning so that people will get used to the product. Once the quality of the product gets established then pricing will not be an issue. In order to gain a winning edge over the competitors, it become absolutely necessary to monitor the competitor price and provide a slightly lesser price than that. Demand and supply forms are the basic when it comes to pricing (Onkvisit S and Shaw J J 2008).

#### Place:

As per Smith (2003), Place constitutes the most important aspect when it comes to marketing. John Lewis is a world renowned store that has more number of visitors each day thus it becomes easier to sell the Child Tablet through the outlets. Also, John Lewis has a wide spread branch of department store all over Britain and also some parts of the world. Thus the product can be market both indigenously as well as in the international market. Distributing the child tablets to places that has a good record of child product sales will prove out to be beneficial as well.

#### Promotion:

Promotion forms the crux of marketing. There are many forms of promotion such as television advertisements, new paper advertisements and online promotions and so on. One of the best means of marketing is that of the online marketing where you can reach out to more number of people and the impact will be more than any other means. Develop a logo or brand mark for the product and circulate it (Pickton and Masterson, 2010).

These four crucial aspects of goods marketing should be utilized properly in order to make a mark in the industry.

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