

Marketing tactles assignment

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A product is anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.

Samsung produce the world-class products to achieve consumers through improve the products quality and performance, and improve the after sale service of products. Especially in Samsung mobile phone, thin, big and delicate are the checkpoints to attract consumers. Samsung publish different mobile phone for specific market, at the same time, create the premium image to attract consumer's attention.

Samsung has made sure to have a lengthy extension of its products start from basic phone to the most advanced smartened even tablet smartened.

In 2009, Samsung pushed “ CORBA’ series, which took the mobile phone market to a new level. Affordable cost multimedia combined with the Internet made consumers go crazy after used the product. Instant updates on affordable touch screen phones added more value to the phone. Later in 2010, Samsung published the “ Galaxy’ series, which took Samsung to higher-end segment. And Samsung promised better torture at a lower cost. .

2 price It is simply the amount of money charged for a product or service or the sum of the value that consumers exchange for the benefits of having or using the product or service. Pricing also plays an important role in Samsung success. Samsung believes that provide good products at reasonable prices to its consumers. Samsung positioning in the high-end product, its target group is the pursuit of fashion, cool love digital and other youth group. These consumers are willing to pay a premium fashion design of the mobile phones.

But Samsung focuses on cost-cutting measures to keep its mobile phones' price low, which helps to combat the discount schemes of the local companies. Samsung in 2002 reduced its operational costs, which enable the company to keep low price for its products and extract higher margin from premium products. Samsung is transparent in functioning. It has a fixed Marketing Operating Price whereby the goods are sold to distributors and to the customer's at a fixed market price. Obviously, the target consumers for Samsung products won't be found in the price insensitive mass market.

Samsung aiming for the high-end premium market by adopt the lifestyle product platform. Therefore, Samsung has always been keeping the 4 Marketing Tastiness Products A Product By Mark-Lou remained a steady NO. 2 or NO. 3 in most popular product categories. Differentiation is the key for a brand to be preferred by consumer, when there are so many brands within the same product category. But Samsung still has the repute of being a premium brand, and aggressive in launching newer models with the latest genealogy and at economic costs through the world. . 3 Place Place strategy plays a key role in the marketing of the product or service mix . Strategy sets out how and where to place their products and services the company will put in a bid to gain market share and consumer purchases . Samsung currently through different channels in the market. Works on the concept of marketing channel where there are three segments. Sales and service dealers, modern trade and retail distributors. Sales and service dealers to deal with major counts for Samsung and participates in corporate sales.

Perhaps these traders will set up exclusive showrooms Samsung. It includes modern retail sector such as large retailers Hyperemic and Visa Sales, Ivies <https://assignbuster.com/marketing-tactles-assignment/>

and any others who are in the modern electronic retail trade series. Samsung being such branded products, it is necessary to retailers to keep their customers as an alternative to Samsung. Distribution network is the most interesting in the case of Samsung. In many cities, Samsung has one of the distributor through which they are distributed throughout the region.

For example – in China, Samsung has Wee Ha distributors who are the distributors for all Samsung products. This distributor has a huge investment in both Samsung and, distributor and the company, going along for the sale of Samsung products. And thus all the materials will be sold to a distributor of Samsung and one which will in turn sell it to retailers ahead. 4. 4

promotion Promotion is the method that marketer use to spread the information about their product or service to its customers and stakeholders and the wider public.

When marketer have analyzed their target market, they will consider a good idea of the best way to reach them, but most companies use a combination of advertising, personal selling, referrals, sales promotion and public relations to promote their products or services. Samsung multiple forms of promotions used. Samsung believes in as a customer to pull themselves through advertising, but at the same time uses powerful tactics to push the product to the customer through the sales promotion. And thus on the one hand, Samsung uses different marketing vehicles through the year covering the loudly season as well as the non-festive time.

On the other hand, it gives many offers and discounts to trading partners of the motivation for the sale of the Samsung above the competition. With this

strategy, the brand Samsung is on the rise even Samsung. Samsung marketing mix is a lesson that marketers at several points. First, the company will grow if you have multiple products at one time and all of these products can become revenue drivers for the company. Secondly, the withdrawal strategy, although expensive, is much more useful in a long time.