

Product



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BUSTER**

When a marketer intends on introducing a new product to the market then he/she must do extensive market research about that particular product. Some of the tasks to be undertaken include: interviewing or questioning one's potential customers, or reading about what the target market needs, studying what is being offered in the current market by ones competitors and creating new ways of beating this competition. However, it should be noted that a ' new product' denotes either a good or service which a company has never sold before. Brand structure, brand family, and how the product will improve the brand family

The current brand structure which the new product will belong to is as follows: It is a new make of a car joining the General Motors Company. The brand family which this new car will be joining is Chevrolet. Chevrolet is a global manufacturer of cars and trucks; specifically, it is based in the United States. Some other parts of the world in which the brand family is found is in India, Japan and Europe. Examples of brands under this line include: Corvette, Camaro and Trailblazer.

The product will be a good addition to the mix because its make its similar to those that the brand family has been producing i. . it will be an SUV like the blazer, trailblazer and will therefore bring with it all the good features that an SUV can offer. But it will also contain some additional features that make it unique enough to become a brand on its own. The product will improve the brand because it will has a feature which has never been offered before in other brands within Chevrolet. This is because it will reach a market group which the company has not been targeting hence widening the market base

of the company and subsequently increasing returns. (Saboor, 2007) Brand analysis, market target and competitive response

The market target is anyone who owns a pet. They may include: large families with one pet or singles who have many pets. The most obvious pets to be considered are dogs. This is not the market which the company is currently serving. The reason for targeting a totally different market is because there is a need for this product in the American population. Because of the need, then this new target group will most likely buy the idea. Competitors might copy this idea. But this is not a problem because the company will take advantage of the buzz it will create around this product and make the car get associated to that brand.

The company will produce this product in the best way possible thus adding quality onto an already good idea. It can be likened to foodstuffs- there are many brands of juice but consumers mostly buy those that have a high quality and those ones which they can identify with. This means that the new make must be thoroughly advertised and promoted. Brand identity, what the product is, features and value proposition. The new make will be called Chevrolet BlazerClean. This name will be attractive to customers because they will get interested in something that has the word 'clean' and probably think that it has some self-cleaning capabilities.

The brand will also be in line with other company names like Chevrolet Trailblazer and Blazer. (Saboor, 2007) The product is a full size SUV vehicle (sporty utility vehicle) that will contain a special compartment for placing, bathing and blow drying a dog; it will also have a vacuum dryer for cleaning

the carpet placed at the car's rear. It will come with all the previous features that that class of vehicles has been providing. Some of which include: powerful engine, a high height off the ground and a hard body. But the most interesting and unique feature about this vehicle is its bathing area.

It will be a five seater (unlike other full size models that are 7 seaters) in order to leave more space for the luggage compartment. This luggage compartment is what will be transformed into a bathing area or dog clean-up unit. The unit will contain a small tank that can be refilled at will by the customer, a pump, shower head, bath basin and dog shampoo. The benefit of this feature is that it will allow customers to clean their dogs while traveling and thus prevent that characteristic stench in cars that belong to dog owners.

The value proposition is: Gets rid of that horrible ' dog smell' inside cars. convenient as all facilities for cleaning are under one roof. Market response to the product and possibility of success The American market has a culture of keeping dogs. Most households in the country own pets but may not know where to keep them when traveling in their cars or may not know how to clean up after them. Most dog owners end up leaving their dogs in the car rear seats and render those seats unusable to other passengers. This product provides an easy to follow solution to this and will be received positively by the market. Drivers lack room to accommodate their pets.

This is the need which the new product will be meeting. The problems which it will be solving are: bad smells that dogs leave in vehicles, lack of all the facilities needed to clean up a car that houses dogs and no resting place to

put dogs when traveling. This product is definitely better than the current offering because no brand in the company has given consideration to pets and pet owners when traveling- it will therefore attract a new market to the company. It is also better than the competitors offering because no it's unique and new.