

Marketing mix assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

Marketing Mix Paper Yellow Freight Inc. is a trucking company that moves a wide variety of products for companies all over the world. “ Any need met, Anytime guaranteed, Anywhere your business goes” is the motto that Yellow Freight stands behind. I used two contacts that I know personally for this paper. The first contact that I used was my Father James Belser he is the Lead Driver for Yellow Freight and Teamsters Executive Board Member, my father has been part of this corporation for 29yrs.

The second person whom helped me with my paper was Brad Byrd, he is a Systems Coordinator and he has been a Yellow Freight employee for Six years. Yellow Freight inc. is a trucking company that offers the following options for their clients: They offer these services to all customers. They are a very broad based company with a great deal of expertise and experience under their belt so to speak. The four major areas that need to be covered when it comes to marketing are comprised of product, price, place and promotion. When it comes to product Yellow Freight Inc. ill move products for all big companies and they also move freight for individuals as well. It just all depends on what the individual would want to have moved. Yellow Freight does move hazardous materials as well, which comes with a material handling fee of \$23. 00 dollar, that’s a flat fee for all hazardous material. As stated above a flat fee of \$23. 00 dollar to move hazardous material through Yellow Freight. The fees some of which may be flat or they are fees that are dependent on other factors. The prices vary by what the customer wants and needs.

The attachment below will show the various prices, rules & conditions that need to be followed before a consumer can use Yellow Freights Shipping



<https://assignbuster.com/marketing-mix-assignment-essay-samples-3/>

System: a) This electronic publication shall be known as Yellow Tariff 115 or YFSY 115. This publication explains Yellow extended services, exceptions to NMFC items as well as the rules and conditions of service that apply on shipments moving under other publications, pricing agreements or individual customer contracts which show YFSY 115 as a governing publication, or that otherwise apply for shipments that Yellow handles.

Any exceptions to these provisions will be noted in customer-specific pricing agreements or contracts that apply for individual Yellow customers. Except as specifically noted, all extended services charges are to be paid by the party requesting the service. The authorizing party's pricing agreement will apply when applicable; otherwise it will default to shipper's specific pricing agreement. The item numbers refer to corresponding publications. b)

Extended Services

When business-to-business transportation service is not enough, Yellow is poised and ready to provide the additional transportation-related services necessary to meet your needs and the needs of your customers. The following is a list of our standard extended services. If your business requires services not shown in this section, please contact your Yellow Account Executive or call our customer service center at 1-800-610-6500 to discuss how we as a company may be able to help by performing customized extended services.

See attached copy of price list for Yellow Freight Inc.   | | INDEX TOPIC | SERVICE FEE | ITEM NO. | | Absolute Minimum Charge | See item number description. | 610 | | Advancing Charges | See item number

description. 300 | | Advertising Matter or Store Display Racks Or Stands |?? |
 305 | | Application of Rates |?? | 310 | | Arrival Notice and Undelivered Freight
 |?? | 345 | | Bills of Lading – Freight All Kinds (FAK) Shipments |?? | 363 | |
 Bills of Lading – Corrected |\$19. 0 | 362 | | Bills of Lading – Terms, Freight
 Bills and Statements of Charges |?? | 360-2 | | Canada Guaranteed Service |
 See item number description. | 659 | | Claim Filing | See item number
 description. | 435-1 | | Class Rates Application | See item number description.
 150-5 | | Classification by Analogy |?? | 421 | | Classification of Articles |?? |
 420 | | Classification of Combined Articles |?? | 422 | | Collect On Delivery
 (COD) Service |\$68. 5 minimum | 430 | | |\$50. 00/shipment to change | | |
 Collection of Charges – Third Party Billing |?? | 429 | | Combination of Rates
 |?? | 436 | | Construction Site Delivery (Except Borough of Manhattan, N.
 Y.) |\$76. 50 | 440 | | Commodity Verification Charge |\$19. 50 | 366 | |
 Construction Site Delivery (Borough of Manhattan, N. Y.) |\$104. 95 | 440-2 | |
 Cross-Border Management Fee |\$18. 00 originating in Canada | 484 | | | See
 item number for shipments originating in the United | | | States. | | | Cubic
 Capacity and Density??? Minimum Charge | See item number description. |
 150-11 | | Customs or In-Bond Freight |\$2. 1/cwt | 480 | | |\$93. 00 minimum |
 | | |\$253. 00 maximum | | | Deconsolidation |\$50. 00/hour | 485 | | |\$200. 0
 minimum | | |\$100. 00 minimum if returned to harbor by another party | | |
 Definite Delivery | 20 percent premium | 522 | | |\$40. 00 minimum | | |
 Detention: Trailer with Tractor |\$33. 0/vehicle for each 15 minutes | 500 | | |
 Detention: Trailer without Tractor |\$85. 00/1st or 2nd 24 hours | 501 | | |
 \$110. 00/3rd or 4th 24 hours | | | |\$157. 50/each succeeding 24 hours | | |
 Diversion: To and From Mexico | See item number description. 825 | | Exact

Express |?? | 523 | | Exceptions to the Governing Classification |?? | 650 | | Exchange Rates | See item number description. | 615 | | Exclusive Use of Yellow Vehicle |?? | 525 | | Export or Import Shipment Requirements, U. S. Canadian Border | See item number description. | 550-8 | | Extra Labor for Loading or Unloading | See item number description. | 560 | | Ferry Surcharge | See item number description. | 752 | | Firearms | See item number description. | 614 | | Fireworks Class C Explosives |?? | 612 | | Forklift Service |\$74. 0/30 minutes | 560-15 | | |\$104. 00/shipment | | | Fuel Surcharge | See item number description. | 190 | | Hazardous Materials or Commodities |\$23. 00 | 625 | | Inside Pickup or Delivery (Except Borough of Manhattan, N. Y.) |\$6. 0/cwt | 566 | | |\$65. 50 minimum | | |\$680. 00 maximum | | | Inside Pickup or Delivery (Borough of Manhattan, N. Y.) |\$16. 50/cwt | 566-2 | | |\$82. 0 minimum | | |\$840. 00 maximum | | | Late Payment Penalties | See item number description. | 209 | | Lift Gate Service | \$4. 65/cwt | 520 | | |\$115. 00 minimum | | |\$235. 0 maximum | | | Limitation of Damages |?? | 779 | | Liquor Shipments |?? | 577-10 | | Marking or Tagging Shipments |\$3. 05/package | 580 | | |\$47. 0/shipment | | | Maximum Charges |?? | 595 | | Mexico Border Crossing Charges | See item number description. | 553 | | Minimum Charge – Capacity Load | See item number description. | 610-5 | | Mixed Shipments – LTL | See item number description. | 640 | | Mixed Shipments – TL or Volume | See item number description. | 645 | | Non Application of Discounts |?? | 648 | | Notify Before Delivery Service |\$34. 00 | 485-8 | | Ocean Measuring Service |\$16. 00 | 998 | | Over-Dimension Shipment |\$76. 0 | 622 | | Payment of Charges | See item number description. | 720 | | Pickup or Delivery Service |?? | 750 | | Pier Pickup or Delivery |\$5. 75/cwt | 674 | | |\$52. 0 minimum | | | Precedence of Rates and <https://assignbuster.com/marketing-mix-assignment-essay-samples-3/>

Charges |?? | 765 | | Precedence of Service | See item number description. |
 160 | | Prepayment of Charges |?? | 770 | | Prohibited or Restricted Articles
 (Property of Extraordinary Value,| See item number description. 780 | |
 Limited Liability) | | | | Promotions | See item number description. | 730 | |
 Protective Service |?? | 810 | | Reconsignment |\$5. 90/cwt | 820-a, -c, | | |\$47.
 5 minimum |-d, & -f??? i | | |\$472. 50 maximum | | | Reconsignment |\$5.
 90/cwt | 820-b & -e | | |\$47. 25 minimum | | | |\$472. 0 maximum | | | Local
 Reconsignment Before Delivery, Trade Show Shipment |\$35. 00/cwt | 820-j | |
 |\$150 minimum charge | | | |\$750 maximum charge | | | Redelivery Service |
 \$6. 0/cwt | 830 | | |\$63. 00 minimum | | | |\$682. 50 maximum | | | Residential
 Connect | See item number description. | 749 | | Residential Pickup or
 Delivery Service |\$75. 0 | 753 | | Shipment Coordination |\$58. 75 | 822 | |
 Shipments Marked for International Destinations |?? | 472 | | Single Shipment
 Pickup Charge |\$30. 00 | 886-1 | | Sorting and Segregating Service |\$0.
 4/package | 751 | | |\$1. 60/cwt | | | |\$62. 95 minimum | | | Stopping to
 Partially Load or Unload |\$165. 00/stop-off | 900 | | |\$3. 0/mile | | | Storage
 Service |\$2. 63/cwt | 910?? | | |\$60. 85/shipment | | | |\$13. 65/day | | | Trade
 Show Service |\$57. 00 for ZIP codes 27260 and 60601??? 60699 | 755 | | |
 \$35. 0 pickup and/or delivery for all other locations | | | Used Commodities |
 See item number description. | 1000 | | Weight and Inspection Charge |\$19.
 50 | 996 | | Weight: Determination or Verification |\$42. 50 | 992 | | Weights:
 Charges on Gross Weights | | 995 | The prices vary by what needs to be sent
 and where it needs to go.

The weight, whether or not the customer wants to have their merchandise insured, if the product is moved in boxes as a whole or in cartons which are

then placed inside a box, the freight varies from customer to customer. The above information can be found on www.myyellow.com, it's the official website for Yellow Freight Inc. They also use website as a way to promote more business. Yellow Freight is listed in trade magazines, internet, other companies use their business as well to ship merchandise. This is a trucking company that will stand and guarantee their motto. (James Cool, 07/22/2008)

All four marketing strategies have been implemented in one way or another. Yellow Freight Inc. had a remarkable marketing team. The team used strategies that made them a global success, that knows how to move merchandise and get the product their on time when it needs to be delivered during a specific time frame. REFERENCES 1. Belser, James, Lead Driver and Teamsters Executive Board Member 2. Byrd, Brad, Systems Coordinator 3. Cool, James, Live Chat Consultant, South Dakota Customer Service Center, Sept. 2004 4. www.myyellow.com ————— MKT 421 10