

Marketing



Computer Sales & Services Industry: The size of the market in my town is about 300 computers per month and being new into the industry, my market share is about 20%. Company 'A' which is the leader has a 30% market share followed by company 'B' with 25%. Company C, that's me, enjoy the third position with 20%. The last two positions are company D with 15% and the company E with just 10% market share.

All the companies employ marketing executive to get supply orders from shops and businesses in the town and surroundings. The home market is addressed by an occasional advertisement in the newspapers. Company A is mostly addressing the business customer and while B advertises very frequently to get more home customers. While my company also caters to the home market along with a few occasional business customers. I have found that the word-of-mouth publicity works wonders to get new customers because they always ask their neighbors or friends or acquaintances about where they purchased their PC. While all the companies work at more or less similar pricing, the one differentiator is the after sales service. If we offer exceptional after sales service we are bound to get more references from our existing customers.

The competitors future plan as I see it: Company A is likely to get into the Home PC market with a flurry of advertising activities. Company B will try to eat into Company A business PC market by employing more on-the-field sales staff.

There is definitely a market trend towards more notebook PCs for traveling businessmen which lies untapped in the market. I plan to get them to visit my showroom for a touch-feel experience with a few models of notebook PCs which none of the competitors are doing. Another thing that I am planning in

order to sell more PCs to the home market is to conduct a Computer Exhibition at a public place where customers can come easily and visit in order to see the various models at various price points so that they can choose according to their requirements and budgets. I plan to repeat this every quarter so that the flow of orders are sustained and improved. If things go according to the plans I should be able to sell more than 100 Pcs per month which should take me to the number 1 position.

Effective efficiency: In the market to survive, the company should use policies which can make its customers happy as well as the company does not have any monetary loss, this process can be called as real balancing act, which can be done through energy efficiency, most powerful and cost effective way for achieving goals of sustainable development. Since it is demand oriented, policies should be able to fulfill existing potentials for cost effective efficiency improvements.

For effective efficiency, crucial issue is to evaluate current status of market and accordingly adapt policy instruments in order to get result that is the whole market situation should be taken into account, and qualitative and quantitative evaluation of achievements should be done.

The company managers should be able to convince the customers about the product efficiency and quality, if needed try to reduce the cost of the product to certain extent that the customer is also happy as well as company also doesn't lose any money. The requirement of the customers should be learned properly, and accordingly show various ranges of products, like if computers, show the lowest priced computers as well as the one which has more facilities and can cost more, give reasons like, why price is higher for one product than the other, till the customer is satisfied. By doing this

effective efficiency can be gained, and you can make the customers happy, and if one customer is happy, he can bring new customers for your company, which in turn will bring you money and profit and finally better position in the market.

Works Cited

Computer Hardware Reseller Business Plan. Bplan. com. 1996-2998. 10 Apr. 2008. .