Marketing Strategy Part I

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I would start my segmentation press by demographics. The type of washing machine I am selling will benefit everyone. This device is designed to make the laundry process more efficient and quicker especially for families with small children. I am dividing customers into age groups, and separate categories are they single, married, small family or large family. Anything will help to decipher the geographic area that I would like to sell my product, is it the best area and what type of advertisement would be most beneficial for this area.

What kind of customers live in the projected area that I am going to be selling my product? That is one way to determine the target area would be using the geodemographic segmentation process. It would help to figure out the sales forecast. I will give us more insight on the projected revenue for the company. Demographic segmentation would work best for my product and company, a lot of single people live in apartment buildings or condos, which do not supply the space for a washer and dryer, and mostly located in the laundry room of the building. Therefore, it would help me better in the deciding factor as far as what areas to mainly advertise and sell my product in.

This product will be displayed at every local retailer if they decide to take one a relationship with me and my company. I want this appliance promoted in the future. The new and more efficient way to do laundry, for a still decent price. I would like to showcase my product when it first hits the stores. Offer discounts for the first few individuals that purchase the machine on the spot. I will provide a gas and electric version for this machine, this way more households can take advantage of this new device.

My Strategy does build a strong brand; keep up with the competition, innovate the appliances as often as possible. Individuals purchase items that are up to date and not outdated. Parts is much harder to locate if something was to go wrong with the machine. And this causes customers to get upset and to opt for another device or brand. The machine I am offering is better built and put together to last a long time.