Marketing Plan Part 2

Vanessa Kinney

Rasmussen College

Author Note:

This paper is submitted 11/16/2016, for Advanced Principles of Marketing B323.

MARKETING STRATEGY PART 2

Pricing Strategy:

I aim to price my product the washer and dryer combo for a reasonable price. It must match the competition or be lower to reach new customers. Washer and Dryer's combos range anywhere from $800 and $2000, depending on the brand and size of the machine. The machine I am offering is better than any other device currently offered on the market. The Washer and Dryer combo I have designed are a complete all in one combo. The devices currently offered only steam to dry the clothes, where a traditional dryer or air drying is required to dry all the clothes completely. My device is going to dry the clothes completely where another dryer or air drying is no longer necessary.

The machine I am offering is going to cost around $700 - $800 depending on the type of Washer/Dryer combo. My line will provide gas and electric machines as well as HE washers. As time goes by and my business starts to grow, I will be offering sales and clearance events for my products.

Distribution Strategy:

I am offering several different delivery options to satisfy my customer's needs. I will offer local delivery free of charge, and if customers are out of the local delivery area, a few will apply. The delivery fee will be based on how far the client is out of the local delivery area. As my business grows, I will also be offering delivery across the country via UPS. Shipping amount will depend on where the customer's lives of course but I will also aim to have the shipping included in the sale price of the device.

Of course, I also want to sell my products in retail stores like Home Depot, Best Buy, and Lowes. Delivery options will be available. Most of these retailers offer delivery for a small fee also depending on where the customer resides. As my business and the demand for my machine grows, I will be offering more ways of delivery and shipment. I am also aiming to provide free shipping for customers in the future or for special occasions.

References:

Washer and Dryer Combos, Home Depot.com

<http://www.homedepot.com/b/Appliances-Washers-Dryers-All-In-One-Washer-Dryer/N-5yc1vZc3ot?Ns=P_REP_PRC_MODE%7C0>