

# Marketing Practice presentation

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# Strategic plan

*The main objectives:*

- 1. Getting stable profit.**
- 2. Obtaining high market share.**
- 3. Propose eco-friendly product to my customers.**

# Strategic plan

*The target market: «University Students».*

*Advantages of this target market:*

- 1. Size of this segment = 24% and = 2nd place among other segments.**
- 2. High growth rate = 5%.**
- 3. 1st place in purchase frequency.**

# Strategic plan

## *Product:*

**Backpack is made of eco-friendly material, has increasing capacity, and has features - «Solar Device», «Univercity Logo».**

## *Place:*

- 1. «Direct Sales».**
- 2. «University Store».**
- 3. «Online Discount retailer».**

# Strategic plan

## *Price:*

- 1. Should be affordable for target audience.**
- 2. Should be competitive.**

## *Promotion:*

**«Internet: social media».**

**«Radio: Top 40».**

**«TV: National Network».**

# Decisions made

*Reasons for making decisions:*

- 1. Searching the best combination of the marketing mix elements.**
- 2. Adjustments accordingly to market changes.**
- 3. Reaction to competitors actions.**

# Decisions made

## *Product:*

- 1. Changed its form from «Square» to «Rounded top». It saved me 7\$ = 20% of cost.**
- 2. Removed «University Logo», and add «Water bottle». It saved me 5.5\$ = 18% of cost.**
- 3. Recolored the product from «Black» to «Tan»**

# Decisions made

## *Price:*

- 1. Changed price in accordance with product features combinations in the range from \$59 to 69\$.**
- 2. Changed price in respond to competitors prices in the range from \$60 to \$65.**



# Decisions made

## *Promotion:*

### **1. Positioning:**

- **Maximum influence on my target group.**
- **Additional influence on segments that also interested in my product.**

### **2. Media Campaign channels:**

- **Demographic Reach.**
- **Rate.**

# Decisions made

## *Promotion:*

**1. Used positioning messages:** «Funky», «Fashionable», «Eco Friendly», «Great Value».

**2. Used Media Campaign channels:**

- **Print - «Comic Book», «Fashion Magazine».**

- **Internet - «Social Media», «Gaming Site», «Celebrity Gossip Blog».**

- **Radio: «Top 40».**

# Decisions made

*Place:*

## Intensive distribution.

**Used channels:** «University Store», «Online Discount Retailer», «Department Store», «Fashion Boutique», «High End Outdoor», «Direct».

**Not used channel:** «Discount Retail Chain»,  
reason - price didn't meet its requirements.

# Individual Performance Analysis

*35th turn:*

## **Ranks:**

Profit - 5,

Market share - 2.

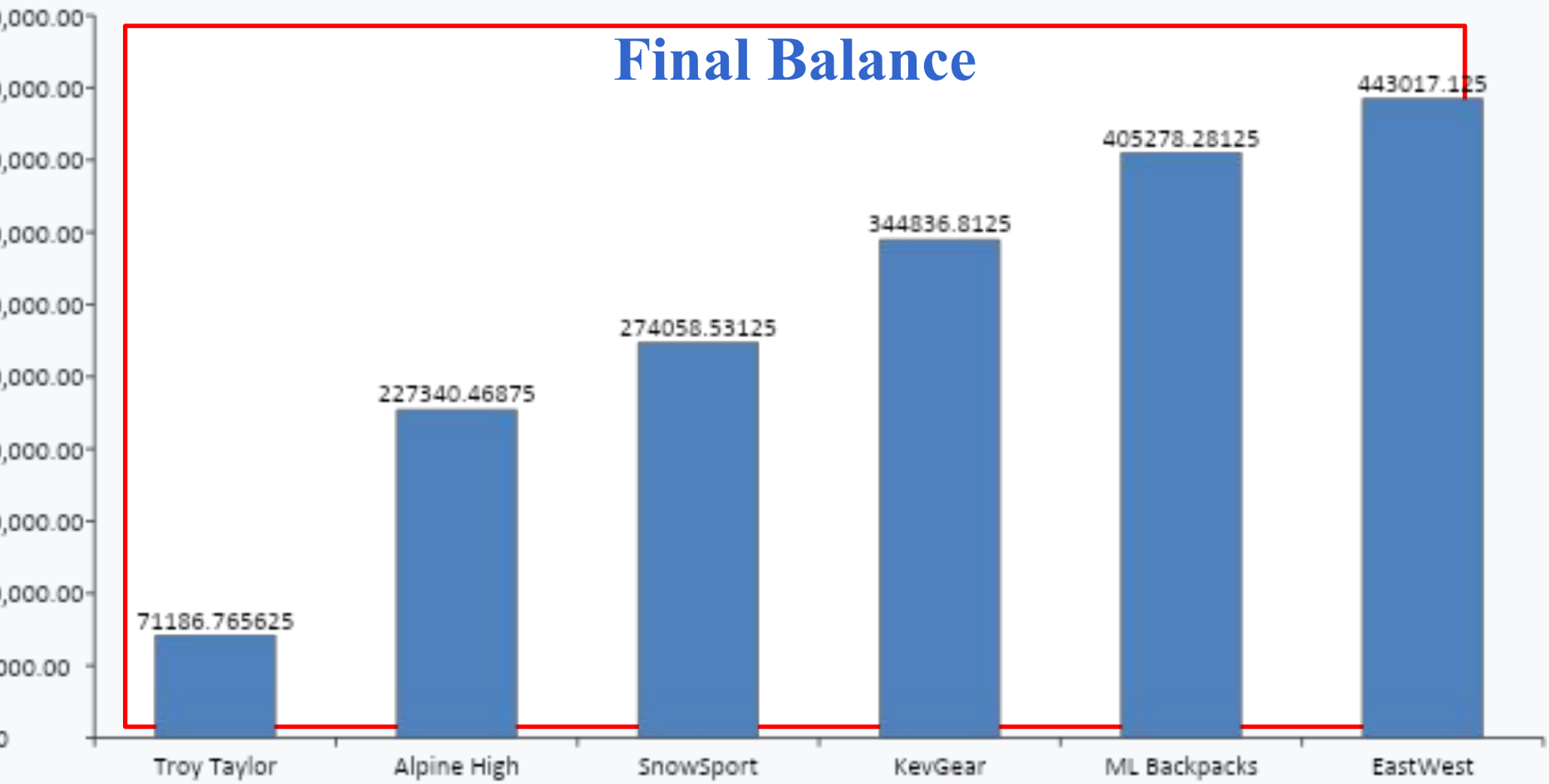
**Units sold:** 7549. The best result among competitors.

**Market share:** 18%.

**Final Balance:** \$443,017.13

# Individual Performance Analysis

*35th turn:*



# Team Competitive Analysis

*Highly competitive market.*

## Target market «University Students»:

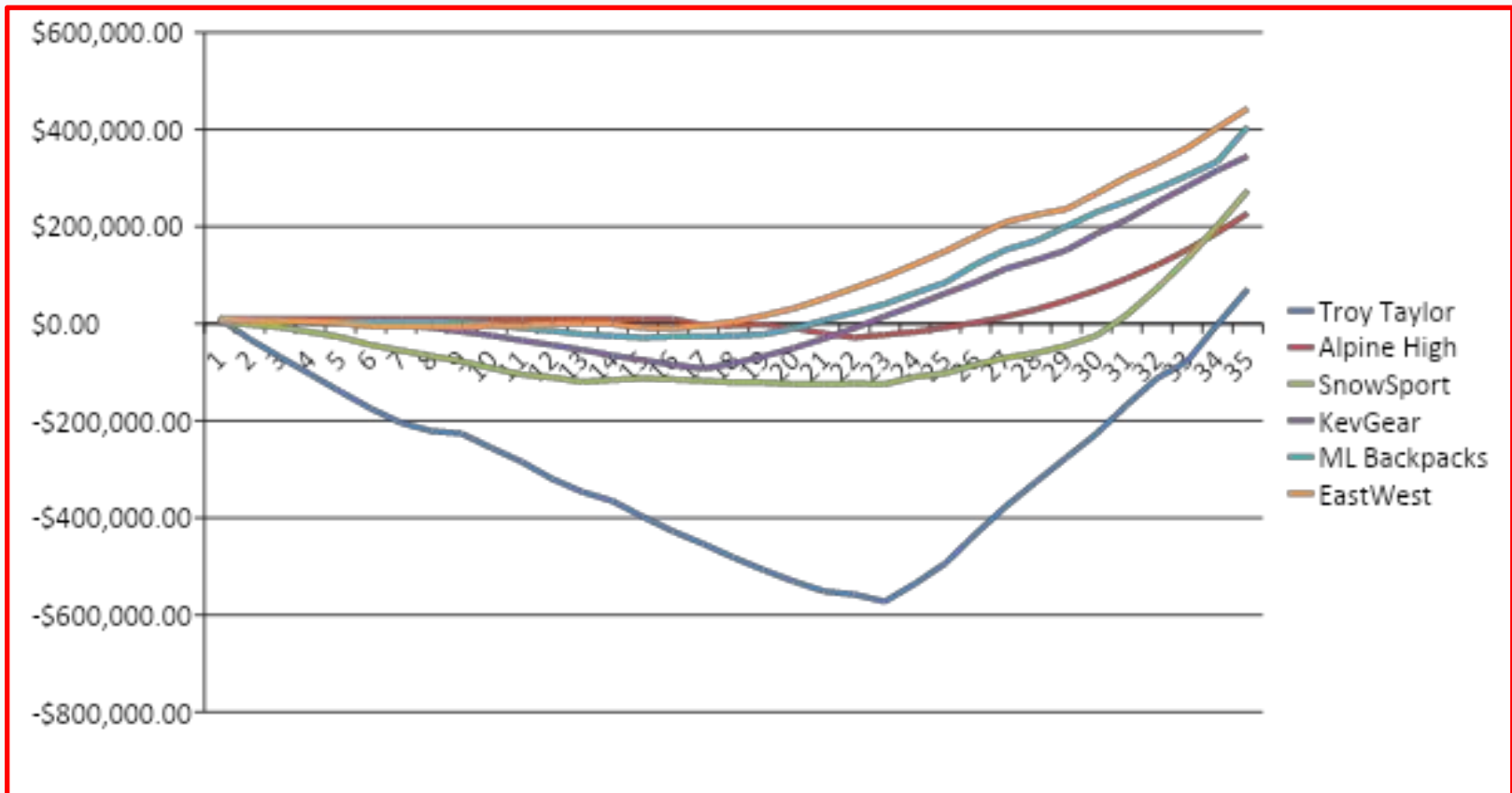
- EastWest
- Troy Taylor
- KevGear
- SnowSport
- ML Backpack

## Target market «Outdoor Enthusiasts»:

- Alpine High

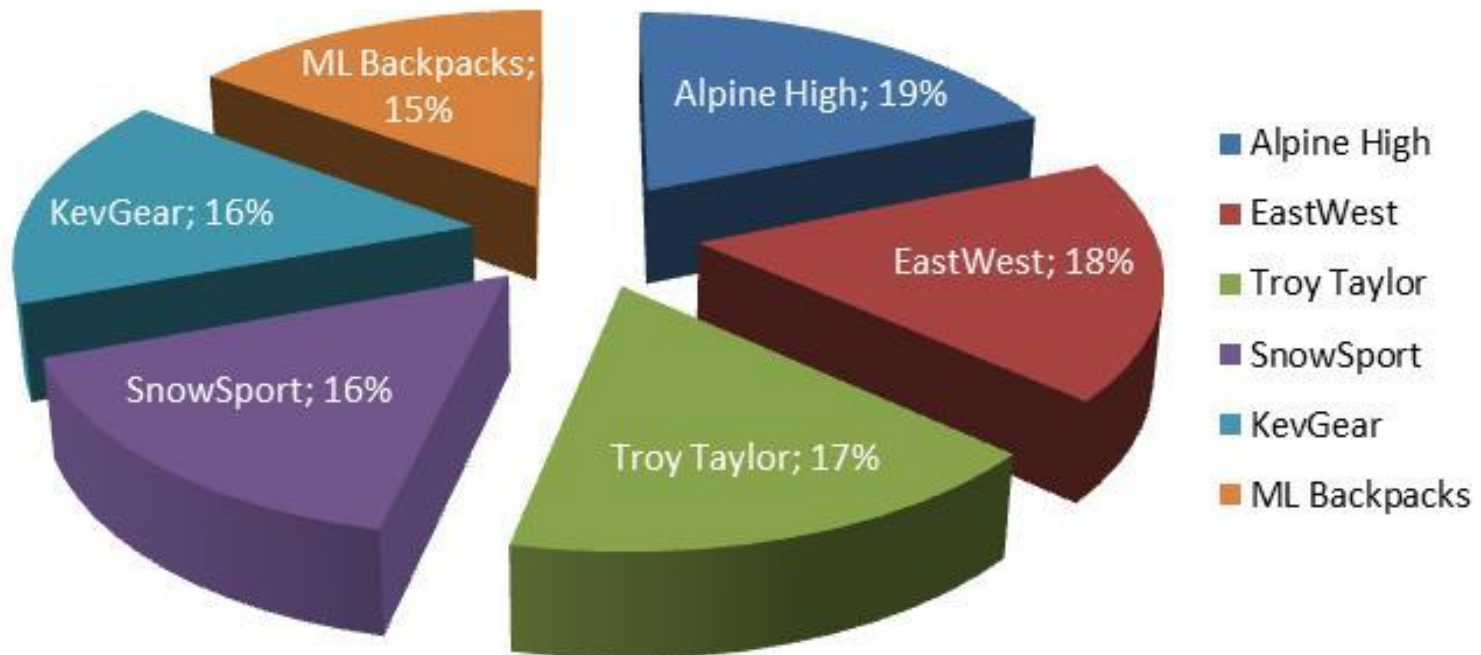
# Team Competitive Analysis

*Trends in final balance:*



# Team Competitive Analysis

*Final market shares:*





# Learning

*The most useful experience:*

- 1. Always pay attention to each element of marketing mix.**
- 2. The right segmentation and correctly chosen target market are big parts of future success.**
- 3. Support the maximal communication level with your customer and analyse each feedback about your product or service.**