

Vending machines in public transport

“Everything you need – is
near”

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Outline of the project presentation

1. Introduction (executive summary)
2. Current marketing situation
3. Marketing planning
4. Target Market
5. Marketing research and information
6. Marketing Mix
7. Budget Control part



Why “vending machines”?



- 1) To pay by cash+cards
- 2) Daily necessities
- 3) Low price of products
- 4) Combination of many things
- 5) Good for customer
- 6) Having better quality
- 7) Giving money back



Promotion



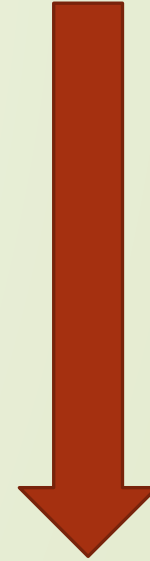
The main mission or purpose



Satisfy needs of people(easily and conveniently)



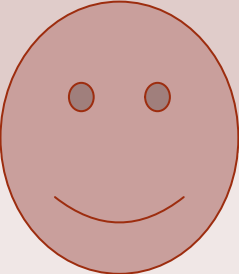
To develop such kind of business in Kazakhstan

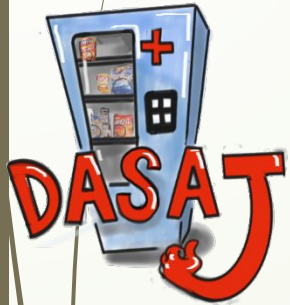


To grow with people's needs



Current marketing situation

Direct Competitors	Indirect Competitors
	Vending machines in public places: schools, universities, clinics
	Coffee machines
	Ice-cream machines(tutti frutti in Kazakhstan for example)
	Small or bus stop shops



Microenvironment factors	Macroenvironment factors
The Company	Demographic forces
Suppliers	Economic forces
Marketing Intermediaries	Natural forces
Customers	Technological forces
Competitors	Cultural forces
Publics	Political forces

MARKETING PLANNING



Mission- to increase the quality of public transport service and to move it to a new level





Agreement with

Local authority



Public transport parks (taxi-, bus-, metro)



Objectives



- ▶ Acquire equipment
- ▶ High qualified installment and marketing employee
- ▶ Excellent speakers with persuasive speech
- ▶ Find lessee
- ▶ Promote the service
- ▶ Effective presentation
- ▶ Control process

- ▶ Popularity of brand
- ▶ Installation around the country



Target market

- Segments of target audience people who use daily transports
- Age rate :
- Teenagers from 10 to 19
- -Adults from 20 to 50
- Segmentation of the Market.
- Business startup in Almaty
- Main segments : citizens , visitors , guests etc .



Marketing research and information

- Make Vending machine attractive and effective
- Improving equipment according to preferences of customers
- Strategies competitors



Marketing mix

Product

- alternative to the shops
- for public transport users
- medical supplies

Price

- appropriate
- 300 000KZT for each one



Marketing mix

Place

- buses
- trolleybuses
- subway

Promotion

- advertising: slogan
 - packaging
 - sales promotion: bonus coupons
- Onai cards' users