

Product Mix of

NVIDIA

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Overview



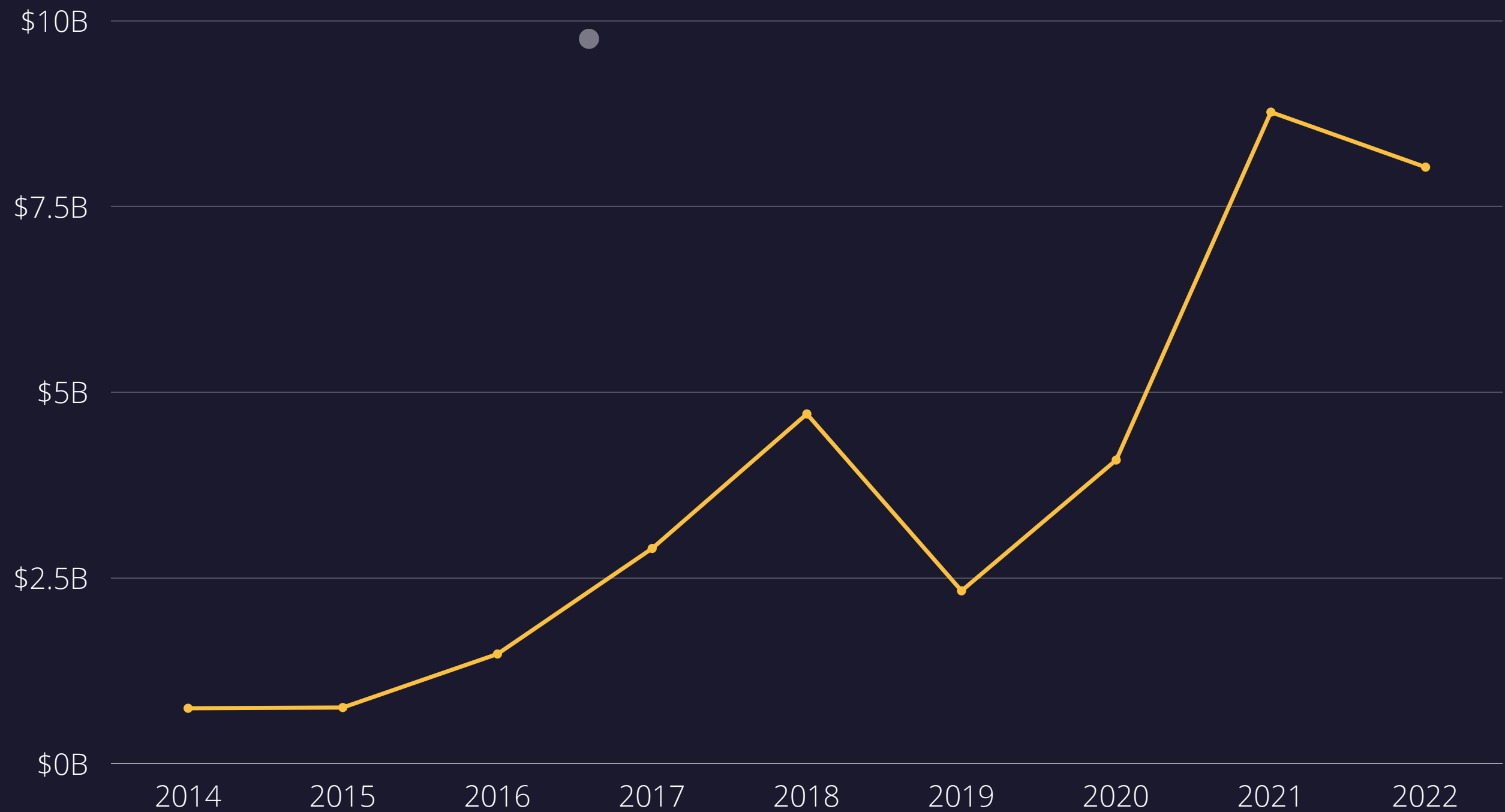
Nvidia Corporation is one of the largest developers of graphics processors and chipsets for personal computers and game consoles



It was established in 1993 with a belief that a PC would become a commercial device for enjoying video games and multimedia



1994 saw Nvidia's first strategic partnership with SGS-Thompson for providing manufacturing capacity and allowing the co-marketing and selling of RIVA128ZX, a 3D technology graphics processor



MARKETING STRATEGY OF PRODCUT



Marketing Products

- Since 2014 Nvidia has diversified its business activities to focus on three market segments mobile devices under consumer electronics, automotive electronics and gaming industry.



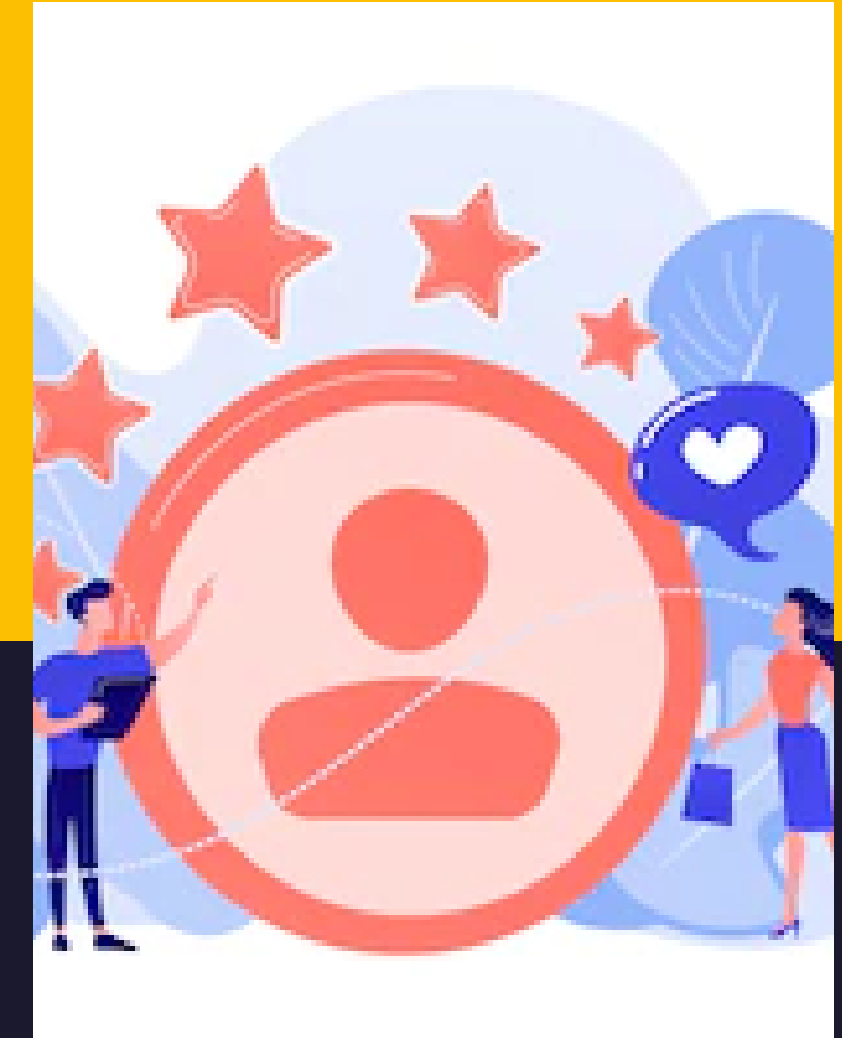
Raw Materials

- Nvidia pays special attention to the procurement of raw materials. Raw materials by Nvidia are procured from trusted suppliers and guarantees proof of higher quality



High Quality

- Nvidia offers products for both global and local communities and tries to maintain higher quality and value proposition during all the stages of the value chain



Customer Facilitation

- User manuals are included with the products for ease of use. Consumers can take the help of a 24×7 customer helpline to understand product usage

Place

01 **Corporate Website**

The online retailing method in the marketing mix of Nvidia is useful for both global and local communities as it helps in buying products online without any hassles. Nvidia also encourages online retailing at other associated sites like eBay and Amazon where customers can buy products online just like they can at the corporate website.

02 **Company-Operated own stores**

Nvidia marketing strategy includes the use of company-operated own stores for selling its products in the consumer market. These stores act as physical evidence of the company. Licensed stores sell the final product like consumer electronics to different customers in the market

03 **Retailers and Distributors**

They sell the products to motherboard manufacturers, original design and equipment manufacturers and system builders with help of retailers and distributors. Nvidia has also taken the help of various social media platforms to sell its products to retailers and distributors

04 **Partner agents**

Nvidia has spread its presence to various parts of the world. For offshore locations, the company takes the help of partner agents who already have effective distribution networks to meet customer demand successfully

Company's Best Pricing Strategies

Nvidia Corporation puts the focus on different market segments such as Graphics, Compute and Networking, legal settlement costs, corporate infrastructure, etc for its revenue.

Some of the pricing strategies are as follows



www.nvidia.com



Psychological Pricing Strategy

In this type of pricing Nvidia keeps the product prices on the lower side for instance a product priced at 100 dollars looks expensive but at 99 dollars automatically becomes lower price and affordable



Premium Pricing Strategy

The premium pricing strategy encourages favourable perceptions amongst the customers about the brand which is then viewed as a quality brand with a high-value proposition for some exclusive products.



Competitive Pricing strategy

Nvidia marketing mix has used a competitive pricing strategy to tackle the rival brands. If the rival brands have levied a higher price for a product then so does Nvidia and if a lower price then it is the same with the similar Nvidia product.



Bundle Pricing Strategy

In this strategy both higher price and lower price goods are combined and sold as a single product offering.



Advertising

**Corporate
Responsibility**



**Social Media
Marketing**



Promotion

**Sales
Promotion**



**Community
Influencers**



**Professional
Academic
Writing
Services**





THANKS
FOR WATCHING

