

### **Product / Service:**

Step one of the marketing mix was to see how the desired target market, university students between the ages of 20-21 would respond to the SHWAT service. This was an extensive process and crucial for us to see how well our service would perform, and if in fact there was a real demand for it. The feedback from mapping was beneficial as it told us the target market was open and willing to use a service such as SHWAT. A service designed to provide quality and enjoyable experiences for our customers in the form of safe transportation. Keeping safety a top priority, SHWAT employees would be verified individuals equipped with flashlights and radios to ensure the utmost safety for our clients. The service is offered daily with times of operations being 7:00 PM to 1:00 AM.

### **Pricing:**

Next pricing, Pricing is an essential part of the success of a service or product. In the case of SHWAT, this service will be sold using various pricing strategies and policies. The initial pricing strategy used would be price penetration; where the price of the service is set low to attract customers. Having key competitors in other transportation methods such as Uber, cab companies, and public transport, it crucial for SHWAT to become appealing and a more sought service to our target market is McMaster University students. Setting a low price will only make our service a more feasible and attractive option to our customers. Market research showed potential customers would prefer a monthly fee plan at the rate of 15\$ or lower, telling us the majority of McMaster students could afford the service.

### **Place Strategies:**

Furthermore, Location is key no matter the situation. When selling a service this is also true, as it is an essential part of the sale and success of a service and provides the utmost convenience for potential customers. The SHWAT service will be sold through indirect, and specialty channels. Indirect channels are on-campus offices, as they are directly connected to our customers and available in person to provide the most convenient form of purchasing. All potential customers will be either on location or coming to campus being able to use our service when they desire. The specialty channels customers will use to purchase the SHWAT service will be the McMaster Safety application. This application will allow a seamlessly easy purchasing experience for our customers. Providing an unbeatable convenient experience and also promoting a message of a safer and healthier campus environment.

### **Promotion:**

SHWAT services will be promoted through means of social media marketing. Through our market research, it was found that the majority of our participants use Instagram as their most used social media platform on campus. The use of this platform to place advertisements and run campaigns to grow the presence of the SHWAT service will be the perfect form of

promotion. Also, posters and banners will be used as a form of advertisement promoting the service on the McMaster campus. Providing the entire student body to view and understand the purpose behind our service, increasing the popularity and need for SWHAT over time. Incorporating the importance of safety in all advertisements will be crucial to make customers more willing to use our services. Convincing the campus community that the SWHAT service is not just a better option of transportation but the best and safest.