

Describing the Marketing strategy according to 4p model with an example Product

Product

Product Name: 3D Projector

Product Type: Electronics

Product Description: It will be a special type projector which used to make projection without any wall or screen. We can project our 2D/3D Video footage flying on the air.

Features: 3 Dimensional Projection, 2D Holographic Projection, Projection in anyplace without any screen/Wall, Distance of the projection will be customizable, Small device high quality projection.

Quality: Display footage in 4K resolution with this 3D projector, which features 3200 lumens of white and color brightness and 3LCD, 3-chip technology for clear images with rich colors and intricate detail. So, combination of the best technology will provide outstanding quality.

Branding: My plan is published the product under a brand named '**Three Axis**' which will be working to improve the experience of virtual reality with different types of product.

Packaging: The package of the product will be look like a cube. Which is one of the basic object in 3D. I think it will also present our brand name 'Three Axis' Implicitly with good outlook.

Size: There will be two version of the projector. The first size like as a pen and Second size as like a normal projector for standard use.

Price

To fix the price of the product I have to find the answer of couple of question. Which include the value of the product, is there any other product related to this then how much the price of the product.

Price Positioning: To grab the local and international I try publish different types of version of the product from lowest price to highest price. For example release the pen version for the students or individual users, price will be BDT 10000 to BDT 20000BDT and cube version for the corporate user where price will be BDT 30000 to BDT 60000.

Vat/Tariff: As per government rules is electronics product.

Discount: We Provide Up to 25% Discount in our product for the student who use the product for educational purpose. This promotional discount will help us to make our product popular in educational field.

Warranty: We Provide up to up to 6 month warranty in Pen version and in cubic version it will be up to 1 year.

Place

Distribution: My target distribution channel is educational institute, Film & Media related company and all of the electronics shop all over the world.

Area: The product will be distributed internationally all over the world. But target the market individually. I want to start first from the south Asia and step by step spread our all over the world.

Point of Sale: Our own brand shop where we will be sell all of our brand product officially.

Warehouse: There will be multiple warehouse based on the region. For example, To sell the product in whole Bangladesh we want setup 64 warehouse (1 in a district) so that our whole seller or our brand shop can refill their stock in a short time.

Promotion

Social Media: Our main target is young ages people who loves technology. So, If we marketing in social media we can easily grab their attention to our product.

Promotional Show: Sometimes we arrange different times of show about our product where people can visit free and see the possibility range of our product practically.

Sales Promotion: In different types of occasion will offer different type of sales promotion to speed up the sale of our product.

Direct Marketing: We setup our own call center to reach the people and give them a idea about our product.