**ZEOLF Marketing strategy, march 1st - march 31st5**

### 

### **Product/Service:**

The chemical products used in the manufacturing of detergent products and offering R&D services to small manufacturers.

### **Target Market:**

The targeted buyer is the manufacturing factory owner who doesn’t have enough time and resources to manufacture or order and follow up chemical products by themselves. They also don't have enough funds to run an R&D department. They most likely operate in rural areas.

### **Key Differentiation:**

Our key differentiation from other chemical products suppliers is that we offer R&D services to our buyers to help them improve their products and creation of new products. Another differentiation is the target market. They target bigger factories while we establish working relationships with small manufacturers who have the potential to grow.

### **Benefits to Customers:**

Customers can save money buying from us by getting extra R&D services from us and free transportation. They pay for products and get consultancy as an extra.

### **Customer Evaluation:**

Our typical customer operates in remote areas and buys chemical products from Kigali.

### **Marketing Strategy:**

We will work with local administration bodies (Sectors) to invite manufacturers operating in the area at the sector’s office to pitch them the idea, collect their information, and follow up after. This will ease the prospecting process, buy us credibility, and low-key give us a monopoly in the region. While this is ongoing, we will run constant pieces in newspapers to further extend our reach.

### **Special Offers/Pricing:**

We will lower the price on the first sale up to 5%, enable payment in installments for large amount orders, and offer free transport and continuous consultancy for as long as they are buying from us.

### **Marketing Message:**

Save money, produce more, and serve better.

### **Creative:**

Get your business in order// \***Debatable\***

### **Media:**

Local newspaper and Local FM radios.

### **Summary:**

Our main goal is to attain long term, loyal customers with constant need of supply and hook them up by always delivering more than what they ask for.