# **CHAPTER 2.**

# **MARKETING PLAN.**

## **2.0 Introduction.**

This chapter explains who the firm’s target customers are, their locations and the possible competitors (dealing with similar services) already in the market. The methods of advertising and sales promotions are also brought out in this chapter, including the strategies to be employed in order to fit in and survive the competitive market.

## **2.1 The Target Customers.**

Our target customers are generally the parties or entities that are interested in the dealings of land processes. They include; the Nakuru county government, the local residents of Nakuru County, both public and private institutions (churches, hospitals, schools, etc.), prospective land buyers and investors, governmental parastatals and the non-governmental organizations. These target customers are basically people from within the immediate localities of Nakuru city (Bahati, Gilgil, Nakuru Town East, Nakuru town West, Molo, e.t.c) and also any other investors from other parts of the counties and diaspora.

**2.2 Competition Analysis.**

Even with the gap, *Geomeasure Solutions Consultancy Firm* will still have to face some competition from other firms (offering similar services) within Nakuru town. The competition will come from the county government surveyors and also the existing consultancy firms in the city such as *Geospace GIS Consultancy*, *Geolab Solutions Companty*, and Nakuplan Consultancy among others. In order to maintain relevance and to survive in the market as a newcomer, *Geomeasure Solutions Consultancy Firm* will have to analyze how their competitors conduct their business since their establishment then lay down measures to counter the competition in order to enlarge their market share at the end.

**2.3 Methods of promotion and advertising.**

**2.3.1 Sales Promotion Methods.**

In order to cope with the competition from the competitors in the market, *Geomeasure Solutions Consultancy Firm* will have to put in place and implement measures that will attract the customers to buy their services. The business shall achieve this through;

1. The firm will train its employees to equip them with the modern technologies in the market for efficient services.
2. The firm will roll out customer service discounts (5% discount), that is, at the onset of the business, for a period of two years to attract more people to buy our services.
3. Apart from the discounts, the firm intends to set the initial prices of the services relatively lower than what the competitors charge. However, this has to put into consideration the costs of the business so as to avoid losses. The prices are subject to gradual increments to the average standards as the business gains momentum in the market.
4. The firm will also provide referral programs to the customers with incentives that will entice more people into buying our services.

**2.3.2 Advertising Methods.**

For the marketing and advertisements, the firm intends to use several marketing strategies that will reach out to as many potential clients as possible. They include;

1. *Geomeasure Solutions Consultancy Firm* will install digital billboards at strategic places, such as at the entry junctions and the matatu terminus of the town showcasing the services.
2. *Geomeasure Solutions Consultancy Firm* will use the local media stations n Nakuru such as, Riri Tv, Downtown Radio, Sauti Ya Mwananchi TV and Vernacular Radio Stations to advertise its services.
3. The firm will also employ the use of social media platforms such Facebook, LinkedIn, Twitter and WhatsApp to advertise the services.
4. Through the board of management and the employees, the business will also advertise the services through the word of mouth to friends, relatives and people at social events.