Price

Price is the only element that actually makes money is the only element that actually makes money. The products in Brother meet the need of different group of customers. The acceptable price for household products and high price for industrial products. Corresponding to cost factor in different regions, the price of the same product in different region may be different. The flexible and clear price setting way will lead to a price diversification in selling 3d printer.

Promotion

Good promotion strategy is able help organization sells more products. Brother establish its own club called MyBrother Club. Brother offer free warranty service for members who purchase products, as well as occasional promotions for members.[[1]](#footnote-1)(1) Brother is good at cooperate with government and other organization. Both US sales Department and Los Angle Olympics advertised the products from Brother. These methods improve the prestige and market share of Brother.[[2]](#footnote-2) (2)When it comes to 3d printer, experienced promotion strategy will help 3d printer enhance market recognition, expand market share and increase sales.

Product

Product is a key in marketing strategy because it is customer-oriented. One of the charters of Brother is quickly creating and delivering high-quality products and services.[[3]](#footnote-3)(1) Except High efficiency, low energy consumption , Brother always try to innovating.[[4]](#footnote-4)(2) In product service, Brother list common Q&A ,e-product manual and software driver of products in official website.[[5]](#footnote-5)(3)Brother’s product culture will allows 3d printer still have their distinctive features and the customer will still rely the products.

Place

Brother sales very efficiently because most merchandise of Brother is sold through intermediaries. In 1955, Brother International Corporation (US) was established as their first overseas sales affiliate. In 1958 a European regional sales company was established in Dublin.[[6]](#footnote-6) (1)These sales affiliate will make the use of inventory and avoid the problem causing  by inventory.[[7]](#footnote-7)(2)Brother can choose  suitable transportation solution  so that decrease transportation cost or shorten transportation time.[[8]](#footnote-8)(3)Brother can sale 3d printer with enough channels and a strong distribution system which can enlarge the sale regions and improve the market coverage.

Brother is able to provide a strong marketing strategy in selling 3d printer. Product will be excellent, the price will be flexible, the promotion will be efficient and the place system is quite complete. With extra points such as participant and process management. With more than 80 years’ experience, Brother has a mature management strategy to operate the market strategy.

1. http://www.brother.cn/register/index.aspx [↑](#footnote-ref-1)
2. https://baike.baidu.com/item/Brother/17505290?fr=aladdin [↑](#footnote-ref-2)
3. http://www.brother.com/en/corporate/principle/index.htm [↑](#footnote-ref-3)
4. https://tieba.baidu.com/p/1463478612?red\_tag=2731892 [↑](#footnote-ref-4)
5. http://support.brother.com/g/b/countrytop.aspx?c=cn&lang=zh [↑](#footnote-ref-5)
6. https://en.wikipedia.org/wiki/Brother\_Industries [↑](#footnote-ref-6)
7. https://wenku.baidu.com/view/07db1f27f7ec4afe04a1df8e.html [↑](#footnote-ref-7)
8. http://doc.mbalib.com/view/51ebc56323657e7560b885d4ca413630.html [↑](#footnote-ref-8)