
Written Report - Frigid'Air

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FRIGID'ΔIR®

Company choices and justification :

After finding the name [Frigid'Air] for our product pretty fun, we actually decided — to make sense — to present ourselves as part of the Frigidaire® company. We also chose to use Amazon®'s drones for our service because this kind of partnership is something that occurs on a regular basis in the commercial environment as it benefits both companies.

Here, it allows us to not have to worry about the drones' manufacturing and maintenance, and partnering with Amazon® gives us a huge visibility boost. On the other hand, it would give Amazon® a great testing ground for experimenting with their drones as well as allow them to rent said drones to retailers when they are not used at a warehouse, or even sell them at a profit.

Marketing strategies :

We chose to use both direct and indirect distribution for our product, with a main focus on direct distribution.

Stocks are going to be very limited due to the availability of the product for a certain client depending largely on the presence of an equipped retailer in his area. For this reason, and also because demand is going to be very low at first, we prefer to rely on direct distribution.

The indirect distribution part, as mentioned, will exclusively be on Amazon. As they are partnering with us on this project, it only seems logical for them to be able to sell the product as well. Clients must though be aware that the product will be charged at a higher price on Amazon. For this reason, Amazon has an obligation to provide, on the product's page, a link to our website, for the client to be informed of having the option to buy it directly from us.

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About the product's prices and the different services available around it, we decided to use a psychological pricing strategy in order to incite our clients to buy the product, thinking it is cheaper than it actually is. Our product being relatively expensive — though not so much considering the price of some high-tech connected refrigerators — using this strategy will encourage more clients to buy the product.

Furthermore, we place a huge bet on the fact that offering a 5 year warranty on the product with an available year by year extension available will give more credibility to our brand and will build a strong feeling of safety in our client's minds.

Our promotion strategy is, at first, to use Amazon's visibility because — in the mass distribution sector — Amazon takes a big part of activities and visibility, consequently we think ads on their website is a very great way to promote our product, which Amazon customers could then notice, and also buy, either from Amazon, or directly from us as mentioned before.

Secondly, an ad campaign on social media was the best means of promotion because it is aligned with our desire to provide as much information as possible in our advertisement , and due to the huge costs of TV commercials, it is also a financial choice.

Presentation references:

Part 1 : Product

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Part 2 : Place

Salomé GRANDJEAN

Part 3 : Price

Ramzi BELOUAR

Part 4 : Promotion

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