BAFS Elective Part - Business Management Module – Marketing Management

Topic M09: Marketing Strategies for Goods – Marketing Mix

**Activity 1: Identifying Market Segment**

There are no model answers. Teacher asks students to explain their answers.

**Activity 2: Role Play - Market Positioning**

Answers for reference:

Type A: Nike, Adidas, Mizuno, Head

Type B: Timberland

Type C: Ecco, Geox, Clarks

Type D: Staccato, Joy & Peace

Type E: Timberland

(or other reasonable answers)

**Activity 3: 4Ps for Tai Cheong Electronics 太昌電器行**

Answers for reference:

**Product**

1. *Variety:* By offering a wide range of products, Patrick’s shop can attract a wider range of customers (note remark 1 and 2).
2. *Quality:* Though Patrick does not manufacture his own products, choosing products with good quality is an important decision to make.
3. *Features:* Same as point 2. Choosing products with great features is an important decision for the success of his shop.
4. *Services:* Staff are friendly but lacking professional product knowledge. Training is suggested to improve their knowledge and professionalism.
5. *After Sale Services:* Repairs, support, and warranties are always considered when deciding to purchase an electronic product.

**Price**

1. *List Price:* It is important for Patrick to set the price to match target customers’ expectations. The list price should also match the product quality and the store location.
2. *Promotional pricing:* Temporarily pricing products below list price and sometimes even below cost to create buying excitement and urgency. Patrick can offer one or two products at promotional pricing to attract customers.
3. *Discounts:* Discount can be offered to customers for paying in cash*.*
4. *Credit terms:* The store can offer interest-free installment payments to further attract sales.

**Promotion**

1. *Advertising:* Advertising on social media to notify customers of discount promotions.
2. *Sales promotion:*To attract customers to the store, sales promotion can be offered to build traffic and recognition. Promotions such as: coupons, contests, premiums, and others to attract consumer attention, and offer strong incentives to purchase.
3. *Personal selling:* Patrick and staff may recommend products to customers according to their needs and preferences.
4. *Public relations:* Use social media in conjunction with sales promotions to build awareness on the store among customers and generate stronger desire in buying.

**Place (also known as Distribution)**

1. *Locations:* To build a customer base, the store could be relocated to shopping districts such as MongKok, Tsim ShaTsui, or Causeway Bay to attract new customers.
2. *Inventory:* Improve inventory management by tracking previously sold products and control warehouse stock levels. This practice can effectively reduce cost and risk of over stocking.
3. *Logistics:* Also known as physical distribution. Patrick can consider outsourcing to a logistics firm to manage the physical distribution of products. Offering a return and refund policy can boost up sales.

(or other reasonable answers)

**Activity 4: Matching Marketing Mix**

There are no model answers. Teacher asks students to explain their answers.

**Activity 5: Discussion on Changing Environment**

**Tableware:**

|  |  |
| --- | --- |
| Product | Observation |
| 1. Disposable plastic tableware | *Changes:* Disposable plastic tableware was widely used in different occasions, such as restaurant takeaway service and one-off usage in gatherings. It offered a convenient and economical option for people living a bustling and hustling lifestyle. As compared to other substitutes, the material, i.e. plastic, could better deliver the expected functionality of tableware.  *Factors:* Culture, competition |
| 1. Disposable paper tableware | *Changes:* Disposable plastic tableware was gradually replaced by paper tableware due to enhanced environmental awareness in the society and new regulations on disposable plastic tableware.  *Factors:* Change in public regulations, cultural change |

(or other reasonable answers)