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Location:

The location of the accounting staffing service will be 3rd Street, Downtown, Tampa. The rationale for the location is that I stay close by. Also, the four accounting firms that I intend to work are accessible from this location in Tampa.

Hours for customers:

I will provide services to the customers from 9 am in the morning to 6 pm in the evening. I will personally provide services. During these hours, I will visit the accounting companies, receive calls, contact applicants, and interview applicants.

Use of Agent:

There will be no use of agent. The accounting staffing service is a highly personalized service and no agent will be used.

Ordering my service:

There will be two methods of ordering my service. The first will be over phone. After receiving the phone call, I will visit the accounting firm, meet with the person responsible and get an agreement form signed. The second method is that customer can fill up an agreement form on my website and order my services.

Tangible elements:

The tangible elements to my service are the printouts of resume’ that I will forward in an envelope to my customers, the spec matching form for each resume, and the covering letter for bunch of resume. The resume will also be forwarded electronically to the accounting firms but the printouts provide a tangible element to my service.

Distribution:

The printouts of the resume will be sent to the accounting firms through a same day courier.

VARIATIONS BY TARGET MARKET

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| --- | --- |
| **Segments** | **Variations In Distribution** |
| Large Corporations | Website:  E-Mail |
| Large Accounting Firms:  ***Target Segment*** | In person.  Over phone.  E-Mail  Website: |
| Small Accounting Firms | Website:  E-Mail |

There are three variations in distribution by target market. The market consists of three segments large corporations, large accounting firms, and small accounting firms. Each of these target markets will be able to access my services through my website, or e-mail. However, my main target segment is four large accounting firms. The services will be distributed to these firms in person, through phone calls, e-mail, and website. Specifically, the four firms that I will be approaching for work will be McGladrey, LLP at Nicollet Avenue, Olsen Thielen& Company, at Long Lake Road, Kern, DeWnter&Viere, at American Blvd. W, Ste. and CliftonLarsonAllen LLP.

References:

(1)Services Marketing

Christopher Lovelock, Paul G. Patterson, Jochen Wirtz

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(2)Distribution Channels: Understanding and Managing Channels to Market

Julian Dent, E2

Kogan Page Publishers, 2011