RESPONSES FROM CLASSMATES.

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| Phase 4 DB - Changing times by Pam.Monaghan on 3/7/2009 6:42:08 PM    |
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| Phase 4 DB – Changing TimesPam MonaghanGardner HusseyMKT250-04March 16, 2009     According to an old Proverb quote (n.d.), the “biggest profits mean gravest risks”. Nothing is a guarantee and to make money, one has to spend money. Our company is currently marketing a 15-inch LCD monitor but our competitors are marketing a 17-inch screen, with greater success even at the higher price. Not only should we listen to what the consumers want, but we must also stay on top of the competition. The consumers want a larger screen and our competitors are giving it to them. Does this mean we just discontinue our 15-inch monitor? We have several options to discuss and consider but we do know that we cannot continue marketing our current product, at the same price, hoping that our competitors will just drop out of the market allowing us to raise the price again. Not only is that not a good business practice, but we could lose some of our customers as well as our foothold on the competition.      We have several options open to us right now and I am confident that we will be able to make a decision that will put us right back into the face of our competitors. We could discontinue our 15-inch monitor and focus on promoting a 17-inch, but we know people are still buying our smaller monitor and we are still making some profits on it, so to discontinue it completely would only hurt us in the long run. Since our smaller monitor has high resolution, which we know gamers love, we can launch more aggressive campaigns and promotions, especially with all the new games currently being developed. We can also add a low cost CPU to the monitor and market them to high school students as the perfect set up for completing school assignments, simple and affordable. Most college bound students are required to either bring a computer with them or make sure they have access to a one (Gates, 1998). This would also be the perfect time to combine a higher end CPU with our monitor and market to those college students, maybe even work with the colleges and universities and offer discounts for their students. There is nothing wrong with our monitor, so we do not need to add any additional features and the performance definitely competes with the 17-inch of our competitors, but we could add some color  and designs that would not cost us much, but could help us sell to everyone from the cheerleader to the sportsman to the geeks!      With these choices, we definitely have options for our 15-inch monitor and it still has potential for profits, even if small. With that in mind, we should not forget our competitors and their 17-inch monitor. We know that 70% of consumers prefer the larger monitor, therefore, while still promoting our 15-inch, we move right into promoting our 17-inch monitor as well. We have been working on our 17-inch LCD monitor and the time is right to start marketing it. We know we have better features, including a brighter picture, faster response times, adjustable stand, built in four port USB 2.0 hub, as well as built in 1.5 watt stereo speakers (Kyrnin, 2007). With these features, our stylish design, and affordable price, we are sure to beat out our competitors. These are the decisions we will have to make, but at least we know what our choices are. Before our final decision, we will also want to do a cost/benefit analysis (marketing/sales revenue forecast versus manufacturing, warehousing, and distribution expenses) as this will allow us to make a proper and more informed decision. ReferencesGates, K. F. (1998). Should colleges and universities require students to own their own      computers? Retrieved March 3, 2009 from http://net.educause.edu/ir/library/html/cem/     cem98/cem9839.htmlKyrnin, M. (2007). Best 5 17-inch monitors. Retrieved March 3, 2009 from http://compreviews     .about.com/od/monitors/tp/17inchLCD.--BC.htmThinkexist (n.d.). Profits. Retrieved March 3, 2009 from http://thinkexist.com/quotations/     profit/2.html         |

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| by Tiffiny.Hajek on 3/13/2009 9:56:57 PM    |
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| RUNNING HEAD: 15” VS. 17” LCD MONITOR 15” vs. 17” LCD Monitor Tiffiny HajekMarketingPhase 4, Discussion BoardGardner K. HusseyMarch 13, 2009Our 15-inch LCD monitor is not doing so well on the market. This product is now five years old and many would say that it is obsolete. We have already marked down the price to below $500 to keep up with competitor’s sales. The monitor is almost at the break-even point. Our 17-inch LCD monitor, however, is being sold at $725 and sales are still growing. The monitors were produced at the same time, but the 17-inch monitor received a rating of excellent from Consumer Reports magazine, based on monitors of the $725 price range. Surveys that were given recently show that most customers prefer the 17-inch monitor to the 15-inch monitor. In light of this we need to decide what is going to be done in regards to the 15-inch monitor. According to Business Wire (2009), “…17" LCD monitors are expected to overtake 15" LCD monitors as the single most popular size in Q2'04.” There are six options available to us:         Combine the monitor with a low cost CPU for a student’s dormitory workstation.         Modify the features, styling, and performance         Cut price to attract new customers and buyers         Keep the monitor and price the same and hope that the competitors drop their monitors out of the market         Launch more aggressive ads and sales promotions         Or, we can discontinue the 15-inch monitor and promote sales on the 17-inch monitor.Three of these choices are logical, the other three are preposterous. The first logical choice would be to combine the monitor with a low cost CPU and target college students as the primary consumers for the combo. This is a great idea as a college student has a limited budget in which to buy a computer, much less what they need to live on. The less they spend on their computer the better, especially since most college students have student loans and other things to pay back. However, you will need new ads, and repackaging to accommodate the CPU. All the extra ads and packaging can be costly. Changing the monitor to make it more appealing and to work better would mean changing the engineering of the product which could cost more money than it is bringing in. It may work but it will require a bigger budget, but that is exactly what the company is trying to avoid at the moment. This also requires new ads. Out of the six I would go with the last option, opting out of the 15-inch LCD monitor and focus the budget on promoting the 17-inch LCD monitor. One way to ensure more sales is to make the monitor more unique than the other monitors. Packaging the monitor to make it more appealing to the consumer will enhance sales. First, “Create a package with a unique shape that will catch the eye of any consumer” (Associated Content, Inc., 2009). In the case of the 17-inch monitor, the shape and style of the monitor should be enhanced and changed. Maybe a sleeker, more colorful design; or perhaps a different look altogether than those of the competition. Instead of the monitor just sitting on the desk, why not mount it to the wall to give more desk room to the customer. This is a way of giving the monitor another purpose other than just sitting on the desk top. Or it can double as a T.V. monitor. Either way it would be better to stand behind a monitor that is still being bought by consumers at a better rate than it was five years ago. We do not have to completely discontinue the 15-inch LCD monitor, more like just limit its production. Some people do not have the money to buy the17-inch monitor and will want something more affordable. Keeping the 15-inch is just an extra option. However, putting all we can into making the 17-inch LCD monitor more appealing to the consumer is the best option. ReferencesAssociated Content, Inc. (2009). How to Use Product Package Marketing with a Small Budget. Retrieved March 13, 2009, from: <http://www.associatedcontent.com/article/946477/how_to_use_product_package_marketing_pg2.html?cat=3>Business Wire (2009). Display Search Report Indicates LCD Monitor Shipment Growth to Slow, Panel Price Reductions. Retrieved March 13, 2009, form: <http://www.allbusiness.com/marketing-advertising/price-management-price/5901315-1.html>       |
| Response to Tiffiny by Pam.Monaghan on 3/14/2009 8:49:03 AM    |
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| Hi Tiffiny.  I agree that by combining a low cost CPU to the monitor and targeting not only college kids, but also the high school kids, would be a great idea. I do not think the monitor would have to be revamped though..maybe just create some additional software as it already has the basics and with internet access, the research possibilities are endless!  All a student needs is the capability to research and the tools to write effective papers and/or create spreadsheets. I also like your idea of mounting it to the wall for more desk room and/or to double as a tv monitor...the dorm room is might small! Keeping the 15" is a good idea as is marketing a new, uniquely different 17". Good job on your paper.  I enjoyed reading it and good luck!  pam        |

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| Re: by Anne.Jones7 on 3/15/2009 1:30:10 PM    |
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| Tiffany, As I was reading your paper, ideas were coming to me on how to improve sales, and one was to create the color monitor.  As I continued to read yours, it looks like the color idea was also a thought.  I agree that most people want the larger screen, but there are still people who are limited in space.  The smaller screen that appeals to different styles would be an attraction .  Great job on your posting. Anne       |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Anne.Jones7 on 3/15/2009 7:14:24 PM    |
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| Anne JonesMKT250 Phase 4DBProfessor Gardner K HusseyMarch 14, 2009           Due to recent slowdown in sales of the 15-inch LCD monitor and the increase in sales of the 17-inch LCD monitor, the managers must come together to decide how to move forward and maximize profits.  There are several options to choose from including:1.       Combine the monitor with a low cost CPU and market them as a student workstation suitable for a dormitory room or computer lab.2.      Modify the product’s features, styling or performance.3.      Cut the price to attract new buyers and competitor’s customers.4.      Continue marketing the product at the same price in the hope that competitors will drop out of the market, allowing us to raise the price again.5.      Launch more aggressive advertising campaigns and sales promotions.6.      Discontinue the 15-inch model and focus company resources on promoting the 17-inch model.One option that would be eliminated would be option 6, as there is still a need for the smaller screen.  By eliminating this as an option to purchase, we will be giving our competition an advantage by offering what we do not.  Also, consumers need an option as that is what drives behavior.  If you ask a customer if they like blue, that is a yes or no answer.  But if you ask what color you prefer, red or blue, you will drive the customer to select one or the other, even if they don’t like either color.  Only giving one choice of monitors will drive a “take it or leave it” attitude.  The option I believe is the strongest choices is #1 and #2.  Combining the monitor with a low cost CPU and marketing to college students is a cost effective way to attract low budget buyers.  Changing the screens to show personality by creating color or design would also appeal to the younger generation.  Having the colors or designs would allow the buyer to reflect their own personality and appreciate the smaller screen because of this.  Concentrating our marketing campaign just before the school season, would attract young students, while combining the sales within our current marketing plan.  Therefore, these changes could be lost cost and profitable.            ReferenceChen, Andy (2005) Shaping Consumer Behavior. Retrieved on March 13, 2009 at:  http://www.clickz.com/3527566       |

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| Phase 4 Developing Marketing Strategy and Mix DB by Vivian.Richards1 on 3/15/2009 10:16:33 PM    |
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|    Marketing StrategyVivian RichardsColorado Technical University OnlineMKT250-0901-04Gardner HusseyDeveloping Marketing StrategiesToday I would like to discuss the 15” LCD monitor and our next step in our marketing strategy. Though the 15” monitor has been a great product in our past, it is now becoming more of a liability than an asset. The sales have leveled out and we are no longer making a profit but the 17’ LCD monitor is selling very well. So I propose to eliminate the 15” monitor altogether and use the manufacturing plant to make more of the 17” monitor (CTU, 2009). It will raise costs slightly but I believe that the turnaround will surpass the difference and start us making the profits that we need. We want to make our focus on the competition. How do we out maneuver them and make our product more desirable (morebusiness.com, 2009)?The 17” LCD monitor has already received an excellent rating from Consumer Reports magazine and is becoming known to the public (CTU, 2009). We should push its affordability, quality and graphics; make them our main focus in our marketing strategy.  For advertising in commercials and on the internet we want to infancies the media packaging options that are offered (morebusiness.com, 2009). Looking into better eye catching packaging that stands out to the consumer would also be a smart move (AC, 2008). Another area that we need to look into would be price; do we have the right price on our product? If we are focusing on the 17”, no longer making the 15”, and increasing in our sales we should be able to lower the price to make it even more desirable to our customers. We should look at forecasting our sales to see how we can do this (morebusiness.com, 2009). Overall this should be our next step toward our future success as a company.References:AC (Associated Content), (2008), How to Use Product Packaging Marketing with a Small Budget, Retrieved on 03/14/09 from [http://www.associatedcontent.com/article/](http://www.associatedcontent.com/article/946477/how_to_use_product_package_marketing.html?cat=3)946477/how\_to\_use\_product\_package\_marketing.html?cat=3CTU, (2009), Developing Marketing Strategy and Mix, Phase 4 Task List, Retrieved on 03/14/09 from <https://campus.ctuonline.edu/MainFrame.aspx?ContentFrame=/Default.aspx>Morebusiness.com, (2009), Sample Marketing Plan, Retrieved on 3/14/09 from <http://www.morebusiness.com/templates_worksheets/bplans/printpre.brc>       |
| Re: Phase 4 DB - Changing times by Vivian.Richards1 on 3/15/2009 10:21:03 PM    |
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| Pam,   I agree with you that we should listen to what the customer wants.  It will help to produce new and innovated products along with increasing the sale of your products.  Right now the bigger the screen the better, I recently purchase a laptop that has a 17" screen and at my office i have a 25" screen.  It really helps my eye strain when I am working.  I prefer the bigger screen on my laptop because we use it on trips to play movies for the kids.  I enjoyed your post good job. Vivian       |

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| Re: Phase 4 db by Tiffiny Hajek by Vivian.Richards1 on 3/15/2009 10:32:48 PM    |
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| Tiffany,   I agree with you that out of the six options number six makes the most sense.  A company has to realize when a products life is up.  They have to know when it is time to move on to bigger and better ideas.  Even now they are making monitors a lot bigger than 17".  People like bigger and better, they feel like they are getting more for their money and that is always a win, win situation. Making the 17" a more affordable option so those who want something more but cant really afford it can get it, would be a big seller. But I disagree with keeping the 15" even for those who need aford ability.  How cheap can you go in order to make your profit.  I enjoyed your post you did a great job. Vivian       |
| by Tiffiny.Hajek on 3/16/2009 8:27:16 AM    |
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| RUNNING HEAD: BATTLE OF THE LCD MONITORSBattle of the LCD MonitorsTiffiny HajekMarketingPhase 4, Discussion BoardGardner K. HusseyMarch 13, 2009Our 15” LCD monitor is not doing so well on the market. This product is now five years old and many would say that it is obsolete. The company has already marked down the price of the monitor to below $500 in order to keep up with competitor’s sales. The monitor is almost at the breakeven point. Our 17”ch LCD monitor, however, is being sold at $725 and sales are still growing. The monitors were produced at the same time, but the 17” LCD monitor was acknowledged as excellent from a magazine called Consumer Reports, based on monitors of the $725 price range. Surveys that were given recently show that most customers prefer the 17” monitor to the 15” monitor. In light of this we need to decide what is going to be done in regards to the 15” monitor. According to Business Wire (2009), said that the 17" LCD monitors are becoming more popular and will overtake the 15" LCD monitors. With so much riding on what the company decides to do with the 15”, six options were thought up. The following options are the ones available for the 15” monitor:         Combine the monitor with a low cost CPU for a student’s dormitory workstation.         Modify the facial appearance, style, and functions         Reduce price to appeal to fresh customers and buyers         Keep the monitor and value the unchanged and take the chance that the competitors abandon their attempts to sell their monitors         Introduce additional forceful ads and sales promotions         We can stop selling the 15” monitor and promote sales with the 17” monitor.Three of these choices are logical, the other three are preposterous. The first logical choice would be to merge the screen with a minimal priced computer and target college students as the primary consumers for the combo. This is a great idea as a college student has a limited budget in which to buy a computer, much less what they need to live on. The less they spend on their computer the better, especially since most college students have student loans and other things to pay back. However, you will need new ads, and repackaging to accommodate the CPU. All the extra ads and packaging can be costly. Changing the monitor to make it more appealing and to work better would mean changing the engineering of the product which could cost more money than it is bringing in. It may work but it will require a bigger budget, but that is exactly what the company is trying to avoid at the moment. This also requires new ads. Out of the six I would go with the last option, opting out of the 15” LCD screen and center the budget on promoting the 17” LCD screen. One way to ensure more sales is to make the monitor more unique than the other monitors. Packaging the monitor to make it more appealing to the consumer will enhance sales. First, Associated Content Inc. (2009) says to make the package catch the consumer’s attention by making a uniquely shaped package. In the case of the 17” monitor, the shape and style of the monitor should be enhanced and changed. Maybe a sleeker, more colorful design; or perhaps a different look altogether than those of the competition. Instead of the monitor just sitting on the desk, why not mount it to the wall to give more desk room to the customer. This is a way of giving the monitor another purpose other than just sitting on the desk top. Or it can double as a T.V. monitor. Either way it would be better to stand behind a monitor that is still being bought by consumers at a better rate than it was five years ago. We do not have to completely discontinue the 15” LCD monitor, more like just limit its production. Some people do not have the money to buy the17” monitor and will want something more affordable. Keeping the 15” is just an extra option. However, putting all we can into making the 17” LCD screen more appealing to the consumer is the best option. ReferencesAssociated Content, Inc. (2009). How to Use Product Package Marketing with a Small Budget. Retrieved March 13, 2009, from: <http://www.associatedcontent.com/article/946477/how_to_use_product_package_marketing_pg2.html?cat=3>Business Wire (2009). Display Search Report Indicates LCD Monitor Shipment Growth to Slow, Panel Price Reductions. Retrieved March 13, 2009, form: <http://www.allbusiness.com/marketing-advertising/price-management-price/5901315-1.html>       |

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| Response to Vivian by Pam.Monaghan on 3/16/2009 8:29:28 AM    |
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| Hi Vivian. I like that you want to be aggressive in manufacturing and marketing the 17" and I agree that most consumers like the bigger screen, but don't you think if you combine a low cost CPU unit to the 15", that it would be marketable to the high school and college age kids that need something less expensive?  Since we are talking about monitors only and not laptops, even those buying the 17" will still need a CPU. If we can combine the two and still make a profit, why not?  You don't have to change anything or even advertise much...let the retailers advertise for you and you still can make a profit!  I also agree on making sure that the 17" has the quality, graphics and making it affordable to help compete with the others.  Good job on your paper!  pam        |
| Response to Anne by Pam.Monaghan on 3/16/2009 8:40:20 AM    |
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| Anne, I agree that option #1 seems the most likely to do as there are many people that simply want a computer and the monitor size isn't as important as getting the monitor and CPU together for close to the same price as just a 17" monitor! Students, homemakers, small business owners, etc., would find this the perfect choice for them, especially as a "first time" computer purchase! If we make it affordable, yet still profitable, it would be a great hit!  I do think that the company should also start manufacturing and marketing a competitive 17" monitor as we will need to stay competitive. The cost for adding the CPU wouldn't be much, so the concentration could still remain on the design and features of the 17".  Good job on your paper.  pam       |

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| Re: Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Tiffiny.Hajek on 3/16/2009 8:40:33 AM    |
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| Hi Anne,Great posting. I could tell that you put a good bit of thought into this assignment. I agree completely about keeping the 15" monitor. However, I believe that providing different colors and shapes for both monitors would be a greater profit than just providing those options for one. Have you ever considered that providing a way for college students to mount the screen to the wall and use it for a TV screen as well, would provide more space and double the usefulness of the screen. I did see a few mistakes on your posting, such as on your last sentence you put 'lost cost', I think you meant to say "less cost."Tiffiny Hajek       |
| Re: Phase 4 Developing Marketing Strategy and Mix DB by Tiffiny.Hajek on 3/16/2009 8:49:10 AM    |
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| Hi Vivian,I was reading your posting and I noticed a few writing errors. In your third sentence you put 17', which means 17 feet. I don't think you realized you did that, and Word would not have processed that either. Very funny though. I do not believe that the company should opt out of the 15" monitor altogether, but instead change the look and add a couple of extra options to its usefulness for college students, such as mounting it to the wall, and using it for a TV screen as well. That would minimize the amount of space that a college student would have to use up. I believe that the3 best option for the company would be to combine options #1, #2, and #6, and keep the 15" monitor. By pulling out of the 15" monitor market altogether would make more of a market for the competition. Great posting though. Tiffiny Hajek       |

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| Re: by Stephanie.Hamill on 3/16/2009 11:52:53 AM    |
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| Tiffiny,             Hello. I enjoyed reading your paper on the 15” Vs. 17” LCD Monitor.  I found your paper to be very insightful. I found your idea about continuing to sell both monitors to be idealistic. This is close to the approach I took on my paper. I felt that if there was a more affordable option that they would receive more profits. I found that your APA style was correct and you did a great job. Keep up the greats work. Stephanie       |
| Phase 4 Developing Marketing Strategy and Mix (DB) by Melvinetta.Amos on 3/16/2009 3:48:49 PM    |
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|   Running Head: MARKETING OF PC MONITORSMarketing of PC MonitorsMelvinetta AmosCTU Online Professor Gardner HusseyMKT 250-0901B-042009, March 16AbstractA computer companies profits for their fifteen inch monitors are suffering while the larger seventeen inch models are successful. There are various options that marketing can consider when deciding what to do about the fifteen inch monitors. I will suggest which option I feel is best and why.Marketing of PC Monitors            When making business decisions, it is always best to choose options that work for the greater good of the company. The objective of most corporations is to gain capital and keep the shareholders happy. If there is a product that not producing income, then modifications are necessary. In the instance of the fifteen inch monitors with marginal profits compared to the seventeen inch monitors who are higher priced, but are making profit, it would be in the best interest of the company to discontinue the fifteen inch monitors and use the company resources on promoting and advertising the seventeen inch model.             If consumer demand is high for a particular product or service, as with the larger screen, all marketing should drive to intensify the media attention of the product. With the ability to watch television, movies, or other media on a computer, naturally consumers would like to be able to enjoy what they are doing without straining their eyes or other restraints that come from having a smaller monitor. Even the screen size of portable DVD’s increased and that is what consumers tend to buy. The ability to share media with others around them, especially while mobile, is what drives the demand. Society believes that “bigger is better” and with consumer reports indicating that the ‘bigger’ things are profiting for their corporations, companies have to look for a way to keep up with the competition and provide profitability to their stakeholders.             Society drives ‘upgrades’ so it is natural to discontinue use of a product for a more efficient version. With technology and its advancements, before long the seventeen inch monitors will get discontinued.        |

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| Re: Phase 4 DB - Changing times by Jeremy.Knoblauch on 3/16/2009 4:22:21 PM    |
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| Pam, Great posting. I found it to be a little hard to follow. After reading it twice I still don't really understand which option you choice to do.  I think you gave us the options to choice from but never really stated an argument on which one you would choice and why. Good Luck,Jeremy       |
| Re: Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Jeremy.Knoblauch on 3/16/2009 4:29:54 PM    |
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| Anne, I agree that you should probably combine both option 1 and option 2.  This would help you make sales in the younger adult area.  Also if you look at it right now with the economy changing people might have to settle for the lower cost computer package. Good luck,Jeremy       |

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| Response to Jeremy by Pam.Monaghan on 3/16/2009 4:33:30 PM    |
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| Hi Jeremy...I'm sorry that you thought my paper was hard to follow. I thought I indicated that I felt it best to stick with the 15" monitor and add the low cost CPU to make it a complete and affordable set for the high school and college aged students, while also trying to work with the colleges to offer a discount to their students.  That was one option, but I also selected the option of moving forward on our 17" monitor. I even listed the features the 17" had.  Since our assignment was to "contribute to the managers meeting via the discussion board", all I did was enter what my "thoughts" were on what we should do rather than try to post what would seem to be a "final decision".  I thought my post conveyed my two options, but if it was confusing, I'm sorry!  Thanks for posting and I appreciate your comments!  Pam          |
| Re: by Anne.Jones7 on 3/16/2009 5:23:58 PM    |
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| Tiffany, I agree that it would cost money to promote a new package to college students, but wouldn't it be cheaper than remaking the computer screens with color or fancy design/  I'm not saying it's a bad idea, just wondering which one would be more cost effective.  You have great ideas, and I'm sure a mix would work.  Great Job,  Anne       |

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| Re: by Rosemary.Zimmerman on 3/16/2009 5:39:06 PM    |
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| Tiffiny, Good posting, you summarized the tasking extremely well, laying out the different options and discussing the pros and cons of these options.  I agree with you thoughts on combining the 15 inch monitor with a computer for college kids.  One other take on why it might not work in the long run is that many parents buy the computer and will usually be swayed by their kids request for the larger screen.  I like the option of discontinuing the 15" monitor, but you confused me some in your third paragraph.  It looks like you started talking about changing the 17" monitor.  I do not believe there is a need for that since its sales are just fine.  Otherwise, very good. Rosemary       |
| Re: by Rosemary.Zimmerman on 3/16/2009 5:39:07 PM    |
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| Tiffiny, Good posting, you summarized the tasking extremely well, laying out the different options and discussing the pros and cons of these options.  I agree with you thoughts on combining the 15 inch monitor with a computer for college kids.  One other take on why it might not work in the long run is that many parents buy the computer and will usually be swayed by their kids request for the larger screen.  I like the option of discontinuing the 15" monitor, but you confused me some in your third paragraph.  It looks like you started talking about changing the 17" monitor.  I do not believe there is a need for that since its sales are just fine.  Otherwise, very good. Rosemary       |

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| Phase 4 Developing Marketing Strategy and Mix (DB) by Katharine.King on 3/16/2009 5:57:00 PM    |
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|   Marketing Strategy 1      MarketingMKT250-0901B-04Instructor:  Gardner Hussey  By:  Katherine King16 March 2009       Marketing Strategy 2            The managers of our company have to come up with some marketing strategies that will help to bring sells back up on the 15 inch monitor that was launch at the same time as the 17 inch monitor that is still has good sales.  I do not think that discontinuing the monitor would be the best idea.  I would first try to modify the market that we have been targeting (Armstrong, G. & Kotler, P., 2009).  I would put a low cost CPU with the monitor and market it as a workstation for the dormitory or a computer lab.  I think that this will help with sells because you can bring in the college student that may want a personal computer at a price that they can afford.  When you stress that it is good for a computer lab you can bring in the businesses and schools that would like to outfit there lab with these inexpensive packages.    Now that you have found a new market to focus on try advertising the benefits of this monitor. (Corl, E. n.d.)  The benefits of this monitor are what it offers the customer.  Stress the high resolution that they will enjoy with this monitor.  By using these two strategies you can feel that you have made a very good attempt to bring this product back to a profitable point.  There are many strategies that can be used to help promote sales of certain products.  Some of them would be to modify the product, and more aggressive promotions (Armstrong, G. & Kotler, P., 2009).  I really did not like the idea of discontinuing the product.  I realize that sometimes this may be the wise thing to do, but with this product, I do not feel that we have reached that point yet.      Marketing Strategy 3References:Armstrong, G. & Kotler, P. (2009) Marketing: An introduction, (9th ed.) chap 8, Prentice Hall,             Upper Saddle River, NJ 07458Corl, E. (n.d.) Tips for successful product marketing, Retrieved March 15, 2009, from            http://www.aipmm.com/htm/newsletter/archives/000278.php        |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Katharine.King on 3/16/2009 6:22:14 PM    |
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| Hello Melvinetta,Your posting is very good.  You went into detail on why you chose the strategy that you did.  I just would like to pose a question to you.  So do we automatically discontinue a product because sales slow down?  What if the product has not even reached a point to where it has covered all the resources that have been put into it to market it do we still discontinue?  Good posting keep up the good work.Katherine       |

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| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Katharine.King on 3/16/2009 6:31:38 PM    |
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| Hello Tiffiny,Very good work.  You stated that you think 3 of the strategies are not very good.  I would have to say that the only one that seemed crazy to me was the one that says to do nothing and hope competitors will drop out.  I think that is crazy to just wait and do nothing.  Taking no action at all can really destroy your budget also.  I like what you said about reducing production and focus more on the 17".  I think that strategy could work also.       |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Jeremy.Knoblauch on 3/16/2009 6:55:44 PM    |
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| Developing Marketing Strategy and MixJeremy KnoblauchPhase 4 DB- MarketingProfessor Gardner HusseyMarch 16, 2009 My company markets a 15-inch LCD monitor that allows the computer user to enjoy high-resolution video entertainment. The product was introduced 5 years ago. After several years of growth, sales have slowed and it was recently necessary to mark down the retail price to under $500 in order to remain competitive. Profits are approaching the breakeven point. On the other hand, sales of a 17-inch LCD monitor, which was introduced at the same time and retails for $725, continue to grow, in part because it recently received an excellent rating from Consumer Reports magazine for monitors in its price range. In addition, recent in-store surveys indicate 70% of potential customers prefer the larger screen (CTU, 2009). The other managers and I realize that several options are available. They include the following: 1.    Combine the monitor with a low cost CPU and market them as a student workstation suitable for a dormitory room or computer lab. 2.    Modify the product's features, styling or performance. 3.    Cut the price to attract new buyers and competitor's customers. 4.    Continue marketing the product at the same price in the hope that competitors will drop out of the market, allowing you to raise the price again. 5.    Launch more aggressive advertising campaigns and sales promotions. 6.    Discontinue the 15-inch model and focus company resources on promoting the 17-inch model. I think it is best to look at the products life cycle to help determine which option to take in deciding the 15-inch LCD monitors future.  A product’s life cycle can be broken down into several stages and is sometimes known as marketing life of a product (Armstrong & Kotler, 2009).  After the development stage you would enter into the introduction stage where sale would be low and the consumer gets to know the new product.  After a little while you will begin into the growth stage and quickly followed by the maturity stage and that is when life is good. Your product has made it and has become a profitable line in your computer company.  The problem falls in the last stage the decline stage when sales and profitability start to fall.  You have to make a choice on the right mix of marketing choices from limiting the number of products your company offers to lowering distribution of the product.  The life cycle of a product can change with the right mix in your marketing strategy.  Remember with brand loyalty, the profitability may be maintained longer if you just change the marketing strategy a little (Internet Center for Management and Business Administration Inc., 2007).  After looking at the above options for the future of our 15-inch LCD monitor we have to make a hard choice.  I think the best thing to do right now is to combine the monitor with a low cost CPU to help make the LCD suitable for a college student’s dorm.  Also right now with the economy going downhill it may be the best time to market a low cost computer package.   This would not only help my company to continue to offer the 15-inch LCD but would also give us another package to offer to our consumers to compete with other company’s low cost computer packages.  I would also keep the 15-inch LCD on the market and at the same price in hopes the competition drops out of the 15-inch LCD market and then we would have that corner in the market.   Once the competitors drop out of the 15-inch LCD market we can reevaluate the pricing of the unit and possible raise the price to increase profit.  If we sell enough of the low cost computer packages with the 15-inch LCD monitor we may have already increased our profit enough we might not have to raise the price.                      Another reason I think we should keep marketing the 15-inch LCD monitor is the fact that if we stop selling the monitor we will have to continue to make the parts to cover the warranty repairs for a certain amount of time which is a cost that we can’t gain back if we are not selling any new units.  And with supply and demand if we our only manufacturing a few part for warranty repair than the cost of each part goes up and we start losing money unless we can make in up in new sales of the 17-inch LCD monitor.  So I guess what I am saying is the best thing to do is to keep selling the 15-inch monitor in some form either on its own or within a computer package.  Sales may never fully recover on this unit but if we continue to remarket the unit based on our sales data we can still continue to make a profit from the selling of the 15-inch LCD in some form.             In conclusion I would say that taking the time to listen to the consumers and looking at data collected from the sales of the 15-inch LCD monitor would be essential to keep the profit alive.  Using any number of the choices could work to save the 15-inch LCD but I would think it would take more than just one of the options to keep it alive.  That is why I would stick with selling the product at its current price while also offering it in a low cost computer package.  I hope this helps in the rebirth of the 15-inch LCD monitor.     ReferencesArmstrong, G. & Kotler, P. (2009). Marketing: An Introduction. 9th edition.                        Retrieved March 15th, 2009, from CTU online bookshelf.CTU, (2009), Developing Marketing Strategy and Mix, Phase 4 Task List, Retrieved                     March 14th, 2009 from: [https://campus.ctuonline.edu](https://campus.ctuonline.edu/)Internet Center for Management and Business Administration, Inc. (2007). Product life cycle.       Retrieved March 16, 2009 from : http://www.netmba.com/marketing/product/lifecycle          |

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| by Kelly.Cropp on 3/16/2009 7:00:53 PM    |
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| Kelly E. CroppColorado Tech University OnlineMarketingPhase 4 Discussion BoardMarch 16, 2009      When looking at our LCD monitors, there are some things that could be changed. Sales are starting to go down, and the need for the monitors is decreasing. Since the seventeen inch monitor hit the markets, people are looking more to upgrade and their options. This is why I have looked at the six possible options to increase revenue and sales.       The first option is to market the fifteen inch monitor with a comparable CPU. This I believe would be a good option to market the units to the many students around the world. Now that the seventeen inch monitors have hit the market, the fifteen inch monitors are considered to be a starting point. This leaves room for the customer to upgrade if they choose to. This can also be a good way to market because the students need a small compact computer for the dorm rooms.      The second option would be to update the product’s features, styles and performance. I talked with Laverne Thomas, a specialist in marketing, and we agreed that by updating the product, it would not help the sale of the product. The outcome would only be an increase in the cost of production which would increase the cost of the product.      The third option is to cut the price to attract new buyers. While researching competitors pricing, I found that many companies including dell offer the same size and type of LCD monitor, for less than two hundred dollars. By cutting the price, the size of the market increases because more people are able to buy it at a lower price. This is also true for competitors. By cutting the price, our LCD monitor, we are put into the market with the other monitors that are the same price. People are able to choose from our competitors and our products. To give you an idea of our competitors, currently a 15” monitor falls around a hundred dollars and a 17” monitor falls around one hundred and fifty (dell, 2009). For the price that we offer our monitors, one could purchase a 23” HD widescreen monitor with lots of features for three hundred or choose to go with a 25” Vivid Color Widescreen with built in speakers and a webcam as well as energy star efficient for five hundred and fifty dollars (hp, 2009).      The fourth option is to continue marketing the product as it currently is, but to just increase the amount of advertising. I believe that this would not help the sales because people already know what we offer. Our products have not changed over the past five years. The only difference is that competitors are offering larger monitors cheaper than what we offer our fifteen inch monitor. This would also increase the amount of money that the company is spending because advertising is not cheap.     The fifth and final option is to discontinue the fifteen inch monitor all together. I disagree with this option because many people might not have the room or the space for the seventeen inch monitor. This would cut the product line down because we would only be marketing one LCD monitor. I believe by taking a look at the current monitor and seeing where we could decrease the cost which the sales would start to increase.      Although we have many options on how to fix the sales, we need to make changes soon before it gets too late. I believe that the best option would be to cut the costs of the product. This does not mean to just cut the final cost, but to go back and look at all the different costs in making the LCD monitor. There should be certain areas that now cost less to produce, that would reduce the final costs of the product. This would help the company because we are not losing money as well as the customer because they are getting more for their money.ReferenceDell. (2009). Monitors. Retrieved March 16, 2009, from the World Wide Web:    http://www.dell.comHP. (2009). Monitors. Retrieved March 16, 2009, from the World Wide Web:     http://www.hp.com        |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Kelly.Cropp on 3/16/2009 7:07:37 PM    |
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| Melvinetta, I read over your post but I can say that I disagree. I found that the monitor was extremly over priced. When looking at similar models with the competitors, I found that the same model is selling for around one hundred dollars. This is almost a fifth of what this company is selling them for. I thought that the best idea was for the company to look at reducing production cost to reduce the final cost of the monitor. Their was still a 30% demand for the monitor and I think that with the cost comming down, the demand should go up. Kelly        |

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| Anne, I agree with your decision to not discontinue the 15" monitor. I also feel that with a thirty percent need for the monitor, that with some help the demand will rise. However I only partcially agreed with your choice on how to market them. I did think that pairing them with a low cost cpu would work but I also found by giving the opportunity to change the many colors and styles of the monitors would only drive the final cost up. I found that by looking at cost of production and finding a way to reduce it would be the best bet. Kelly        |
| Phase 4 DB1 Marketing the Monitor by Rosemary.Zimmerman on 3/16/2009 8:15:00 PM    |
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| MarketingDeveloping Marketing Strategy and MixPhase 4 Discussion BoardRosemary ZimmermanMKT250-0901B-04CTU OnlineGardener K. HusseyMarch 16, 2009Marketing the MonitorWe currently offer two computer monitors to the marketplace, a 15” and a 17” LCD monitor. Both were introduced 5 years ago and both have high resolution video.   The 15” LCD initially retailed for $500 and the 17” LCD for $725. While the 15” LCD has been extremely successful, its sales have slowed recently and we have been forced to reduce the price in order to stay competitive. In reducing the price we have seriously cut into our company’s profit margin and are now at the break even point. However sales of the 17” LCD continue to grow at the original retail price. Part of the reason is that the 17” monitor received a rating of excellent from Consumer Reports magazine, based on monitors of the $725 price range.  Also recent surveys show that most customers (70 percent) prefer the larger screen.  Based on this information, we need to re-evaluate our business strategy in regards to the 15” LCD monitor (Hussey, 2001- 2009). We have looked at several options available to the company. We could discontinue making the 15” monitor and focus only on the 17” monitor. This option was ruled out under the old saying of “don’t put your eggs in one basket”. People are still buying the smaller monitor and our competitors are still selling them, so it would be unwise to just give up the target audience. Giving the customer a choice is always recommended over a single option. Cutting the price also does not make sense. Even if we get additional customers, we would still be at or below any profit margin. Not changing anything in hopes a competitor drops out of the running is a fools hope and not smart marketing strategy. Launching a more aggressive marketing campaign when we already know that most customers prefer a larger screen would be a waste of resources and only eat up any potential profits (Hussey, 2001-2009) (Armstrong, 2009) (www.associatedcontent, 2008).That leaves two possible options that I have combined into one mixed option. It is combining the 15” monitor with a low cost CPU for use as a student workstation that could be put into a dormitory. A low cost, compact desktop computer would be a simple, affordable solution for parents and students living on a fixed budget and it would meet the student’s academic needs. To enhance this option, the monitor’s basic features (like style, color, etc.) could be modified to meet the personality of the individual student. This option would have minimal impact on production costs and by offering many different designs (like Dell is doing with their laptops) we could tap into new target segments. From an advertising point of view, packaging the product in a unique way could catch the eye of a potential student. Also, we could focus our campaign on the internet where most college and high school students spend a significant amount of time. Finally, focusing the campaign on specific times (beginning of the school year and holidays) that our target audience would be most likely to buy would help keep advertising cost down (www.associatedcontent, 2008).With a sound marketing campaign focusing a small, compact, high resolution monitor paired with a low cost CPU, can be customized for the high school or college student, we would have the potential to both increase out sales of the 15” monitor and move into a large target audience of students.**References**Armstrong, Gary and Kotler, Phillip. (2009). Marketing: An Introduction. 9th edition. Published by Prentice Hall. Pearson Education, Inc.www. Associatedcontent.com. (2008, August 21). How to use product package marketing with a small budget. Retrieved March 16, 2009, from: <http://www.associatedcontent.com/article/946477/how_to_use_product_package_marketing_pg2.html?cat=3>Hussey, G. (2001-2009).Phase 4 discussion board scenario details.. Retrieved March 15, 2009 from        |

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| Phase 4 DB Marketing, Nathan Herme by Nathan.Herme on 3/16/2009 8:18:12 PM    |
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|                                                                                                                                                 Page 1                                                          Phase 4 Discussion Board                                                                  Herme, Nathan                                                 Colorado Technical University Online                                                                Hussey, Gardner                                                                     Marketing                                                                 15" LCD options                                                                 March 16, 2009                                                                                                                                                Page 2                                                        Phase 4 Discussion Board     "Your company marketing a 15-inch LCD monitor that allows the computer user to enjoy  high resolution video entertainment." Well, under $500.00 dollars is not a bad deal, but it's a good  price of the 17-inch to be a 70% different on there price. I would take the rang of prices of others at  15-inches and look at the prices for the same thing and them make the bottom dollar deal or changes   needed. bigger is better or so they say (people).                                                                                                                                                 Page 3                                                           Phase 4 Discussion Board          I would choice option number six because, of the fact of the sales. Most people wont the bigger  LCD model. I would discontinue this product for the time being and then make the sales on the  seventeen inch computer monitor to get sale up and make the right move for the company. Then in the  future I would work on some thing that will move the fifteen inch monitors faster. The best thing is to  look into what works for this model and apply it to the other one to make this work for them. I would  look at cutting coast some ware else because why take a loss on something that has value and maybe  cut the person that can't make the fifteen inch LCD move out the door. Also at under five hundred  dollars that person should want to buy that computer screen. The promotion on the seventeen inch  LCD should make the person want to look at the cheaper of the two LCD and maybe they'll get the  brake they wont on the fifteen inches (for sales). I think in the state of something they should be able  to sale as many of both sizes with out any worry's or problems because of (space) in my house or  maybe some ones office they would like to have the fifteen inch because of that reason. I would make  that my add or promotion of the size of your office and the space of were you are going to put this  LCD in your home. Well, at 70% of people want the bigger screen is not the best for all people so  that's were I would say that size is very important.          |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Nathan.Herme on 3/16/2009 8:23:33 PM    |
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| The best for most company's is go big or stay home, that's not always true I think most people over look the wallet book, but then does size madder in the computer world. had good points on the task of marketing the LCD.        |

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| Re: Phase 4 Developing Marketing Strategy and Mix DB by Nathan.Herme on 3/16/2009 8:28:20 PM    |
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| I think you have good points on the company's aspect but, consumer report is the best way to find out what you want to what your wife wants at there finger tips but, the best part of facts are to help you pick the better buy for your needs. good points on the tasks. I think that it's the cost of the change over and that it could take some time to turn that around do to cost like you say.        |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Adam.Klein5 on 3/16/2009 8:33:44 PM    |
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| Adam KleinPhase 4 Discussion BoardMarketingProfessor Gardner K. HusseyMarch 16, 2009 In my opinion, I think that we should drop the 15” model and focus our efforts on the 17” model. If 70% of customers already prefer the 17”, then it is definitely worth us concentrating our resources into it. I feel this way because if we continue with the 15”, then sales will continue to drop and we will be forced to discontinue it anyway. There is no sense in pouring more and more money into an eventual dead end.  There may still be people who would rather buy a smaller screen for the price, or convenience, however, I do not think that it will be cost effective for us in the end. The price will have to continue to drop to sat competitive and since it is already very near the break-even point, I just do not see it as a necessary risk we need to take. As our production technology gets cheaper, the cost to produce the 17” will keep going down and if we combine that with aggressive advertising, I think we have a really good solution. If we focus on the 17”, I think we can get a a pretty good jump-start in this section of the market over our competitors. There are many advantages the 17” has over the 15”, but to reiterate, there is still a market for the smaller monitor, I just think that it would be a wiser investment on our part to go for the bigger one. I am confident that if we can establish ourselves as strong leaders in this market, we can hold the lead and enjoy nice profits.        |

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| Re: Phase 4 DB Marketing, Nathan Herme by Adam.Klein5 on 3/16/2009 8:43:01 PM    |
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| Nathan, I thought that the point you made about most people wanting the bigger of the two. It seems that with most people and electronics the bigger the better. 2 inches might not sound like very much, but on a monitor it is a big difference, and people will pay for it so you should capitalize on it as much as you can.        |
| by Brian.Edwards32 on 3/16/2009 8:50:07 PM    |
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|   Brian EdwardsMKT205- Phase 4 DBGardner HusseyMarch 16th, 2009            As any company we make new products to make money and as we look over our numbers we realize we are not making money on our 15- inch LCD monitor. Now, we have been selling this monitor for five years and it offers high-resolution video entertainment and our sales are starting to slow down. Today we sell this laptop for $500 and our profits are approaching the breakeven point. It is time today to discuss potential options for the future of this laptop.            We could combine the monitor with a low cost CPU and market them as a student workstation suitable for a dormitory room or computer lab. Another option would be modifying the product’s features, style and performance. We could continue to sell at the same price and hope for a change or we could cut prices and draw in the competitors. Or a final option would be to discontinue the 15 –inch model and focus on our 17-in model that has continued to grow in sales.             As one of the managers of this company I take pride in our company and in the products that we sell to our customers. For that reason I have thought hard about what I think would be the best option for our consumers and our company.             I feel the best choice for the 15-inch monitor laptop is to discontinue it and design a new laptop that will be more cost efficient for our consumers and more so for our company. Yes, right now our sales our steady with the 17- inch monitor but will that continue with the way our economy is right now. People are cutting back on items they consider to be luxuries and perhaps a $750 17-inch laptop is considered a luxury.            I think that we need to design a computer that cost less to the consumer as well as ourselves but is still just as effective. We need to make our product stand out against our competitors when it sits on store shelves. Unique packaging is the small business owner's best weapon against the multi-billion dollar giants they compete with (Make, 2008).  When the consumers see that we have the best prices on the best product we won’t have competitors because everyone will come to us. We have to think about our consumers at times like these and give them what they want, but more importantly what they need. Reference:Make Your Products Pop on Store Shelves Without Breaking the Bank. (2008)            Retrieved on March 16th, 2009 from online source            [*http://www.associatedcontent.com*](http://www.associatedcontent.com/)                    |

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| Re: Phase 4 DB Marketing, Nathan Herme by Rosemary.Zimmerman on 3/16/2009 8:52:21 PM    |
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| Nathan, From an writing perspective, I would remove all the page breaks and have the document flow better.  You also need to have some references.  You need to also use spell check, you have "coast" vice "cost" and "ware" instead of "where".  Regarding the tasking, it was a very confusing discussion on the option you picked,   Rosemary       |
| Re: Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Adam.Klein5 on 3/16/2009 8:53:35 PM    |
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| Anne, I enjoyed reading your post. I didn't pick the same answer, but you did mention some things I had not thought of like giving the competition away. Combining #1 and #2 is a really good idea though. College students would go for that for sure. I think you did a good job on you post, presenting your points.         |

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| Re: by Brian.Edwards32 on 3/16/2009 8:59:16 PM    |
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| Kelly   So, which of these options do  you feel is the best choice. You have laid them all out for the other managers to analyze what you have said but you didnt state which you perfer. Obviously the fourth optio isnt going to appeal to the others becasue that means your are gonna spend more money on a product you cant perdict will go up in sales. The third options is a good choice because it guarentees a sales but will the sales be enough to make a profit.    I personally like option one and two the best, you can market the monitor so that it appeals to the a specific demographic, like students. You can tell all the perks that will appeal to the student as well as to the parent that will most likely be the one buying the product. Option one is good too, lower the price and compete with your competitors.So Kelly which ichoice do you think is the best?       |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Paul.Martinez35 on 3/16/2009 9:06:46 PM    |
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| Melvinetta - to a point I agree with you, specifically your statement that "society drives upgrades" - however, you make several statements here without any references to back them up. I also wondered exactly how you arrived at your decision to abandon the 15" monitor. The monitors are only drawing a marginal profit, but they are drawing a profit nonetheless. Is there not a more creative way of dealing with them?  Paul       |

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| Re: Phase 4 DB Marketing, Nathan Herme by Brian.Edwards32 on 3/16/2009 9:07:10 PM    |
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| Nathan what happened to the format of your discussion board, it has been broke up into 3 pages instead of you paper. You answered the question of the assignment but you didnt write it in a manner that would alloow an outsider to understand. Instead of puttin your choice would be option 6 you could have put you felt the best option would be to discontinue the model . Also, you have quite a  few grammar mistakes, where the wrong word is in many sentences.           |
| Re: by Natalie.Domingue on 3/16/2009 9:13:58 PM    |
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| Gardner, I  find your idea to market the 15 inch monitor for students to be great. I did however wonder how you were going to lower the price when and modify the monitor at the same time. The monitor is already almost at a loss at the going price. You had a great idea about promoting the 15 inch monitor, but you changed you mind and decided to stop selling the 15 inch all together, is that cost effective for the team to conduct both strategies?        |

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| Re: Phase 4 Developing Marketing Strategy and Mix (DB) Previously submitted December 15, 2008 by Samuel.Wheeler1 on 3/16/2009 9:16:15 PM    |
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| Running Head: DIFFERENT MARKETING OPTIONS    Different Marketing OptionsSamuel WheelerMKT250-0901B-04 MarketingProfessor Gardner K. HusseyMarch 16, 2009Colorado Technical University      Different Marketing Options            The managers of our company are debating on whether or not to discontinue or upgrade the 15-inch LCD monitor because of the slowing of sales.  Many options are available to increase the sales for the 15-inch monitor.  The options need to incorporate the budget to produce a monitor that will allow the company to cover the costs of the decision.             One option to help keep the budget low would be to combine the 15-inch monitor with a low cost CPU, that will be supplied to schools, dorms, and areas where little room is available.  According to Associated Content (2008), “Create a package with a unique shape that will catch the eye of any consumer.”  Packaging would be ideal for catching the consumer’s eye.  The way the product is displayed plays a large role in whether or not the consumer believes they are getting what they pay for.            Another option to consider is reducing the price a little to convince the consumer that they are getting a better deal by purchasing the 15-inch monitor over the price of the 17-inch monitor.  Consumers are always looking for cheaper prices so reducing the price would give the consumer the feeling of a good deal.  Keeping track of the market and production of products, the company will be able to reduce the price of the monitor without losing money.  According to Morebusiness.com (2007), “We believe we can get more effective marketing with less money, because we are managing the marketing better with the Marketing Plus software by Palo Alto Software.”  Software programs are available to help companies monitor the market for sales and expenses to keep costs low.             Discontinuing a product to create a new product can be very costly.  Advertising for the new product will increase expenses along with changing molds to build new monitors in the factories.  Switching to a new product or design can become a very costly as well as upgrades to an older product.  According to Mario Vellandi (2007), “Excessive development time increases the likelihood that the market opportunity will be diminished because of competitive offerings, shorter purchasing windows, and changes in consumer tastes and preferences.”  With the increase of production time needed to create new products, the competition would have a head start on selling the newest product and creating a better product.             ReferencesAssociated Content. (2008). How to use product package marketing with a small budget.             Retrieved March 13, 2008, from<http://www.associatedcontent.com/article/946477/how_to_use_product_package_marketing.html?cat=3>Morebusiness.com. (2007). Sample marketing plan. Retrieved March 14, 2008, from            <http://www.morebusiness.com/templates_worksheets/bplans/printpre.brc>Vellandi, M. (2007). New product design strategy. Retrieved March 14, 2009, from            <http://www.melodiesinmarketing.com/2007/09/12/new-product-design-strategy/>        |
| Re: Phase 4 DB1 Marketing the Monitor by Paul.Martinez35 on 3/16/2009 9:26:41 PM    |
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| Rosemary - this is a very good post. I agree that simply discontinuing the 15" would do us no good, as it still draws a profit (even if it is a meager one). Cutting the price further or aggressively advertising it would also be a mistake, as it reduces the profit margin further on one end or the other. However, if we can make the cosmetic changes as you suggested and market it to students on the internet, that should keep the overhead on the monitor itself low. We don't have to warehouse it since it can be direct-ordered and manufactured within a few days. Packaged as part of a low-cost system, this would be a great way to keep the 15" a viable option for lower budget consumers.  Paul       |

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| Re: Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Samuel.Wheeler1 on 3/16/2009 9:27:19 PM    |
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| Adam,     Very good job on your work.  The process of completely doing away with the 15 inch monitor would cause a financial strain on the company.  What would be best would be to continue producing the 15 inch monitor and incorporate it into a package deal, while starting production on the new 17 inch monitor to keep up with the competition.  Again, good job.       |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Monica.Ellison4 on 3/16/2009 9:29:45 PM    |
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| **Monica M. Ellison****Marketing LCD Monitors****Gardner Hussey, Instructor****Colorado Tech Online University****March 16, 2009****In the survey we can see where 70% of the customers prefer larger monitor screens and the other 30% prefer smaller screens. We are trying to please all of our customers so we have to make decisions that would have an effective development, promotion, and distribution in order to make a good profit. Pricing is harvest. Good pricing begins with complete understanding of the value that a product or service creates for customer (Armstrong & Kotler, 2009). The key is to convince your buyer’s the price justifies its purchase. In other words they pay for what they get.****A good computer like Dell and HP are very reliable computer and their prices stand behind their names. I know sells on the 15’ monitors have declined but continues to grow on the 17’ monitor. Knowing that prices have declined on the 15’ monitor the first I would do is combine the monitor with a low cost CPU and market them as student workstation suitable for a dormitory room or computer lab. The prices have already dropped so selling the monitors to colleges as student workstation would be more beneficial for the company and would help the students. That way the company can still make some profit without losing out on everything and the students would all have the same computer without competition from other competitors. For example Dell works to become “low-cost producers” in their industry. Companies with lower cost can set lower prices that result in greater sales and profit (Armstrong & Kotler, 2009). Dell uses pricing to enter the personal computer market, selling high-quality computer products through lower-cost direct channels.****Prices continue to fall as new products come available. The new items are usually advertised for little more than old items. So you would actually save more by buying the lately product for just a little more money. So rather than have sales continue to decline I would sell the 15’ monitors to colleges for workstations for a  reasonable price and have sells continue to grow and be profitable.****Armstrong, G., & Kotler, P. (2009).** [**Marketing**](http://www.citationmachine.net/index2.php)**: An Introduction, Ninth Edition. Prentice Hall: Pearson Education Inc.**       |

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| Re: by Monica.Ellison4 on 3/16/2009 9:36:16 PM    |
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| Tiffany good post. I agree with the fact that it would be a great idea to combine the monitor with a low cost CPu and market them as student workstation suitable for a dormitory room or computer lab. With sales already declining this would be a great option and I think in the long run sales can grow and be profitable.  Monica Ellison       |
| Re: by Melvinetta.Amos on 3/16/2009 9:39:50 PM    |
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| It seems most people agree the best choice is to discontinue thw sale of the 15inch monitors. It justs makes more sense economically to discontinue a service or product that is not generating a profit for the company. Making the product stand out is not really an issue with proper advertising. If advertising is concentrated, like a subliminal message, and repeated often then when a consumer goes into the store, they will ask and seek out product.        |

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| Re: Phase 4 DB Marketing, Nathan Herme by Monica.Ellison4 on 3/16/2009 9:40:43 PM    |
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| Nathan I agree with you. People are always wanting the better product. It is about getting what your money is worth. The bigger screen is better because it is less strain on the eyes for one. The 15' monitors would be good be student workstation. Good Post!!! Monica Ellison       |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Natalie.Domingue on 3/16/2009 9:43:51 PM    |
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| Katherine, your ideas were great as far as not wanting to give up on the 15 inch monitor. I see that you felt as though you could market the monitor with a low cost CPU and sell them as workstations. Finding a new market is easy, but what research did you do to make sure that this type of market would be buying. A time like today, their would not be much funding for the new workstations.        |

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| Re: Phase 4 DB - Changing times by Samuel.Wheeler1 on 3/16/2009 9:45:06 PM    |
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| Pam,     Very good job on your paper.  I agree with you that we should keep selling the 15 inch monitor.  Discontinuing the 15 inch monitor to start from scratch on the 17 inch monitor would cause a financial loss to the company.  Producing both monitors would be a very good solution until the competition produces another model with different features.  Again, good job on your work.       |
| Re: Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Melvinetta.Amos on 3/16/2009 9:47:36 PM    |
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| Thinking of the students who needs the use of a computer for their work is great however in business things are about the organization, not the consumers. Consumers drive sales and students often have little resources to be able to purchase a workstation with the high cost of education. In my opinion, the workstation idea would only be profitable if you were going to market it to schools in which you could provide a discounted rate for buying in bulk and move the product quicker. The workstation suggestion only concentrates on one demographic(students) and they are not making the purchase throughout the year to help generate substantial income as will happen with concentrating media efforts of the upgraded model.        |

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| by Keith.Dentremont on 3/16/2009 9:56:30 PM    |
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|                        MKT250-0901B-04  Marketing                                     Instructor:  Gardner  Hussey                                         By:  Keith  D’Entremont                                                March 16, 2009                                     Phase  4  DB  15”  LCD  Screen                       As  we  look  at  surveys  and  our  customer  buying  processes  through  in  store  scanning.  We  do  see  that  the  17”  and  larger  screens  are  becoming  the  main  stream  for  computer  users.  I  am  not  in  support  of  dropping  the  product  all  together.  I  still  believe  that  we  can  make  money  on  this  product  and  patiently  wait  out   the  competitors  to  drop  first  and  allow  us  to  market  the  screen  solely.  I  would  like  to  propose  that  we  combine  the  15”  LCD  screen  with  a  computer  tower.  If  we  target  the  students  or  even  the  first  computer  buying  customers  as  the  15”  LCD  screen  is  an  upgrade  or  a  special  feature  to  increase  sales  not  only  on  the  15”  LCD  screen  but  possibly  even  a  less  popular  computer.  This  could   increase  sales  on  both  ends.  At  least  it  can  keep  us  in  the  profit  market  with  the  15” LCD  screen.                    We  also  can  look  at  creating  a  sleeker  looking  15”  LCD  screen.  Possibly  creating  multiple  colors  such  as  green,  pink,  and  so  on.  This  we  can  target  our  marketing  of  the  15”  LCD  screen  to  match  our  unique  colored  towers.  This  also  might  play  popular  with  the  younger  students.  We  also  could  create  a  thinner  more  durable  screen.  Thus  giving  the   students  a  bit  of  comfort  that  the  screen  wont  be  so  fragile  and  break  during  a  group  gathering.                    We  can  always  resort  to  lowering  our  prices  to  attract  our  customers  along  with  our  competitors  customers.  We  could  offer  the  15”  LCD  screen  as  a  sale  product,  or  an  upgrade  benefit  if  someone  buys  a  computer  and  monitor  set  up,  they  could  upgrade  to  the  15”  LCD  flat  screen  for  say  half  the  price  of  the  actual  price. Even  if  we  don’t  offer  the  15” LCD  screen  as  a  sale  item,  we  can  lower  the  price  and  centralize  the  screen  on  our  floors  to  attract  the  consumer  towards  the  screen.                   I  don’t  believe   that  we  should  spend  anymore   money  on  advertising  the  product.  We  are  not  making  money  now  so  if  we  invest  in  more  money  I  believe  that  we  would  be  chasing  good  money  after  bad.  We  need  to  focus  on  attracting  our  customers  to  the  store  and  the  web  site,  as  soon  as  they  are  there  then  we  can  drive  them  towards  the  15’  LCD  screen  with  our  benefit  offering  plans.  I  believe  this  will  be  our  best  options  for  creating  more  of  a  demand  for  the  15”  LCD  screen.                                                References:Dell. (2009). www.dell.com. Retrieved March 16, 2009, from Home and Home office: http://www.dell.com/home?ST=dell%20store&dgc=ST&cid=36919&lid=917534&acd=52183,20278,0,61500767,601758635,1237257788,,12178373,43799708011Gateway. (2009). www.gateway.com. Retrieved March 16, 2009, from displays: http://www.gateway.com/programs/dxseries/index.php?cmpid=topnav\_computersSamsung. (2009). Samsung Monitors. Retrieved March 16, 2009, from Samsung.com: http://www.samsung.com/us/consumer/type/type.do?group=computersperipherals&type=monitors       |
| Re: Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Keith.Dentremont on 3/16/2009 10:02:02 PM    |
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| Monica,I liked your paper. You did a good job. As I was researching for my paper I had noticed how most of the computer companies stopped advertising for the 15" LCD screens. Most of them did not even have that small of a screen, it was 19" and above. In some cases they did not even have the 19" screen. Keep up the good work!!!   Keith       |

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| Re: Re: Phase 4 Developing Marketing Strategy and Mix (DB) Previously submitted December 15, 2008 by Keith.Dentremont on 3/16/2009 10:09:12 PM    |
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| Samuel,Good job on your paper. I like your research and references. I agree it would be too costly to upgrade the monitor, maybe changing colors or something of simplicity like that. I also agree that how we place the set of the CPU and Monitor will play key to our success in selling  the 15" monitor. Good job!!!  Keith       |
| Phase 4 Discussion Board - 15-inch Monitor vs. 17-inch Monitor by Danielle.DenHoed on 3/16/2009 10:18:33 PM    |
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| Colorado Technical University Online15” Monitor vs. 17” MonitorPhase 4 Discussion BoardMKT250-0901B-04MarketingProfessor Gardner HusseyBy: Danielle den HoedMarch 2009 AbstractMy company markets a 15-inch LCD monitor that allows the computer user to enjoy high-resolution video entertainment.  It was introduced five years ago, and after several years of growth, sales have slowed.  It was recently necessary to mark down the retail price under $500 in order to remain competitive, and profits are nearing the breakeven point.  Meanwhile, the sales of our 17-inch monitor continue to grow.  It was introduced at the same time as our 15-inch monitor and retails for $725.  The 17-inch recently received an excellent rating from Consumer Report magazine for monitors in its price range.  I have been asked to analyze different options presented, and choose which one would be the best. 15” Monitor vs. 17” Monitor            When it comes to the size of monitors to focus our marketing on, our company has been presented with six options.  I have immediately eliminated four of the six options.  Cutting the price of the 15-inch monitor would not be in the best interest of the company, as it is barely making a profit at its current price of $500.  We could continue to market the monitor at its current price, however, hoping competitors drop out of the market so we can raise our prices is not a smart business move.  Launching a more aggressive marketing campaign would only cause the company to lose money on the product, due to the minimal profit already being made. Lastly, discontinuing the 15-inch model would not be a good choice either.  Recent market surveys show that 70% of potential customers prefer the 17-inch monitor; therefore, 30% still prefer the smaller monitor.  This poll proves that there is still a small market for the 15-inch monitor.              My suggestion would be to combine the other two options, combine the monitor with a low cost CPU and market them as a student workstation.  By doing this, our company could modify the product, allowing different models to have different features, therefore attracting a variety of target markets.  While doing this may encounter more costs, by combining it with a low cost CPU, it is appealing to a larger crowd whose primary need is a smaller CPU to fit into smaller spaces.  With the 15-inch monitor’s high resolution and excellent rating, it is sure to be a hit with students!            By choosing a combination of these two options, our company is able to continue marketing both monitors, while appealing to a larger market.  We have also designed a monitor that expands our current focus with the potential of gaining future customers as well.  This is the best option for the greater good of the company and our customers. ReferencesArmstrong, G. & Kotler, P. (2009) Marketing: An introduction, (9th ed.) chap 8, Prentice Hall, Upper Saddle River, NJ       |

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| Re: by Danielle.DenHoed on 3/16/2009 10:25:14 PM    |
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| Keith,  I completely agree with you regarding combining the 15-inch monitor with the towers.  It would allow the company to expand its target market.  By allowing the customer to choose from different colors would be a great feature and selling point, especially when targeting younger consumers.  I don't know if cutting the price of the monitor would be a wise business decision, however.  Priced below $500, the monitors are barely making a profit, and if it were to be lowered any more, the business would be losing money. Just a thought!Otherwise, you had some really great ideas!Danielle       |
| Re: Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Danielle.DenHoed on 3/16/2009 10:29:57 PM    |
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| Jeremy,  Your paper was very well written and extremely informative.  You seemed to have a good grasp on marketing initiatives, and your thoughts were proactive and aggressive enough to re-launch the 15-inch monitor.  I really liked your comparison to the current economy.  A low priced computer package is a good alternative for those who need/want a computer, but cannot afford to spend a lot of money.  Plus, by it being a smaller CPU and monitor, it can fit in smaller places, such as dorms!Great job!       |

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| by Natalie.Domingue on 3/16/2009 10:32:28 PM    |
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| Natalie DominguePhase 4 Discussion BoardColorado Technical University Online                                                             March 15, 2009 The company has decided to reassess the 15 inch monitor that was created five years ago. I propose to replace the existing 15 inch monitor with a 17 inch monitor, thereby correcting mistakes. With great marketing strategies we could launch a new monitor size to keep up with the demands of the market.After discussing the options we have available to solve the challenges at hand with the 15 inch, monitor I have established a recommendation. I researched the advantages of a new product development by changing the Monitor size to suit the demand of the market. Before considering the change in product monitor size we should research the marketing strategies used on the 15 inch monitor and why it is losing profit margins. We should also consider the cost of production for the 15 inch monitor making to determine whether it is cost effective and a good value.When the research is complete we could use the data to construct a new and improved monitor with a 17 inch screen size to meet the demands consumers. Along with the updated improvements, we could offer customizing options. The customer could customize their monitor with updates and individual necessities. With the positive aspects of the marketing strategies from the 15 inch monitor we could make improvements with modern marketing strategies. Disintermediation can be considered if we want to keep the price competitive for our 17 inch monitor verses other competitors. By cutting out the retailers all together we could offer a better price point for the monitors. We could also offer payment plans to our consumers.In conclusion the 17 inch monitor would be a great success if we implement all the strategies I proposed.  ReferencesArmstrong, Gary (2009). Marketing: an introduction. Retrieved March 16, 2009 from www.ctuonline.com        |
| Re: Phase 4 Developing Marketing Strategy and Mix (DB) by Paul.Martinez35 on 3/16/2009 11:00:39 PM    |
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| Developing Marketing Strategy and MixPaul MartinezColorado Technical University OnlineMKT250 - Marketing0901BProf. Gardner HusseyMarch 16, 2009             We have two different monitors at two different price ranges, but only one of them is highly profitable. Our 15” monitor just underwent a price cut to stay competitive. It is now priced under $500. Our 17” monitor continues to enjoy high growth – partly due to a very favorable review from Consumer Reports (CTU Online, 2009). Now we have to decide what to do with the 15” monitor - combine it with a low cost CPU, modify it, cut the price further, leave well enough alone, launch a more aggressive campaign, or discontinue it altogether.            Cutting the price or launching a more aggressive marketing campaign are simply not feasible at this time. We are already approaching the breakeven point on the 15”. Cutting the price further will erode those profits even more. Launching more aggressive campaigns will do the same. Doing nothing is also not an option. It is unrealistic to hope that our competition will drop their 15” monitors altogether, as they continue to serve the lower budget end of the consumer base. This is also why we cannot discontinue our 15” model. This would effectively cede our share of that market. We want greater market share, not less. This is the whole point of our transition to “click and mortar” operations.            However, there are still a few options available. The first is modifying the product. I believe it would be unrealistic to modify the features or performance at this stage of the game. We have spent a lot of money perfecting this particular piece of hardware and keeping it profitable under $500. Tinkering with it may well erase what profitability it keeps. We could, however, modify its appearance. To that end, we could liquidate what 15” models remain in the “brick and mortar” pipeline and offer the 15” model only through the website and give the option of customizing its appearance – with different color panels, for example – for a slight premium. If we go the direct marketing approach with it, we could lower costs by eliminating the overhead for this model.            Another option we have is bundling it with a low cost CPU and selling it as a low cost computer to low budget consumers – students, for example. According to Weiner (1987), the annual market for students and educators was estimated to be up to $4 billion by 1990. That market has only grown. We could push an ad campaign during the summer to drive traffic to our website and market the low-cost bundle there for back to school shopping. We can also attempt to sell it to community colleges and universities at a discount – either for use in their labs or to pass on to their students if they are required to have their own computer (Gates, 1998).             References CTU Online. (2009). Developing marketing strategy and mix, phase 4 task list. Retrieved on March 16, 2009 from <https://campus.ctuonline.edu/MainFrame.aspx?ContentFrame=/Default.aspx>Gates, K. F. (1998). Should colleges and universities require students to own their own      computers? Retrieved March 3, 2009 from http://net.educause.edu/ir/library/html/cem/     cem98/cem9839.htmlWiener, D P (Sept 14, 1987). Computer warfare on ca |