Use the product, **Eureka Fresh**, you selected for your Marketing Plan:

·        Write a 1,400-1,750-word paper in which you address the following:

o        Identify the segmentation criteria that will impact your target market selection. Identify your target market.

o        Describe the organizational buyers and consumers of your product or service and the factors that influence their purchasing decisions. Discuss how these factors will impact your marketing strategy.

o        Analyze current competitors and define the competitive landscape for your product or service.  
o        Into and Conclusion

**Please assist me in composing an introduction and conclusion to the below using the guidelines provided above. Each section must be at least 250 words each and should not contain any plagiarism.**

Description of the new product (**Eureka Fresh**) is for the Eureka Vacuum cleaner to have a component attached to the unit, which releases an air fresher. The new component would be able to release the air fresher from the front part of the vacuum by pushing a button on the hand held handle when the vacuum is in use. Eureka vacuum cleaner has many types of accessories and vacuum cleaners, but has yet designed a vacuum cleaner that would release air fresher.

According to Total Vac Inc.(2010), other vacuum cleaner companies offer vacuum cleaner air freshener beads in the scent of fresh n clean. The newest technology infragrance beads are tucked into an air-flow bag; for easy use and clean-up. The market of air freshener tablets and scented packets come in a variety of fragrances, such as lavender fields.

When researching the new product for the air freshener component, we discovered a vacuum cleaner that was both a solution and fragrance, which was added to shampoo concentrate to clean carpets (Rainbow Vacuum D, 2010). The deodorant air freshener came in boxes of a 100 capsules in which the customer would break and pour into the water container. Adding a new component of the Eureka vacuum cleaner would be new technology and exciting for customers when cleaning because it would add a fresh clean scent after vacuuming ones living or work area.