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A Managerial Approach to Marketing

Unit 2 Individual Project

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Tree Ties are a new and different type of decoration specifically made for spanning the size of a tree.  The tie will come in popular tie styles and new and different designs and colors will be introduced for seasons, events, and to help people match their moods and personality.  Tree Ties are like nothing else on the market and can set apart a home in the cookie cutter neighborhood.  The most important thing is the Tree Tie is easily put up and taken down.  While items such as flags and yard decorations are often at odds with homeowners associations, ties should not be an issue because they are tree decorations.

New Tree Ties will come in three types of materials: plastic, cotton/polyester blend, and Synthec, a durable paper often used on bank notes.  The Synthec will be the most expensive because it is a synthetic fiber product mixed with cotton and coated to prevent tearing and fading over time.  However, for those Father’s Day gifts and inexpensive decorations, the plastic or cotton/polyester blend ties will work perfectly.

We want to make our mission statement strong so it had to include our love of nature, fun approach to the decorations, and our commitment to customers and planet. A perfect mission statement would be the following: Tree Ties is committed to the strengthening of care for our planet, adorning nature, and allowing people to have fun and show their personality, while also committing to providing an excellent product that keeps on giving fun and joy!

Tree Ties objectives are both simple and complex.  Because we are competing with products that would be substitutions rather than competition, we will have to consider ourselves a leader in the market.  Once people see how much fun and interesting the concept is, we will be faced with competition.  Therefore our goals and objectives must be more hyperactive.

In our first year we are aiming for a goal of ten thousand Tree Ties sold within the fifty continuous states of the United States.  We would like to capture a market share of the garden decoration industry of 1.2%.  Current solar lights are the biggest substitution we see.  Solar lighting for gardens come in a variety of types and can be attached to poles, made into statues or figurines and come in solid and changing color models.  Some companies are currently using them for string lights as well.  The garden decoration industry is a relatively new industry as well. (Stiles, McClunney,&Kinney, 1998)

The company’s ability to make a profit will rely heavily on the marketing department’s ability to sell to wholesale distributors and to create an online presence.  Expansion of an online presence could increase our sales by up to fifty percent, if we can gain an audience quickly.  We want to be ready to introduce and market for the spring sales season.  With the spring gardeners and those wanting to spruce up their yards and exteriors after a long, cold winter, this will provide our best time to create a big impact on the market with our fun and inexpensive lines.  We will want to set our prices low enough to engage customers without going so low we cannot make a profit.  Market research will be necessary with a prototype, to help us get a clearer picture of what these price points should be.

**References**

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