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A Managerial Approach to Marketing

Unit 1 Discussion Board

03/29/2011

When it comes to selling a new product on the market in the United States of America marketing is a very important tool for a company to utilize in order to have any success. Marketing is the process or technique of promoting, selling, and distributing a product or service. As a result of being a father and being a part of the United States military I have often seen too many times fathers that feel unappreciated and constantly receive gifts from family members that they don’t want and will never use, but with our new product this will not be an issue.

The new product that I have decided to create in order to be able to complete this week’s discussion board is Tree Ties.  As gardeners become more involved with their yards, and people search for ways to sell their homes in a down market, anything that makes it stand out above their competition is going to sell well.  Tree Ties is a good, inexpensive way to make a home or tree stand out.  Tree Ties will also make a great birthday, father’s day, or even Christmas gift. The different types offered and the materials one can choose from will enhance the decor of any tree in any yard.

People can make a personal statement by selecting a style of their choice of Tree Ties.  These ties will come in several different varieties such as the clip on that hooks onto a small embedded hook, the Windsor knot, around the tree length of material that will attach to a premade knotted looking tie, and the ever popular bow ties.  The colors will compliment the different seasons, the colors make the choices a personal statement. The tree ties will also have a variety colored lights that the customer can choose from, i.e. blue, red, green etc.

The ties will come in plastic, cotton/polyester blend material, and durable materials.  There will also be various sizes such as small, medium, and large for those big oaks and tall redwoods.  They will also make fun gifts because they are priced low and easy to attach or set up.

This type of invention would not only appeal to the buyer’s eye but would be a great way to make your yard or tree the talk of the neighborhood.

**References**

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