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MKT 380

Phase 1, Individual Project 1

Colorado Technical University Online

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ABC Company Marketing Plan

ABC is a company which deals in the sale of computer hardware, software and accessories with the business market being its main target market. The company makes use of the 4p’s of marketing tactics to ensure the implementation of its marketing plan.

Business Goals and Objectives

To increase the business profits every month, to increase the business overall market share in the next year, to reduce the overall budget costs of the company, to improve the overall customer satisfaction in the next year, enhancing community development programs, and building the business product brand through sales promotion.

Mission Statement

The business mission is to inspire and ensure customer’s satisfaction in ensuring that the members of the society remain comfortable as a result of the products and the services that the business offers them. The business goals are therefore in alignment with the business mission statement since it ensures that the community is satisfied with the services that it produces as they are offered at low cost which customers in the market can easily understand.

Marketing Objectives

The marketing objectives designed should be specific to the goals that it is meant to achieve, measurable so that the objectives can be quantified, achievable in that they should not be over quantified, realistic in that the resources which are required to make the objective happen are available, and timed in that the objectives should be achieved within the specified time frame (SMART objectives, n.d).

The marketing objectives which are put in place to meet the business goals and objectives of the company’s plan include; achieving a 10% return on capital employed by mid next year, gaining 15% of the market for the printer accessories by the end of the next financial year, increasing awareness on the various ways of protecting computer hardware from 10% to 20% by mid next year, increasing the size of the business operations from $100,000 to $200,000 by the end of next year.

Target Customer Group

ABC Company deals in the sale of computer and computer accessories such as printers and scanners. The company’s customer target group includes the small scale businesses who are involved in the use of computers in carrying out their day to day business activities.

Customer Profile
Target Marketing

The target market for ABC Company involves both small and large sized business organizations. The product line for ABC Company involves the sale of computer hardware, software and accessories (Customer profile example, 2010).

Customer’s Profile
Profile:
Economic level: lower to upper class level
Work: Business owners and professionals
Business habits: use of computer for services production such as printing
Business’s survival age: 1 to 20 years
Location: global
Market size: The consumer base ranges from $15,000 to $35,000 within the first year of operation.
Competition: Increasing competition as a result of the fact that changes are always experienced in the use of technology as technology advances day in day out.

Tactical Marketing Strategies

To implement the marketing plan, tactical marketing strategies will be employed such as product, price, place and promotion. Under product, the company offers wide range of computer hardware, software and accessories. The fact that the products are available in wide range makes this tactic different from what the other companies are producing in the market.

Under price, the computer hardware, software and accessories are going to be priced cheaply. The reason behind this pricing decision is to attract more customers to purchase the products to ensure increased in revenue in the next financial year. Considering the place tactic, the company’s product will reach the market via an online medium to ensure that all the company’s customers are reached. Finally, under promotion tactic, the company will promote its product in the market through advertising and offering sales promotion whereby every business which purchases over 20 products at the same time will be provided with a printer for free (How to write a marketing plan, n.d).

References
Customer profile example, (2010). Professor project. Retrieved in November 14, 2011, from http://professorproject.blogspot.com/2010/12/customer-profile-example.html

How to write a marketing plan, (n.d). Retrieved in November 14, 2011, from http://www.azot.gov/documents/Marketing\_Tool\_Kit.pdf

SMART objectives (n.d). Retrieved in November 14, 2011, from http://marketingteacher.com/lesson-store/lesson-objectives.html