

## Answer on question # 52802 - Marketing

a) Suppose, you are a marketing manager of ABC company, you have to develop a marketing mix strategy of your consumer item "after-shave lotion". How would you define your market Segment? and design the Four P's strategy of your product. Discuss.

Two categories of consumers can be our clients. They are men, which can use a lotion after the shaving, and women, which use it after a capillurgy and shaving.

To know the percent of people, which uses an after shave lotion, I propose to make a social questioning among consumers, ask them to fill some application forms and choose a mean after shaving in the list with an after-shave lotion. Using this data base, we can diagram on the basic of got results.

The four P's strategy includes: a development of the brand, a price strategy, places for sales and promotion actions.

The slogan of our brand is: "Present a softness and smoothness to yourself".

We can make two types of packing: for men and women.

b) How would market challenger attack market leader?

We can be faced with a few market challenges. They are: a market competition among many producers and sellers of such production and using other facilities after shaving by consumers.