

THE BAND OF BROTHERS

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brother
At your side.

OUR TARGET: UK SOHO market segment

ANALYZING OUR TARGET SEGMENT: SOHOs key features:

Fun

Flexibility

Freedom

Financial rewards

POSITIONING STRATEGY: “bargain brand” (high quality and relatively low-cost price) Penetration Strategy

Positioned by product features (time, space, money),
benefits (all the benefits of having 4 products in 1)

MARKETING MIX:

PRODUCT: Innovative, creative, cool, modern, efficient, convenient,
young, cute. The Beatles’ metaphor – 4 Fs

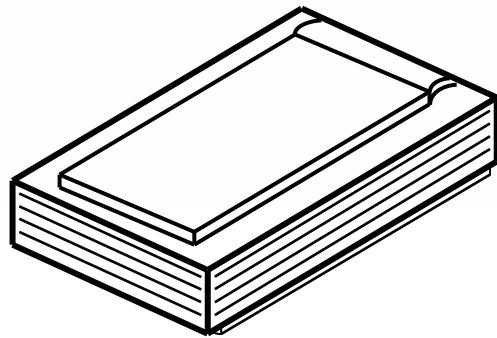
PROMOTION: Marketing Communication Plan

Objectives: Increase the sales of all-in-one machines in the UK SOHO market
segment; enhance customer awareness and recognition of the brand

Message: Enlightening the home office environment

Media: Web-based advertisement

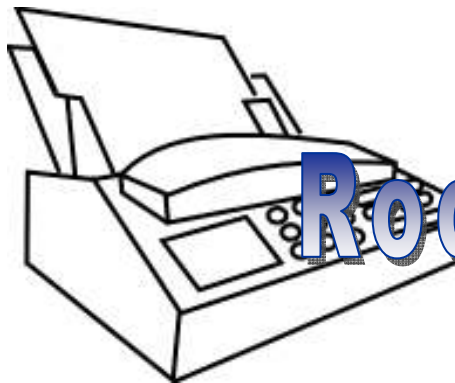




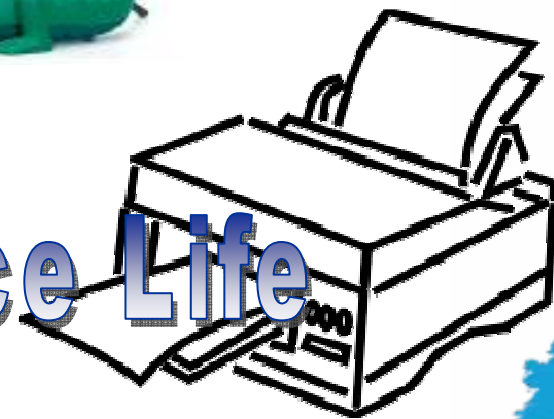
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4 in 1



Rock your Office Life



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BUDGET PLAN AS AN EVALUATION FRAMEWORK FOR OUR STRATEGY

1. Preliminary sales estimate
2. Budget Method (Objective and Task method)
3. Financial and non-financial ratios
4. Corrective and contingency plans

DIRECT COSTS

Manufacturing cost per unit: £12 (RRP: £60) DCP-115C model

MARKETING COMMUNICATION COSTS

Database of potential customers in the market segment £800

Design and development of the web-based advertisement £ 1,500

Advertising agency consultancy £ 600

Royalties for The Beatles' image £ 1,200

Extra related costs £ 900

BUDGET STRATEGIES

Absorption costing strategy

Breakeven Analysis (Breakeven point= $\text{total fixed costs} / \text{contribution per unit}$)

Expected ROI: +160%

Brand recognition in the UK market: +30%



THANK YOU!!!

Any questions?



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