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Paper Marketing

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Ques 1: (a)

There are some approaches which are given below.

Pricing strategy:

Pricing strategy refers to method companies use to price their products or services. Almost all companies, large or small, base the price of their products and services on production, labor and advertising expenses and then add on a certain percentage so they can make a profit.

Approaches:

1. **Price Penetration**

Penetration pricing is the pricing technique of setting a relatively low initial entry price, usually lower than the intended established price, to attract new customers. The strategy aims to encourage customers to switch to the new product because of the lower price

1. **Price Skimming**

Price skimming is a pricing strategy in which a marketer sets a relatively high initial price for a product or service at first, then lowers the price over time.

The main benefit of a skimming pricing strategy is that it helps you make more money.

1. **Loss Leader Pricing**

A loss leader is a pricing strategy where product or service that is offered at a price that is not profitable, but is sold or offered in order to attract new customers or to sell additional products and services to those customers

1. **Psychological Pricing**

Psychological pricing  is a pricing and marketing strategy  based on the theory that certain prices have a psychological impact.

1. **Discrimination Pricing**

Price discrimination is a pricing strategy that charges customers different prices for the same product or service.

**Using :**

**i will regularly use gellite blue 3.**

1. Yes we notice the price of each of these items For each item,
2. The main benefits we are looking for in using the product the ist one quality and another we use it for ten shaves and also have a good price.
3. No the price communicate the total benefits sought?
4. Yes the product’s price suggest good value?
5. No we think the manufacturer or retailer is overcharging or undercharging consumers for the product

Ques 2:

The most important thing is to get your product known and worry about making money at a later time. The **Growth** stage is where the market share of product starts to grow. Often at this stage a large amount of money is spent on advertising.

1. The productivity stage is riskest

(b) Which stage offers the greatest profit potential?

1. Introduction stage appears to require the greatest amount of ‘hands-on’ management

Already we have own business of mineral water we also ace many problems in starting now are alhumdolilallah are in better condition

Ques 3:

**MARKETING PLAN**

A marketing plan is a comprehensive document that outlines a company’s overall marketing effort. It outlines how a company will implement its marketing strategy, and use a combination of resources to achieve business objectives including sales targets or customer acquisition.

**Contents of a marketing plan**

* **Executive Summary**
* **Situational Analysis**
* **Opportunities / Issue Analysis -SWOT Analysis**
* **Objectives**
* **Marketing Strategy**
* **Action Program** **(the operational marketing plan itself for the period under review**)
* **Financial Forecast**
* **Controls**

Ques 4:

Part a):

Traditional shopping can be very time consuming if you haven’t made the decision of what to buy. By contrast, online shopping allows people to shop anytime, anywhere, and of course with no boundaries between countries. In fact, these two ways of shopping share the same purpose, which is buying things. Yet, there are some differences between them.

Differences:

1. The first difference between online shopping and traditional shopping is authenticity. To make an appealing advertisement of products, some online shopping stores tend to exaggerate the facts of the products. By contrast, most traditional stores have no guts to do so. It is because real stores must display the products in front of customers to let them touch and feel the products.

For example, when a potential customer steps into the store with the purpose of buying a real iPhone 5S, which is a very well-known electric product, the seller dare not sell the fake one because iPhone 5S is so popular that everyone knows what the real iPhone 5S is li

1. The second difference between online shopping and traditional shopping is convenience. Shopping online reduces limitations. It is so convenient that you can shop anytime and anywhere. For example, you can easily visit the website, find the product you want to buy and wait for the product being delivered to you. If you need time to reconsider about the products, all you have to do is put the product in the virtual shopping bag or on the virtual wish list. Usually, you have to pay additional shipping costs while shopping online. By contrast, real store shopping is not convenient for people who live far away from stores. Real store shopping is too time consuming for customers to drive to the stores. In other words, shopping online is more convenient than shopping in traditional stores.
2. The last difference between online shopping and traditional shopping is the safety issue. Online shopping is not always safe. To make an order online, you must expose personal data and credit card information. Some bad people can access personal information easily through online transaction and steal it for unauthorized deals.

 In conclusion, both kinds of shopping have merits and shortages. The benefits of both shopping online and shopping in real stores are countless. However, it is true that sometimes merits could become shortages and vice versa, depending on the different perspectives that people hold.

Part B):

**Advantages:**

1. **Convenience:** There is no better place to buy informational products like e-books, which are available to you instantly, as soon as the payment goes through.
2. **Better prices:** Cheap deals and better prices are available online, because products come to you direct from the manufacturer or seller without involving middlemen.
3. **More variety.** The choices online are amazing. You can find almost any brand or item you're looking for. You can get in on the latest international trends without spending money on airfare.
4. **You can send gifts more easily.** Sending gifts to relatives and friends is easy, no matter where they are. All the packaging and shipping is done for you. Oftentimes, they'll even gift wrap it for you.
5. **More control.** you don't have to let the store's inventory dictate what you buy, and you can get exactly what you want and need.
6. **Easy price comparisons.** Comparing and researching products and their prices is so much easier online. If you're shopping for appliances, for example, you can find consumer reviews and product comparisons for all the options on the market.
7. **No pressure.** Oftentimes when we're out shopping, we end up buying things that we don't really need, all because shopkeepers pressure us or use their selling skills to compel us to make these purchases.
8. **You can buy used or damaged items at lower prices.** The marketplace on the Internet gives us access to listings of old or damaged items at rock bottom prices. Also, if we want to buy antiques, there's no better place to find great ones.

**Disadvantages:**

1. **Negative environmental impact of packaging and gas.** Having your purchase packed in several layers of plastic and cardboard packaging and delivered right to your front door is good for you, but not so great for the environment.
2. **Shipping problems and delays.** Even the biggest and best shipping companies and online retailers have their bad days, so there's no way to ensure that you'll get your hands on your purchase in time unless you pick it up from a store. Items get lost, detoured, damaged, or delivered to the wrong address more often than you can imagine.
3. **Risk of fraud.** If you're shopping online, there's a larger risk of fraud: credit card scams, phishing, hacking, identity theft, counterfeit products, bogus websites, and other scams are common
4. **Spending too much time online.** Especially if your job requires that you look at a computer all day, you might get burnt out on all that screen time. Shopping online can turn into a marathon of scrolling and clicking down rabbit holes
5. **Less contact with the community.** If you do all your business online, you'll never have to leave your home. This might be great for a while but sometimes, you might want to go outside, breathe some fresh air, get a change of scenery, talk to real people, participate in your community, and just be a part of the crowd. Sometimes, a computer monitor can't compete with a real human connection.
6. **No sales assistance**. In a store, there's usually someone to help you but online, you're on your own. If you're confused or have questions, it's just too bad for you. You might have to make blind purchases and mistakes you'll regret later because there was no one to talk to.
7. **No support for local retailers**. If everyone started doing all their shopping online, all the local stores would go out of business. When all the stores in town are gone, we'll have to drive further and further away to shop at a real store.
8. **Unfriendly, scammy, or complicated websites.** Some sites require that you join their mailing list and make it impossible to unsubscribe. Some sell your email address to others, so your email is full of ads.

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