# Assignment Four

Task 1

In this task I am going to…

The marketing mix is…

*(Explain each section of the marketing mix)*

The product I am going to look at is…

The main target market for this product is…

For each of the categories below you must complete the information and remember to delete the guidance I have given.

Age – describe the target age of the product

Income – describe the target income of the product

Lifestyle – describe the key features of their lifestyle (e.g. healthy, busy working)

Interests – describe the key interest of the target market (e.g. enjoys sports, music etc.)

Gender – describe the main target market (male or female)

Beliefs – do they have any religious beliefs~?

Location – where are the majority of your target market living?

**Price**

Answer all of these questions

1. What is the price range(s) of the product – give examples
2. How does this meet the needs of your target market?

**Product**

1. Describe the key features of the product including colour, key features, look, style, weight, size etc.
2. Explain how these key feature meet the needs of your target audience – pay a particular focus to the lifestyle and interests

**Place**

1. Describe all of the different ways consumers can buy the product (e.g. warehouses, shops, online, direct etc.)
2. Describe the different locations that the target market consumers live around (e.g. regions, countries etc.)
3. Explain how the different methods of buying the product meet the needs of the target market. E.g. if they have a busy lifestyle being able to order online meets the needs of customers because it is convenient and saves time going to the shops etc.

**Promotion**

1. What are the different promotional methods the business has (E.g. buy one get one free, how they advertise, any sales discounts, do they use loyalty cards, free gifts, competitions, sponsorship etc.
2. How do each of these different forms of promotion help to meet the needs and wants of the target market

Conclusion

1. It is important to make sure the marketing mix is detailed enough because…
2. Overall, I believe this is a good marketing mix for the product because…