

household things. However, as the business grows, it may also expand base on the trends and demands of the customers.

Targeting

Target marketing is a set of buyers sharing common needs or characteristics that the company decides to serve.

Mueble will select the customers with minimalistic insights and those who are a fan of convertible furnitures. Also because of the price range, it is recommended for people with middle- high incomes. Mueble also offers various products for families mostly like sofabeds, deskchair, speakerdesk, and more.

Positioning

According to Jim Wilkinson (2013), the positioning of a brand or product is a strategic process that involves marketing the brand or product in a certain way to create and establish an image or identity within the minds of the consumers in the target market.

Mueble will create an image or identity in the minds of the consumer that it is a company of stylish, trendy and modern designs of convertible furnitures that does not only consider the good looks of the product but also the quality while serving it in a reasonable price.