

Unit 9 - P2

Coventry offers their pupils a number of computers that the industry would prefer to use, manufactured from the Dell Company, which is the brand image for the Vostro 410 computers purchased. These will assist with the work made, and are already popular with many homeowners and businesses. Dell is a computer electronics store, which makes and sales a range of computers to customers and businesses. Dell has to put a few factors into consideration involving the style and duration of the brand.

The factors considered include the colour, where black is a common colour on their computers, and although boring, it is only to assist appearance of the overall product. Also, the colour of the packaging would make the overall product eye – catching, and can be differentiated from other rival goods. Another factor would be brand visibility, where all the features upon the computer is recognisable and stand out, such as the front, sides, bulk, etc which all help the computer to be separate from the rest. In order to be distinctive, Dell should be able to provide the goods within the front of their stores, can be available as a worldwide brand. There is also the size of the brand that can favour people's interest, where it can be more advanced if it's smaller and grab more people's attention, while a flatscreen computer can be most favoured. While these are well built, they're also secure, where packaging should be able to protect the equipment, because it must travel from the supplier, to the wholesaler, to the retailer, and the covering should be stable. So not only should the wrapping appear good in presentation, but also to prevent damage coming to the computer. The message explained should be clear and understandable in order to fully know what the Vostro 410 is about. Finally, Dell would spend millions of pounds on the structure and design, large plain packaging, features and work options such as Microsoft, so the latest computers all the time during the year, and the Vostro gives a good vital image which Coventry would be interested to purchase from Dell.

Goods and services – The computer product refers to the output of any business. The items sold would either be tangible, which you can be in physical contact with, intangible, where services would be offered by the business retailer. One of the main reasons customers buy certain products is because they think they will gain benefits and satisfaction once they use them. Even businesses would need to be satisfied by buying or hiring industrial goods, machinery, resources, etc. Above is the product life cycle from which the Vostro was introduced and gave great results as it is new and may be given special starter offers which reduce the price. Soon the product will increase in popularity, but will decline due to expenses and competitors having the same product. But since Dell is popular, they can still make sales with this product.

Price – A vital issue to the marketing mix is the price when a business sells its products. It is Coventry that has found the price to be great help to what they can manage to buy for their students, because they knew how much they could afford. Issues involving the price would be if it's suitable with the quality of the product, the connection between the price and place, the reason for why the value is so important, such as for the education of students, etc. Pricing strategies are what a business works out to attract customers. This would be used in situations such competition, where Dell could decide to match or undercut their prices against their rivals to win over the Uni's sales. Although it might not attract Coventry as easily, Dell could maximise profits for a greater share of the market, or even the cost of the production of the Vostro, where the manufacture can be cheaper.