

MARKETING FUNDAMENTALS

Before to start presenting our rapport I' pleased to introduce you my group members :

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Our study case is Marketing Fundamentals – marketing mix and our choose is Mini Cooper Clubman and we are very pleased to invite you in making a few steps in Mini Cooper “world”

The marketing process involves a business effort to reach out as many people as possible. The result of well thought out marketing strategy should be a higher number of customers. It makes it possible for the business to grow, increase profits, establish brand recognition and give value to its clients.

For a business to be built successful, in our days, when everybody can access the internet, we need a blog to put the products in front of people eyes and to make business growth stable and faster.

A blog post can give us a unique opportunity to share our products offers and the chance to increase your brands likeability quotient. A blog with a high-quality content can help you to build brand loyalty but the main thing is to be updated regularly.

After a careful research, we create blog marketing strategy, one that will make a significant impact on the future of our business.

“Quality is always more important than quantity”-This is the base of our blog, and the message for the customers. All the information's that they will find on this blog is to

satisfied their needs and also to let them know all the details about manufacture, technology and offers.

The new Mini Cooper Clubman is coming with an innovative design and very intelligent abilities for a car in 2018 , the new Mini Cooper Clubman is for all the ages and the producer can offer for the customers the unique occasion like the customers can choose and mix the colour for their new car , they can choose what kind of action they want for the car like sensory for parking , vocal order , booster , the tuning for the car , they can choose between sport and classic , all this adds and chooses that the customers want to make is up to the money that they want to spend for their new car , that why Mini Cooper comes with a lot of offer's for all tips of customers .

Conclusion

By doing this group assignment , we discover some skills that we have for example : team work , this ability is very helpful for our life – style . In our assignment we were using all the knowledge's that we accumulate in our class , and we were having the chance to make our own research to make the analysis of our study case .