

Group Report

Our team wanted to give a new product to the consumer. In case giving the same thing which already available in the market would be very much hard to reach the customer. And customer won't be ready to spend for the same item again and again.

So in satisfying the customer we came across to give an innovation that's the 'Non-Washable' shirt under Turnbull & Asser Brand. This new product will definitely reach the target group easily. Because today world run so fast and people have no time to have their meals even, so this non washable shirt will definitely save their time. This is how we came across with this product.

According to product concept the price we decided to the shirt is £300, some may think that this price is high but still the unit cost, the material that used for the shirt is expensive where it gives so much benefit back to the customers.

Simply it can be said one time investment because after buying this product they won't spend any extra cost on washing powder, water, electricity(ironing) and of course no need to throw due to marks. This is how this product reach the target group.

So here the brand plus the target group both interconnects with each other as the product is also new for the customer at the same time it is been released by a high brand. This situation reflects the brand image.

In marketing process of this product we planned to use blogs which will be more convenient and low cost method to reach all target groups.

Blogs

The blog is the digital content preparation platform that may contain the personal opinion of the writer on a particular issue or reviews about any situations or even any kind of judgment. The blog is the online medium of communication, because there are many people can connect at the same time with the writer through the blog posting. Blog is generally synced with any website and the blogger tries to maintain a regular update with different information to the blog. Because of the global reach of the internet, people like to manage communication with blog posting and there are many people can connect with each other through their opinion in blog.

Some special tactics are needed to reach the blog content to more people and make a reliable source of communication are given below:

- ✓ Be very much strategic and specific about content. Content specifications with reliable information are the first condition to make a proper post (Greene, 2012). Better content is not concerning about the quality only, whereas the content needs to be clean and precise along with the understandable guarantee.
- ✓ Crafting headline is another important message for the bloggers, because the irresistibly content will only get ultimate beauty if the headline is good. If the reader get message about the indie words, then it'll automatically help to make sense.
- ✓ That's why the keywords are very much necessary to make a stronger collaboration with readers.
- ✓ Search engine optimization along with the synchronization of other networking sites with the blog is necessary. The more sync with sites will help to make more communication bridge with the blog.
- ✓ SEO plugin is very much needed for the bloggers, so the users will find the address or name by inputting any keywords of the site.
- ✓ Restructure the post and check the sequences are the combination of all strategies, because if the blogger fails to look after this factor, then the effort will not provide any sustainable return.

So with this marketing tool we may reach the target group easily with low cost. We are 100% confident that our product will be more profitable than we thought, as we haven't spent much on advertisement. Because today most of businesses in the world spend half of their income for marketing (advertisement) that's why we choose the way of reaching customers through blogging. Here our product shows the profitable, accessible and durable.

Even our group made an analysis on SWOT of our product.

In this case our product has more strength as there is no competition (unavailability of similar products) and we have got various opportunities to reach and enter new market with this product.

And we have got no threats and weaknesses as it is unique product which only serves. It could be changed in future, may be similar products come into market and that could be a threat still at that moment our product will be already reached to everyone and it may give a status in society.

Our group members thank our sir Mr. Richard Small for teaching Marketing, because of him we learned so many factors about brands, target groups, advertisement, marketing concepts. We hope the experience that we got by doing these blogs will be very much useful in our future career.

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