MARKETING PROJECT

Stage 3

Rujaine Garcia

MAR3023

*Target Market*

Everyone can enjoy the party. It is something different that besides burning calories and having fun, releases stress. There is no gender or age specific. Zumba is a cardio program and everyone that wishes to lose weight, maintain a healthy body, or just to enjoy is welcome.

Classes are very affordable. It ranges from $5 to $20 per person per class, depending on the instructor, the area, and the experience. Mine is $7, and it is low compared to almost every instructor, that usually charge $10 or more. I think it’s very worth it because I love what I do; I enjoy it, and I know how to dance. This makes it easier for me to guide everyone else.

*Does target market possess any talent?*

Target market does not require to have any specific talent or quality. They are not even required to know how to dance. They just need to have will power and the desire to change their body for good. Dancing can be learned in the process. As weeks pass by, they will learn the steps making it easier to follow up with new choreographies.

*Where to find your target market?*

There is no specific place to find my target market. The owner of the gym where I teach helps with the marketing by talking to current members and families and using social media. I just let people know and I provide the first class free, if they like the music and the energy, they will come back and bring friends with them. Having the first class at no cost, I believe is a great idea; it will bring in new people every week.

*Which of the 4 P’s is most important?*

The marketing mix is most commonly executed through the 4 P’s of marketing: price, product, promotion, and place.

I would say that the most important of them all is Price. The price of the product or service will affect how it sells. That’s why is essential to have the right price because if a service has a higher or lower cost than it’s perceived, then it will not sell.

I must identify what values and benefits the customer sees and what the competitors’ offers are for me to determine the final price.

In my case, $7 is very affordable because besides working out, people look for the music they enjoy most and how the instructor performs.

*Which form of advertising would be more profitable?*

There are numerous forms of advertising such as television, newspaper, radio, and social media. I consider that social media would be the best option because it does not cost anything. By just posting images and videos on Instagram, people from everywhere will start sending messages asking when, where, and how. They will want to know all the information there is, and when they find out the first class is free, they will go just to try it. That way they can compare to previous instructors at no cost.

# References

(2014, August 5). Retrieved from www.cleverism.com: https://www.cleverism.com/understanding-marketing-mix-concept-4ps/

Lovering, C. (n.d.). Retrieved from www.smallbusiness.chron.com: http://smallbusiness.chron.com/8-different-ways-advertise-products-services-19274.html

unknown. (n.d.). Retrieved from www.purelybranded.com: http://www.purelybranded.com/insights/the-four-ps-of-marketing/