

60%

International Marketing

Final Project

Product:Screwdriver

Target country:Vietnam

DAPU

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Date - I mentioned this before . . .

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What are you geographic segments?

Segment

- **Geographic: Humid climate**

Vietnam is geographically located in Southeast Asia, and the climate is mostly humid. So we thought we could make some changes to the material on the handle. Vietnam's climate, here's the information about two important cities: Hanoi and Ho Chi Minh City. Hanoi, located in the northern part of the country, experiences a subtropical climate with distinct four seasons. On the other hand, Ho Chi Minh City has a tropical climate characterized by wet and dry seasons, without distinct seasons as seen in Hanoi.

Ok

- **Occupation: Amateur vs Professional**

Amateurs often use screwdrivers frequently at home or in their daily lives. They may use this tool when assembling furniture. Amateurs also use a screwdriver to make simple repairs when a minor breakdown occurs at home, such as fixing a loose door hinge or replacing a battery cover.

Professionals often use screwdrivers in industry, construction, agriculture, and fishing. These industries are the main industries in Vietnam. Screwdrivers are very important in these jobs to provide accurate and flexible operation.

Given the large working population in Vietnam, many people are employed in the industrial sector. This means that a significant number of workers use screwdrivers

T = target - is that what you are talking about here. Professionals = target

as part of their jobs. Considering the distinction between amateurs and professionals, we have decided to market our products to the professional segment.

- **Wage range:Low-income**

Vietnam has made significant economic progress over the past few decades, transitioning from a centrally planned economy to a socialist-oriented market economy. This transition has led to impressive growth rates and poverty reduction. However, income inequality remains a challenge, with significant disparities between urban and rural areas, as well as among different regions of the country.

Low-income individuals and households in Vietnam often face challenges. They may also have limited opportunities for economic advancement and face barriers to social mobility.

Segment or target?

You have covered segmentation in other marketing classes AND in this one

We have done workshops on this

Product

- **Anti-slip material**

Because of Humid climate, we choose non-slip handles to facilitate force application. The material of the anti-slip handle is 3M™ anti-slip material Gripping Material GM530. This material has the anti-slip effect even in wet or oily environments. Soft to the touch, not rough and irritating, good elasticity, can closely adhere to curved surfaces

ok

Because = conjunction = do not start sentence this way

Capital letter in the middle of a sentence

- **Magnetic front-end**

Lack of care and focus = "we do not care"

Because of Huge labor force, We plan to use artificial magnets mixed with some cheap steel to reduce costs. The front-end is designed to be detachable and can be exchanged back to the company or dealer after the magnetic force fades.

ok

- **High-carbon steel**

Ok direction

Choose the cheaper one (Vietnam's income is low and c. can only afford cheaper appliances) We selected high carbon steel as the material and SM7 as the quenching hardness. This type of steel has the advantages of being hard, cheap and wear-resistant.

Pricing

- Penetration pricing `Ok - the best part so far`

We will choose to use the method of small profits but quick turnover to expand channels and increase market share. There are two reasons. First, there is a huge demand for industries in Vietnam, so the market demand is high enough. In addition, the average income in Vietnam is low, so they are more sensitive to price changes rather than pursuing brands.

- Pricing build strategy `Price floor and price ceiling?
These were covered in class material but
not mentioned here`

For basic models of manual screwdrivers, the price typically ranges from 20,000 to 50,000 VND (about 1 to 2 USD). These screwdrivers are suitable for general household and basic DIY purposes, capable of meeting the needs for everyday repairs and assembly.

For higher quality or well-known brand manual screwdrivers, the price may range from 50,000 to 200,000 VND (about 2 to 8 USD). These screwdrivers are usually made from more durable materials and feature more ergonomic designs, making them suitable for individuals who need to use tools frequently.

We decided to price our screwdriver at \$0.8 USD. Penetrate the market through prices that are cheaper than the average market price, establish a stable customer base, and then increase the price to a profitable price.

Position

- Product Positioning

Create an impression of worker friendliness, close connection with tools and labor groups, economical and approachable prices. When users talk about our products we hope they will think of us as practical and cheap, and that they will think of us when they think of their preferred screwdriver.

This is the old version - it would have been thoughtful to give me a PDF as well as Word version.

- Position map



Promotion

- Channels

Our screwdrivers are tailored to meet the demands of professionals across various industries, including fisheries, manufacturing, agriculture, and construction. Leveraging a business-to-business (B2B) approach, we aim to distribute our products directly to businesses operating within these sectors.

Through targeted outreach and collaboration with businesses in these sectors, we aim to establish partnerships that streamline access to our products for professional users. By connecting directly with manufacturers, distributors, and contractors, we can ensure that our screwdrivers are readily available to meet the specialized needs of professionals across diverse industries.

- Promotion strategy

Tiktok industry support, since Tiktok is now a world-class platform, we can cooperate with creators. As long as consumers pass the Tiktok platform, they can get additional discounts. The specific discounts will be negotiated between the creators and the company.

Service support – 3Ps

- **Service**

We have established a dedicated Customer Service Department to ensure efficient handling of related inquiries and provide support in various languages. Our professional customer service team serves as a direct channel for swiftly addressing customer concerns and inquiries.

In terms of after-sales service, we prioritize customer satisfaction by offering services such as consumables replacement (e.g., magnetic front ends) and product consultations. This proactive approach aims to prevent any potential loss of customers due to post-purchase issues or concerns.

- **Service added value**

We not only provide the product itself but also offer related accessories and consumables free of charge, ensuring that customers can use our products without additional expenses for accessories or consumables.

Furthermore, we offer extended warranty services to provide customers with prolonged protection. This service is designed to reassure customers that they can receive free repairs or replacements even if the product encounters quality issues or malfunctions. This additional assurance enables customers to confidently choose our products and enhances their trust and satisfaction.

We prioritize communication and engagement with customers, maintaining regular contact and strengthening customer relationship management (CRM). Through consistent communication and CRM practices, we ensure a better understanding of customer needs and feedback. This ongoing dialogue not only helps address any issues customers may encounter but also provides opportunities for us to improve products and services. By establishing close and resilient relationships, we foster higher customer satisfaction and loyalty.