

商务对话实战(营销策略篇) PDF转换可能丢失图片或格式 ,  
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Tanya Nichols, the owner of an ice cream manufacturing company, is talking with her marketing manager, Carla Hutchison, about the marketing strategy for a new product. Tanya: So, Carla, do you have a marketing plan for our new ice-cream sandwich? Carla: Yes I do.

After going through our S.W.O.T. process, I think we ' re in good shape. One of our main strengths is the quality of our ice-cream, and there ' s is a good market opportunity for the novelty of a choice of flavors. Since our company already has a good image,I don ' t see many weaknesses. No other company sells ice-cream sandwiches with a choice of 5 flavors, so there ' s no threat to speak of, either.

Tanya: I assume we don ' t need to worry about creating a need, with summer almost here. Carla: Right. As for the marketing mix, we

' ll package it in gold foil with dark brown lettering to simulate chocolate, and price it 20% higher than our chocolate-covered ice-cream bar. It ' ll be introduced in 0selected places across the country starting next month. The main promotion will be through advertising, using a ' pull ' strategy, of course. We haven ' t finalized our ads yet, so I ' ll have to let you know. Can we meet again the beginning of next week? Tanya: Sure can. Let me check ...

how about Tuesday morning at 10:30? Carla: Uh, let ' s see ... okay

with me. 在这一对话中 , Tanya Nichols是一家冰淇淋制造公司的业主 , 她正在和他的营销经理Carla Hutchison谈论一种新产

品的营销策略。 Tanya: Carla,你对我们新的冰激凌三明治有什么营销计划吗? Carla: 是的我有。经过SWOT分析,我认为我们的经营状况很好。我们的主要优势之一是我们产品的质量,并且创新口味的产品在市场上有很大商机。因为我们公司已有一个好的形象,我并不认为有很多不利因素。没有其他公司有5种口味的冰淇淋三明治,所以对我们来说谈不上有什么威胁。 Tanya: 我想夏季就要来临,我们不用再为创造需求而担心。 Carla:对。至于说营销组合,我们要用像巧克力一样的深褐色字母的金箔纸来包装它,仿照巧克力,并且定价比我们的巧克力脆皮冰激凌贵20%。下个月将要在全国有选择地投放市场。主要通过广告促销,当然是运用“拉”的策略。我们还没有最终决定我们的广告,因此我还得要通知你。我们下周初能再碰一下面吗? Tanya: 当然可以。让我看一下.....星期二早上10:30怎么样? Carla: 呃,我看看.....我没问题。 Tanya: 好,干得好。 100Test 下载频道开通,各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)