

商务对话实战之营销策略篇 PDF转换可能丢失图片或格式，
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https://www.100test.com/kao_ti2020/504/2021_2022__E5_95_86_E5_8A_A1_E5_AF_B9_E8_c85_504876.htm 英：

In this conversation, 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. 中：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，Carla.下周见。 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