



UNIVERSITI TEKNOLOGI MARA

MKT243

FUNDAMENTALS OF MARKETING

MARKETING PLAN

TECH CARE

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## **1.0 INTRODUCTION**

### **1.1 Executive Summary**

Tech Care company is a company that is establish in order to fulfill the needs of a quality and reasonable price for those that needs to repair their computer problem from desktop to laptop. The company provide not only upgrading the software inside those computers but also provide the service to repair and service any components as long as it is related to computers without any further hesitation. Our company use many marketing strategies to promote our company services to our potential customer. Our companies marketing strategies does not only focused on our price alone but also making consideration in what pricing strategies that we know will boost our company service in the eye of the consumer and as a result, the potential buyer or user will be attracted to use our company services. Our marketing team comprise of six member that every one of those person have their own set of expertise in each segment of marketing and business planning. We have provide a specific location for our business operation that is suitable to attract more consumer and gives a more contact efficient to our potential user or consumer to gives our service a try. We have fully analyze our market and provide a strategies to encounter it same as our product strategies, promotion strategies and marketing budget. Our company will succeeds in our marketing plan.

## 1.2 Business Background and Company Description.

Tech Care is a new business that provides expertise in solving computer/laptop problems services and repair. The services of this company is included upgrading software, solve problem computer/laptop and also repairing a computer/laptop.

Our company was establish on October 2013 at Shopping Complex Karamunsing Kota Kinabalu, and will open new branch at Pekan Ranau on February 2014. Since our company growth, we want to promote our service to the society then draw as many as possible customer to generate more profit.

Previously, our company only have 3 technical support that fix any computer problems that faced by our customers. But now, our company hired more technician that expertise in computer in total our company has 5 technician. We estimate that 1 technician can fix 15 computers and above in one month. So that, any computer problem can be solve in a right time.

Tech Care	Meaning words 'Tech Care' is our logo is name of our business.
Services & Repairing	The words of 'Services & Repairing' is where we provide services and repairing for any computer devices.
Background	The background design was what our business provide to make our customer easy to understand what our business is about.

## 2.0 **CONSUMER DECISION MAKING**

### 2.1 **Types of Consumer Buying Decision and Consumer Involvement.**

#### **Limited Decision Making**

Since our company is provide services and repairing computers, there is lower level involvement in consumer decision making that is called limited decision making. In this decision making consumer will buy the product occasionally since not all people use computer. Nowadays, many brands of computer has been released and that cause the society hard to make decision and need moderate of time to make a decision which product brand that can satisfy them.

Our technical support is expert about many brands of computer which know advantages and disadvantages each types of computer. Our company is provides service and repairing many brands of computer to our customer whether they have a problem with their computer or want to upgrading it. Not only that, consumers that has unfamiliar with the current brands of computers, there can come to our company to get informations about their computer. In that way, our company can help our customer to evaluate which brands of computer is suit to their taste.

### 2.2 **Marketing Management Philosophies**

#### **The Selling Concept**

Our organization chooses the selling concept where our marketers make an aggressively promoting advertising about our service. Our organization provide many source information for customer can used such as advertising in Facebook, twitter, banner, pamphlet, and many more. By this selling concept, our organization will get more people to satisfy with our service and our organization also can competitive with other organization that provides same service. Customer will not satisfy with our service unless our organization undertakes substantial selling and promoting.