



## **Target Market**

Upscale households with incomes between \$65,000 and \$500,000 with an emphasis on female decision makers between the ages of 30 and 55

## **Positioning Statement**

The best looking and sounding modular stereo system

## **Offering To Customers**

Add one lower-priced model and two higher priced models

## **Price Strategy**

Price 10% above our closest competitor (be specific here)

## **Distribution**

Internet gift stores i.e. red envelope, Brookstone, high end catalogs i.e. Sharper Image

## **Sales Strategy**

Expand by 10% for this product line, hire a national account manager

## **Service Strategy**

Available through all major box chains

## **Promotion Strategy**

Develop a new campaign that focuses on the positioning, emphasize higher price and designer look

## **Marketing Research**

Conduct customer audit and identify new market opportunities

## **Other**

This will be a great year!