

A Study of New Product Marketing Mix – An Example of TTL Company 's New Product

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ABSTRACT

This study makes up discussion to the marketing mix of the red Qu's grape wine of new products of TTL, carry on consumer's investigation and distributor's interview, to verify the validity made up in new products marketing, sum up the following conclusions and suggestion, offer relevant industry to consult . First, goal market of new products choose and define, should pay attention to buyer's motive and purpose. Second, the strategy carry out the course, should measure regularly, revise the strategy direction in order to meet an emergency in good time. Third, slow-penetration strategy, spend good result when the new products of government enterprises just went on the market. Fourth, thorough fare trader, the key to the operation success or failure lies in people, is on sale throughout the success or failure and lie in taking the initiative. Fifth, theory and practice are regarded as equally important, proper marketing association, can let the new products succeed and go on the market . Sixth, on product strategy, answer be careful production/operations management, Make quality and supply. Seventh, on place strategy, the marketing business of the network, is the new products to sell the feasible way. Eighth, in promotion strategy, should combine marketing , really managing customer well and service . Ninth, in personal sales strategy, should strengthen the training and reward , sell by irritating the staff. Tenth, should unify the corporate image and operations norm on physical evidence and process strategy.

Keywords : new product ; marketing strategy ; marketing mix

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