

Marketing Mix



**COMPLETE BUSINESS
SOLUTIONS AUSTRALIA**

Product or service

Where our services fit in the market. What makes them different from our competitors' services?

| Product/Service | Description | Unique selling point |
|--------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Financial Training | Offer financial training to businesses to help them set up and manage their finances | <p>CBSA has engaged knowledgeable trainers with years of experience that can provide high-end financial training to our customers.</p> <p>The company has been offering other training services for the last 3 years very successfully.</p> <p>Online as well as face-to-face delivery will be provided according to customers' needs.</p> <p>The training service will be provided as part of a package at a better price when the customer requires consultancy services as well.</p> |

Price

How we set the prices for our service.

The pricing strategy for the new financial training service that will be followed by CBSA is competitive pricing. They will charge \$250 per face-to-face training session and \$200 per online training session. Each training session will last for 1 hour.

Place

Distribution channels and customer service strategies

| Channel | Details | Benefits | Estimated cost | Target date |
|---------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------|
| Online delivery | Offer financial training service online | Trainers do not need to access the premises of the business and they save travelling time and cost. | Trainer's hourly rate: \$29.18 Learning material: \$50 | 1/07/2022 |
| Face-to-face delivery | Offer financial training service face-to-face | Better customer engagement. Attendees tend to respond better to face-to-face training. | Trainer's hourly rate: \$29.18 Travelling cost: \$20 Learning material: \$50 | 2/07/2022 |
| Customer service strategy | Details | Benefits | Estimated cost | Target date |
| Obtain feedback | Create online surveys to gather feedback and make improvements to the new service | Monitor customer satisfaction | \$3 per complete response | 4/07/2022 |

People

| Person/s Responsible - Title | Responsibilities |
|------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Social media team Amy Knight – Social Media Content Creator Caroline Pierce – Social Media Content Creator | Develop social media content |
| Administration team John Smith – Administration Officer Alice McDonald – Administration Officer | Managing emails |
| CBSA's Marketing Strategist Adrian Russo | Monitoring marketing activities |

Promotion and advertising

| Marketing Activity | Channel | Details | Estimated cost |
|--------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Social Media posts | Social media | Create posts for Instagram, Facebook and LinkedIn. | \$1,200 |
| Target Emails | Email | Send emails with marketing material informing the current customer database about the new service | \$Free |
| Event | Event | To launch the new product to existing customers and potentially attract new customers | \$5,000 |
| Online surveys | Other | Create online surveys and send them to clients after they received their first financial services training to gather feedback and make improvements | \$300 |