

Transcript of the AHP Marketing Department Meeting:

Marsha, the marketing director (MD) speaks to her three new product line managers who have just been trained:

“Welcome to AHP! You three product line managers have been hired based on not only your experience in the home technology and appliance realm but on your experience in either marketing and/or sales among other qualifications.” As new hires at AHP, you are part of a revolution in adaptable home products. The most important thing to remember is that our mission is to make quality home products to help improve lives anywhere.

Our company-wide objectives are to:

- Create products that are attractive and better enable customer use.
- Design quality products harnessing technology that makes peoples’ lives easier.

We currently have three AHP product lines...

Product line 1. Furniture

Product line 2. Kitchen Appliances

Product line 3. Adjustable Screens

Three months from today we will be rolling out our initial three product lines we have successfully market-tested for a **soft launch at the beginning of April**. There are a few products in each line right now. Since you all have experience in medical and rehab areas, I want you to decide which product line each of you wants to take responsibility for in your role as product manager. So decide quickly, and then go back to your offices and address the emailed projects that are on your laptops that you need to begin right away. In the meantime, I will get working on the department’s budget and marketing plan for the year. Are there any questions?”

Fr: Marketing Director

To: Product Line Managers

Re: To Do List for the marketing project

Hi all,

Here’s where I want you to start:

1. Do some research on the Internet concerning the competition for your selected product line (indicate the product line as 1, 2, or 3.).
2. Decide the company’s core competencies (we will discuss this later and come to consensus).
3. Provide a general company SWOT Analysis for AHP.
4. Which marketing strategy should we pursue? Explain.

5. What distribution strategy should be used for your chosen product line based on AHP doing business via the internet? Should AHP consider strategic alliances for your product line? Why or why not?

6. Take your first chosen product from the product line you chose and provide a description of the first of the 4 P's. Explain how your chosen strategy above impacts what the 4 P's will be for one (1) of the products from your chosen product line.

Get back to me soon and we will move on from there.

Again, thanks for coming to work for this ground-breaking team!

Marsha

P.S. [Access this document for some concepts you will need to address.](#)