

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