

2. MARKETING

2.2 Marketing Strategy

Products & Services

Donaldson Joinery will continue to promote the quality and value of its bespoke joinery.

The company will concentrate its operation within the Oxford area. Being based in Oxford, this is the most practical extent to which the business can deliver its services.

Promotion & Sales

Up to the present time, the company has not had a need to promote itself other than some PR and occasional local advertisements in conjunction with relevant features in the press. With the move to new premises and change of address requiring reprinting of stationery, it is intended to update the company image and a designer will be briefed to review the company branding and prepare new concepts for:

- All company stationery
- Premises signage
- Vehicle livery
- A new website
- A leaflet that can be used as a mail out to existing customers or a hand out to prospective customers.

Pricing

All work is individually priced according to specification, though there is some commonality where designs are similar. The company aims to achieve a Gross Margin of around 54% on all its work.

In general, the company's pricing is very competitive within the local traditional joinery industry. This is borne out by the amount of repeat business achieved and the fact that the quality of work and personal service provides good value to customers.