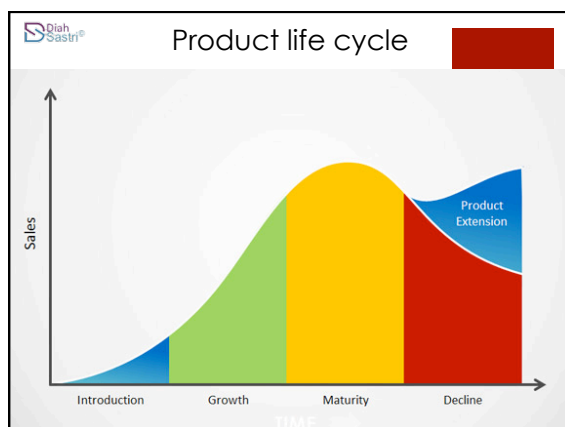
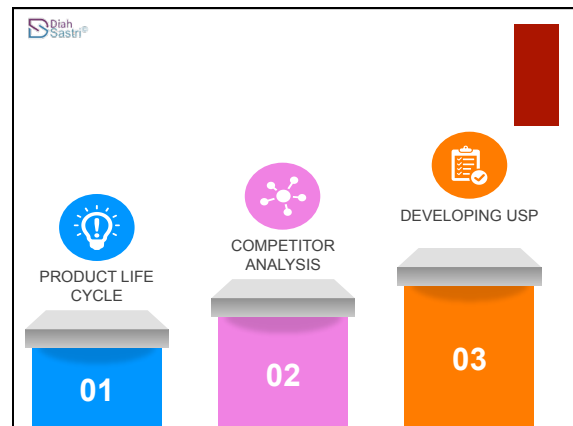



 **Product Strategy**

Diah Sastri
www.diahsastri.com





| MARKETING OBJECTIVE | GAIN AWARENESS | STRESS DIFFERENTIATION | MAINTAIN BRAND LOYALTY | HARVESTING, DELETION |
|----------------------|-------------------------|--------------------------------|-----------------------------|----------------------|
| Competition | Few | More | Many | Reduced |
| Product | One | More versions | Full product line | Best sellers |
| Price | Skimming or penetration | Gain market share, deal | Defend market share, profit | Stay profitable |
| Promotion | Inform, educate | Stress competitive differences | Reminder oriented | Minimal promotion |
| Place (distribution) | Limited | More outlets | Maximum outlets | Fewer outlets |

Kotler: Marketing Management. 2003

The Product and Product Mix

Potential customers judge product offerings according to three elements:

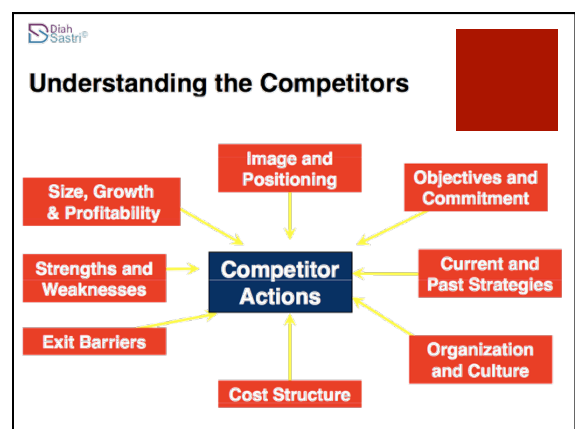
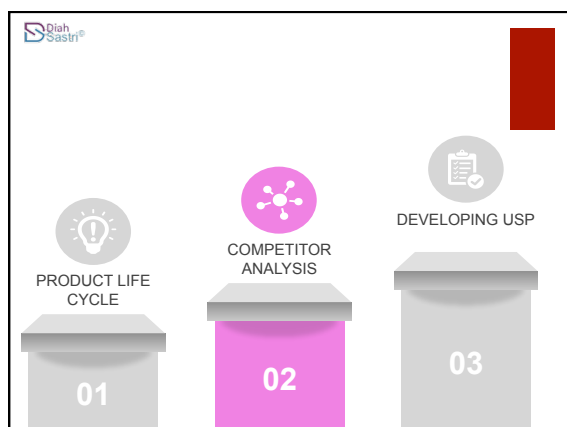
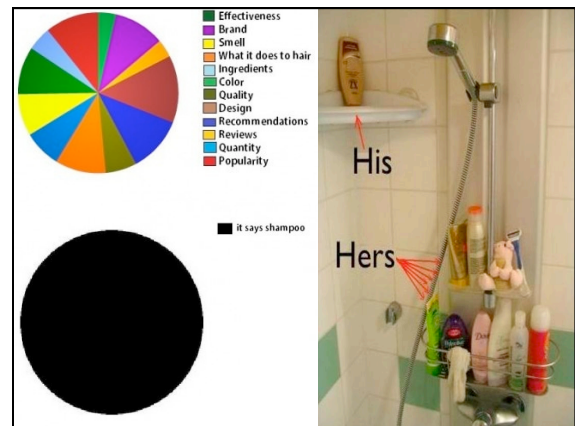
- Product features and quality
- Services mix and quality
- Value-based prices

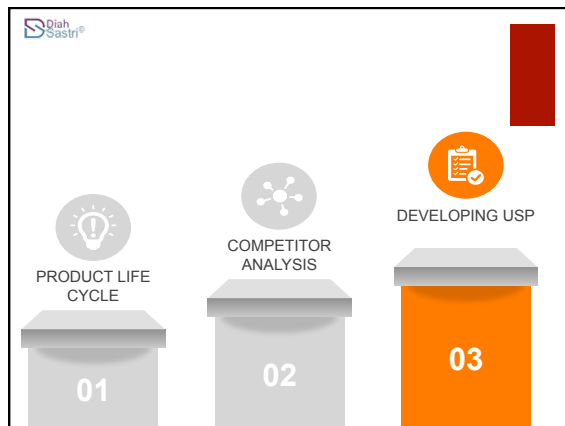


The customer value hierarchy

- Core benefit
- Basic product
- Expected product
- Augmented product
- Potential product







Competitive Advantage

An advantage over competitors gained by offering consumers **greater value** than competitors offer.

Competitive Analysis

The process of identifying **key competitors**; assessing their objectives, strategies, strengths and weaknesses, and reaction patterns; and selecting which competitors to attack or avoid

Creating a USP

- People don't buy "things"; they buy a **result, solution, or benefit**
- People don't buy products, services, companies, or people-- they buy **beliefs and perceptions** backed up by evidence

Creating a USP

- It begins by answering a few questions:
 - Who is your target market or buyer?
 - What do they want or need?
 - Why do they want it?
 - How and why can you give it to them better than anyone else?

World's Most Expensive fruits

Creating a USP

Elements for Creating a USP:

- Geography
- Pricing
- Selection
- Quality
- Service
- Delivery Time
- Expertise
- Size
- Details

Creating a USP

Key elements of an effective USP:

- ✓ Clearly Stated Benefit
- ✓ Distinguishing From Competitors
- ✓ Quantities/Qualities
- ✓ Sets Criteria for Buyers
- ✓ Educates/Distinguishes
- ✓ Brief

HOW TO CREATE PACKAGE

1. Which **market segment** is my package going to go after?
2. What are **the needs** of that market segment?
3. **Where** do I go to reach that market segment?
4. What kind of **pricing structure** will that segment respond to?

GRAND HYATT BALI
Kusasa Wisata Nusa Dua BTDC, Nusa Dua
Bali, Indonesia, 80363
Tel: +62 361 77 1234

Nusa Dua Bali Hotels
The Grand Hyatt Bali hotel is the crown jewel of resorts in Nusa Dua, the luxury stretch of magnificent beachfront on the island of Bali, offering 636 luxury rooms & suites nestled in low-rise Balinese villas, most located in four villages.

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The world is waiting for you.
[Book Now](#)

Bed and Breakfast
Rise refreshed.
[Book Now](#)

Double Your Points
Book the Double Your Points rate and get free nights faster.
[Book Now](#)

Romance
Take the time to reconnect.
[Book Now](#)

Spa
Focus on yourself today.
[Book Now](#)

THE MULIA, MULIA RESORT & VILLAS - NUSA DUA, BALI
HOTEL MULIA & THE SUITES AT HOTEL MULIA - SENAYAN, JAKARTA

The MULIA
With stunning beachfront along Nusa Dua's Bay, The Mulia offers suite accommodations with butler service truly exceed expectations for style, comfort and service.

MULIA RESORT
Enjoy exclusivity and luxury at the first designated party reserve in the world, which features superbly designed rooms and suites and an abundance of recreation.

MULIA VILLAS
Private pool, secluded gardens and lush landscapes surround our exclusive villas, while butler service and amenities offer an unparalleled island experience.

SPECIAL OFFERS

- WEDDING** - Celebrate your special day with us.
- PALE LIPS** - Indulge in our signature spa treatment.
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