

Product Features

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Product features

The marketing mix is a tool that businesses use to market their product to customers (Pride, 2011). It is made of four variables that include the price, product, promotion, and place. Incorporation of the variables will help Lagree Fitness Plan develop a clear and efficient way to promote the product features. The business has an excellent marketing strategy that will help them target their customer. Lagree Fitness is an art fitness centre with comprehensive equipment for exercise. The target customers are individuals who have an interest in physical activities. The state of the art equipment enables the business reach their target customers due to its availability. The product features assist the business to access enough customers. So, this paper discussed the product feature as a cut of business usefulness that has a comparing advantage or set of advantages for that item's end client.

The product life cycle is the typical stage a product goes through in its lifetime (Pride, 2011). During the development phase, the fitness plan is just a plan for the business. At this stage, the organization develops marketing methods to launch the product. The marketing strategy at this time involves the efforts the developer will use to bring the product to the awareness of the customer. During the introduction phase, the new product enters the market. At this point, the company puts a lot of financial outlay towards advertisements to bring the products to the awareness of the customer. The strategies involve creating a market for the product and developing demand for the fitness plan.

The growth stage involves marketing strategies that will increase the sales of the business (Pride, 2011). The marketing strategy at this point will be branding of the fitness center. Branding of the fitness center differentiates the fitness plan from the rest of the fitness centers. It assists to fight competition from other competitors and helps to build the brand name of the

fitness center. The maturity stage has vital marketing strategies that will assist the company to have a competitive edge. The marketing strategies now include the efforts to build customer loyalty (Pride, 2011). Special promotion and incentives assist the business reach out to a wider population. At the decline stage, the company and the marketing strategy begin to fail and the only option remaining is reinforcing the brand image of the fitness plan.

The pricing plan of Lagree Fitness center includes the plan the business has towards determining the price of the product. The price of the program is a major factor in the success of the center. It determines a number of profits that the business will make in a period. The price of the fitness plan will be the actual value of the experience the customer will get.

To sum up, developing a strategy for the distribution of the fitness plan is a massive step towards the success of the business. The fitness program will use a bit-by-bit plan that will develop an effective distribution channel plan for the company. The main channel of distribution will involve the producer to the final consumer.

References

Pride, W. (2011). *Marketing principles*. South Melbourne, Vic.: Cengage Learning.