

# MKT II: Strategic Marketing

## Product Positioning

- Products can be positioned to focus on certain aspects
  - Three potential areas products can focus on: quality, service, & price
  - Can only focus on two of the three at once
  - Non-focus must be sacrificed in order to meet other areas
    - Example: High Quality and High Service means that you will have to have better materials, better workers to produce the materials, and quality customer service staff and setup in order to handle problems. To achieve this you need to spend more in materials and people. Therefore your prices are higher and you cannot focus on price and must sacrifice having a low cost in order to have the quality and service that you are focusing on
  - Examples:
    - Walmart focuses on price and service, so it does not have the best products
    - Apple focuses on service and quality, so it has to have a higher price
    - Twitter focuses on price and quality - service is sacrificed