



**King Saud University**  
**College of Business Administration**  
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**MKT201 Principles of Marketing**  
**Section: 27059**  
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<b>Project Title</b>	<b>أدمج لك !</b>
<b>Group Letter</b>	
<b>Student Name</b>	
<b>KSU Id #</b>	
<b>Serial #</b>	
<b>Type of Project</b>	<b>Main Project</b>

**1- Mission of the product**

Our mission is to provide artists to reach their desirable colors in an efficient way.

## 2- Brand name



## 3- The value proposition

Artists who face difficulty in choosing a specific color or use a color again they've been used before in their old arts, and they want to turn it into a real available color to paint with. So our device provides an easy and flexible color blending which help to save their time and expensive materials for their work.

## 4- Market segmentation

Our segmentation is based on behavioral segment because we will focus on the benefit sought for artists to reach their best needs and wants of our product and develop it as what they need.

## 5- Marketing mix ( the four P's )

### Product:-

A small elegant device that help artists and designers to integrate all colors electronically with a high accuracy so that the color comes out of the machine and merges perfectly to be ready for use . Also, the device can save time, effort and to enjoy the degrees of unlimited colors and multiple uses. Moreover our new unique device is made with metal, and the shape is like a large cube, in the upper face we have in the corner the on/off button, also in the above corner the solar power and a touch screen that allow the artist to choose the exact percent of the color they want and a small square show the color applied and its able to be saved or deleted, on the sides we have the USB, charger and memory outlet. we have placed a smart pen in the other side of the device is going to get the percentage of any color surround the artist and insert it into the device by a small sensor , the final component we have 3 drawers a large one is in the back where the artist can insert the kind of color he want and the colors are ( red , blue , yellow and white ) there is a fifth place that is an open color because if the artist want to add a glitter , matt or any affect in his/her color , the other two is in the front , one on the left where the color will be pumped on a small color plate and the right one well have an extra color plates so if the artist want to use several colors at one time , we hope that you enjoy our product .

### Price:-

So price is determined according to four criteria

- 1- Research Center: How was the emergence of the idea
- 2- Equipment and Machinery
- 3- Advertising

Take into consideration that price and profit less to prevent entry of competitors in the market divided by the number of units expected to be sold (approx. 10,000 unit)

**Place:-**

Libraries: Jarir branches of the kingdom

Universities: King Saud University (Art education) and Princess Noura University (College of art and design)

Institutes Drawing: Monash Center, Center of skills and arts, Curio and Sheffield center for decoration engineering

And of course the largest of the units for libraries with about 5000 unit

**Promotion:-**

The product was promoted by the following ways:

- 1- Short announcement in social media
- 2- sponsored with some artists to promote the product (artist: Elaf Zaid Al-Zaid and Abdullah “abood art”) by displaying their arts and advertise their accounts in social media
- 3- And the most promotion trend right now is a filter in Snapchat

**6- Microenvironment**

**a- Suppliers :-**

Our product components can be supplied from:

HP – Winsor and Newton - Wilton

**b- Marketing intermediaries:-**

The product can be sold by:

Jareer book store – Curio art supplies – Art exhibits – PNU College of art and design

**c- Competitors : -**

Until now we don't have any competitors for our unique product, if there a one

So (أدمج لك ! ) is ready for it .

**7- SWOT analysis**

<u>Strengths :</u> 1- Attract customers in term of saving time and cost 2- The flexibility of the product where the color is chosen according to consumer sense in unlimited quantity	<u>Weaknesses :</u> 1- Difficulty developing the product to keep pace with future developments
<u>Opportunities :</u> 1- Export to many destination for product excellence , whether governmental or charitable	<u>Threats :</u> 1- Consumer's taste has changed like retire drawing 2- Lack of suppliers and poor supply chain management

### **8- Marketing targeting strategies**

Our strategy in targeting is to concentrate the targets we select in order to give artists their needs and high expectation of our product. And working towards developing a special marketing mix for them.

### **9- advertising**

we advertised by a simple video and publish it in the social media

[https://twitter.com/i\\_randah/status/859292597520654340](https://twitter.com/i_randah/status/859292597520654340)