

Marketing Product Launch Part II

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Executive Summary

There are many reasons renewable energy should be used. First, because of its environmental benefits and second, because renewable energy will last forever. Unlike the oil supply which the United States is more dependent on foreign countries and will run out over time. Renewable investments are usually supported in the United States, it helps make jobs available and can be used to sell overseas. Bugger and Hund Incorporated is innovating a patent of an environmentally friendly airport with renewable energy sources.

Target Market Profiles

“Physiological needs are basic needs of the human body: food, water, sleep, shelter, etc. They are dominant when they are satisfied to an acceptable level. In this case no other need must be the basis for motivation. Safety and security needs include the need for stability, protection against disease, physical injury, the economic disaster, occasional and unpredictable factors, the structure, order and law. The need for security is active and dominant in special cases such as, epidemics, natural disasters, disruption of society, economic crises, neurosis, chronic negative situations.” (Gherman, 2012, pp. 585-586).

The Bugger & Hund Incorporated project is based on Maslow's hierarchy of needs. The past years have incurred a world economic downturn. Global warming attributable to greenhouse gases and carbon emissions worldwide compounds this. The Bugger & Hund project satisfies Maslow's hierarchy of needs as a first step in conquering poverty and global warming. The use of an airport industrial system utilizing clean energy generation apparatuses encompasses manufacturing with no detriments to our environment. Close proximity of the industrial facility to the airport system with transportation lines lends its way to lower transportation costs and decreases carbon emissions due to the use of fossil fuels. As an added stimulus to the economy

the utilization of steam heated runways is applied to the airport system. New airport systems need to be constructed as a result of the expansion of the aviation industry as in the development of the Boeing Dreamliner 77X. Great developments have been made in the aviation industry that far surpass current airport systems. The Bugger & Hund projects are designed for complete control by the government of the United States of America under the supervision of the United States Secret Service. Plans are underway for the Bugger & Hund project to expand overseas. In the planning process it is anticipated allies of the United States will also have updated airports and industrial zones with clean energy generation.

Product Life-Cycle Marketing Strategies

Bugger and Hund Incorporated will manage the project life cycle, of offering a unique and eco-friendly option to address the challenges of airport's carbon footprint and the levels of greenhouse gases each airport produces, by the use of the Product Life-Cycle Marketing Strategies (PLC) and the incorporation of the Four-Ps Modern Marketing Management in the tactical plans. The company understands this eco-friendly option has a limited life and sales will pose a different challenge, opportunity, and problem throughout this lifecycle's stages. In the interim, it is also understood profits may be low during the inception of this project, and this eco-friendly offering will require different strategies within each stage; the Product Life-Cycle Marketing Strategy has four states: Introduction, Growth, Maturity, and Decline (Kotler & Keller, 2012).

The marketing of the product will start with the employees and every person in the company will be trained and highly knowledgeable of the product and services. This training and knowledge is also offered to our potential clients and during these training activities, Bugger and Hund Incorporated will ensure both the employee and client plays an appropriate role in the

ideas of how each airport can transform into this eco-friendly option. For example, not every airport has the advantage of constant wind to power the wind turbines; thereby, rendering this option as a product or services not adequately for a particular airport. However, the majority of airports do have adequate sunshine for solar power and the ability to recycle the immense levels of waste/garbage each airport produces.

Each airport will have a unique solution for becoming eco-friendly and the initial investment will differ, depending on the program each airport engages. Once our products and services gain momentum and acceptance, as a solution for becoming eco-friendly, sales will grow significantly and new competition will enter this market. To sustain market growth, Bugger and Hund Incorporated will continue to improve the product by continuing to keep existing customers and potential customers engaged and trained. Technology is another factor in this plan as it is always changing and transforming how we conduct business. This action will allow the evolution of the product and services and because the company does not have a one-fit-all solution, Bugger and Hund is confident in sustaining the dominant position.

There will be a point where the rate of growth slows down and stabilizes with no new airports to transform. At this point, Bugger and Hund Incorporated has reached a plateau and with no new airports built, there is a possibility of the product and services to begin declining in sales. To combat this stage, Bugger and Hund Incorporated will modify the product and services by introducing new and improved products that transforms expense and waste, into a profit generating solution for both the customer and Bugger and Hund Incorporated. For example, introducing automation to sort out the garbage thrown into the bins by customers and in real-time sorted and transferred to the recycling center; thereby, reducing the amount of human interaction and salary to transfer and maintain these bins. In addition, to ensure the products and

services are not stuck in a shrinking market, Bugger, Hund Incorporated will keep up with the technology advancements and incorporate them into the products to be marketed as the new and improved product to existing and new clients.

As the product begins declining in the United States domestic market, Bugger and Hund Incorporated will begin marketing this eco-friendly solution internationally. The strategy is to recycle old products by which current customers have switched into the new and improved solutions. Instead of trying to compete with international companies, Bugger and Hund Incorporated will resell discarded reusable U.S. products that other can use worldwide at an affordable price. In addition to selling recyclable products to the international competitors, the service to educate and transform the airport into an eco-friendly solution will be an additional revenue generating service.

Product Offering

The Bugger and Hund Incorporated project offers a very unique and eco-friendly option to help airports address the challenges of carbon emissions and greenhouse gases. The level of energy that is required for an airport to operate is staggering. This is why one of the main products offered relates to solar and wind powered energy with strategically placed wind turbines and state of the art solar panels on various airport buildings. Unlike many other products; the eco-friendly product produced by Bugger and Hund would welcome competition so to raise awareness of the product offered.

“The airport's Energy Team meets regularly and has worked with organizations such as the Energy Saving Trust to come up with plans on how to cut energy use and encourage employees to be greener at home and at work” (Hunt, 2009). Working with such eco-friendly companies such as Intel for example could help move the product to even higher levels while

establishing a solid foundation for an international brand. Such a strong and well known brand could help Bugger and Hund be a household name on eco-friendly measures that are in place throughout airports across the globe.

Airports will purchase these services and products based on innovation and the incredible impact being made on a very important topic to a majority of travelers. New customers should also know that Bugger and Hund stand behind the products offered with a twenty-five year warranty and a number of product guarantees. Bugger and Hund is serious about the products offered and always want to ensure absolute customer satisfaction.

Positioning Statement

Bugger and Hund Incorporated will position itself as the only eco-friendly renewable energy airport runway system in the world that will help airports and cities decrease their carbon footprint. The current environment continues to suffer with high costs of fuel and transportation, while the ozone layer continues to be depleted. Bugger and Hund's positioning will be achieved by not limiting itself to airports but expanding into other areas such as highways, recycling facilities and anywhere the environment is impacted. It will maximize its innovative recycling solutions and help the environment while welcoming competition to further expose environmental impact of pollution and create alliances to continue to innovate multiple solutions that will decrease carbon emissions not just let off at airports but other facilities.

Conclusion

Innovations have come forward during this era of technological advance to help airports that give off bad emissions restructure their use of energy, allowing them to better implement cleaner, more efficient energy at airports.

References

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