

PROMOTION IN THE «AFC INTERNATIONAL» COMPANY

Let me introduce you The «AFC international» company. It produces sofas in modern style which called «Fusion».in this article I am going to analyze promotion mix in the «AFC international» company.

Promotion is one of the 4P's. This includes all of the tools available to the marketer for 'marketing communication'. Think of it like a cake mix, the basic ingredients are always the same. However if you vary the amounts of one of the ingredients, the final outcome is different. It is the same with promotions. You can 'integrate' different aspects of the promotions mix to deliver a unique campaign. The elements of the promotions mix are:

1. Personal Selling.
2. Sales Promotion.
3. Public Relations.
4. Direct Mail.
5. Trade Fairs and Exhibitions.
6. Advertising.
7. Sponsorship.

Let us look at the individual components of the promotions mix in more detail. Remember all of the elements are 'integrated' to form a specific communications campaign.

1. Personal Selling is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. However sales people are very expensive and should only be used where there is a genuine return on investment. For example salesmen are often used to sell cars or home improvements where the margin is high.

2. Sales promotion tends to be thought of as being all promotions apart from advertising, personal selling, and public relations. For example the BOGOF promotion, or Buy One Get One Free. Others include money-off promotions, competitions, free accessories (such as free blades with a new razor), introductory offers (such as buy digital TV and get free installation), and so on. The «AFC

international» company uses such method like BOGOF; you can get one more exclusive slip cover on sofa. Each sales promotion should be carefully costed and compared with the next best alternative.

3. *Public Relations (PR)* is defined as 'the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics' (Institute of Public Relations). It is certainly not cheap. Successful strategies tend to be long-term and plan for all eventualities. All airlines exploit PR; just watch what happens when there is a disaster. The pre-planned PR machine clicks in very quickly with a very effective rehearsed plan.

4. *Direct Mail* is very highly focused upon targeting consumers based upon a database. As with all marketing, the potential consumer is 'defined' based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focused communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored. For example, if you are marketing medical text books, you would use a database of doctors' surgeries as the basis of your mail shot.

5. *Trade Fairs and Exhibitions*. Such approaches are very good for making new contacts and renewing old ones. Companies will seldom sell much at such events. The purpose is to increase awareness and to encourage trial. They offer the opportunity for companies to meet with both the trade and the consumer. The «AFC international» company took part in biggest furniture exhibitions in Russia and in Ukraine.

6. *Advertising* is a 'paid for' communication. It is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market. There are many advertising 'media' such as newspapers (local, national, free, trade), magazines and journals, television (local, national, terrestrial, satellite) cinema, outdoor advertising (such as posters, bus sides). Such type of advertising like product – placement passed in shopping center called «Most City Center». There was exposed one sofa and once three days slip cover on sofa was changed. There were catalogues with our products, consultant who could answer all questions, rack with information about slip covers on sofa that there is second slip cover gives for free.

7. *Sponsorship* is where an organization pays to be associated with a particular event, cause or image. The attributes of the event are then associated with the sponsoring organization. The «AFC international» company sponsored of contest

«Students Beauty 2007» and of the television program «Tip-Top» where sofa from series «Fusion» was in frame.

The elements of the promotional mix are then integrated to form a unique, but coherent campaign.

As you noticed not each element of the promotion mix was used so our next purpose is to use other elements so that their use brought profit.