

Marketing proposal

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Introduction

Enterprise cab service is one of the most popular and excellent rental car service providers for personal use and business purpose (Abrams, 2003). In this particular context, business expansion is conducting by the company and the new target market is Brisbane, Australia. Enterprise cab is a multinational company and it provides services more than seven countries and innovative management teams control the entire service process and provide value to the customers.

Description of service

The excellent customers service is one of the most imperative service that is provided by the company and it provides immense impact on the customers and customers loyalty and brand awareness is develop that helps the company to generate the expected revenue from the existing market (Barrow, Barrow & Brown, 2008). Company provides reliable service to the customers and it is one of the most major points that develop competitive advantage in the market.

Target market

Australia is one of the most developing countries in the world and the company will provide steadfast service to the customers. In these recent days the quality of service is become one of the most major issue that provides huge impact in the business operation. Therefore, the company only concentrates on delivering high quality service facilities to the

customers to create competitive advantage in the market (Blackwell, 2008). Economic level is one of the most important factors that also provide a major impact on business and higher economic level also helps for the growth of the business.

Customer value to the target market

Customer value is provided by the company and the effective communication channel is used by the company that helps in communicating with the customers. Instant pick up service and effective communication service helps in developing brand awareness among the key stakeholders (McKeever, 2002). Operational excellence is achieved by the company by providing effective communication and understanding the needs of the customers properly.

Recommendations

Effective communication strategy

Enhanced communication channels are used to eliminate the barriers of communications and it also helps to understand the exact needs of the customers.

Effective management

The entire system can be divided into several parts that will be controlled by the division managers and it will help to provide reliable service to various

stakeholders. Most importantly, the each stage of work will deliberately demonstrated by the managers and customers satisfaction will be achieved.

Training and development of the employees

The extraordinary training and development procedure must be followed by the company to enhance the skills of the employees that will help the company to provide excellent service to the customers. It is very important to deliver the service as per the requirement and with the help of training and development program the employees will be able to communicate properly with the customers.

Building relationship with customers

Excellent relationship building with the customers will create a competitive advantage in the market. With the help of innovative strategies and effective communication service the customer retention will be done. The company will achieve the strategic business goal and will develop a unique identity in the particular target market.

References

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