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“Good marketing makes the company look smart. Great marketing makes the customer feel smart.” Is this quote not a perfect way to describe marketing and advertising? Customers love to feel triumphant, satisfied, smart, and happy after they make a purchase. When a company can provide that to their customer base, they can easily capture repeat business. Marketing and advertising can be a fun job as a career and additionally can be delivered as entertainment for the customer. We all love a unique and witty commercial or an inspiring piece of advertising. These effects push us in the direction of purchasing a company’s product. Additionally, we understand that marketing is not the only path to success but things such as product placement are extremely crucial as well. For the final paper in our Team Building class, we were assigned to review a case study and determine how we can improve the scenario. Subsequently, with all the information and hyping I provided earlier we decided to choose the marketing case as the best and obvious option for our group. Our thesis is how we are going to establish a plan so we can increase sales for a lighter manufacturer in a gas station that is experiencing sub-par numbers. The lighters are placed in the first aisle of the store and are being sold at a premium price. We see many difficulties arising from these specifics and have ideas on how to fix them going forward. Additionally, we see other areas where we can approve as well. After numerous meetings, conferences, and brainstorming sessions our team has come up with a great strategy to help this manufacturer increase sales ten-fold. In the following body of the paper, we will describe the methods and process we used to increase sales and how we arrived at that conclusion, a detailed plan of action on how we will implement this strategy and its viability, and all the innards and details of how our group worked together on this dilemma.

It is safe to say that marketing may be fun and creative but the challenges to achieve perfection are extremely abundant.

After brainstorming as a team, we produced a few different ideas for how to increase the lighter sales in the gas station. First, we wanted to focus on the location of the lighter and move the lighters from the first aisle to a few different spots, the first spot we would be near anything related to starter logs, firewood, and incense. This should increase the likelihood of someone purchasing one when they are picking up these items because a lighter is a necessity if you are going to have a fire or light incense.

The next step in our marketing plan is to create more unique and eye-catching designs. We want these lighters to stand out from the rest and become a recognizable brand in the lighter industry. We will be designing lighters with different quotes, sports teams, movie characters, and much more so people can develop a personal connection to these lighters. We will also conduct research to find out the best locations for each of these designs to understand the best areas to stock each one to increase sales as much as possible. Another step of this process is to develop stickers with the same eye-catching designs for these gas stations to display in their windows. This will be new to most that see this and hopefully make them wonder about the lighters and check the lighters and the displays out.

Since these lighters are being sold at a premium of 10%-20% higher than other lighters, the last thing we would like to implement would be a display at the end of one of the aisles that illuminates the advantages of our lighter and its design. We want this display to be eye-catching so people stop and view it like how zippo uses display cases. We would like this to display our

lighters' premium qualities, like the lighter being metal, flick and click, countless creative and current designs, refill ability, team logos depending on area, tank life, windproof, ease of use, as well as different gift set options.

When marketing a product, there are 4 main components. Those components consist of the four P's of marketing; price, product, promotion, and place. Price, product, promotion and place are a few of the key aspects of proper marketing. The 4 P's are good for any company, from a small ma and pa shop all the way to large worldwide companies. Or in this case, selling lighters through Car and Truck Gas Stations. You might ask; "What are the 4 P's of Marketing?" Let me explain, Price; how much are we selling the product for and how will the price impact our customer or more specifically, our target market. Product is all about what you sell, for us, our lighters. Promotion is how we choose to promote or advertise our product to our target market. Place had everything to do with the placement of our lighters in the Car and Truck Gas Stations. It sounds really simple but there is a lot that goes on behind the scenes. When thinking about each category there is detail that goes into each. For our product, we have to think about brand, services and packaging and how we're going to do that. Price is decisions like discount, offer price, credit policy. Place is all about how we're going to market, channel and distribute - always remember, location, location, location. Finally, promotion is advertising, sales promotions and publicity. The best type of marketing or promoting is word of mouth. When someone goes into one of the Car and Truck Gas Stations and purchases one of our lighters and tells their family/friends. They're giving us free advertising or work of mouth marketing. It's also beneficial because not only are our customers marketing for us but they are also sharing the personal reviews/ experiences they have with our lighters. Which is one of the

things that we typically cling to when purchasing a product, are reviews. In our implementation plan as you've read above, we are going to be focusing on the 4 P's of marketing. How we can best serve our target market and service clients in a convenient way for our company.

The main components of this paper focus on how we could successfully market lighters to increase sales and how to market a product successfully using the 4 Ps. Next, I would like to discuss how our team worked together to create these ideas, how we made decisions, and what our leadership style was while working together. Appointing one specific leader in a group can be a difficult process, especially when the members of that group are all strangers to one another and unaware of each other's strengths and weaknesses. By default, our team took on a shared leadership style. This wasn't a decision that was verbally made; it created itself as we began to work together and became an unspoken group norm. Each of us worked together to brainstorm ideas, often meeting over zoom and chatting through group texts. After we brainstormed the ideas of our paper, we used collaborative decision-making to assign roles. According to *Group Dynamics for Teams*, a "team's tasks can be divided into specific functions, and the responsibilities for each function assigned to a team member to perform" (Levi 199). This leadership style worked the best for us because it made us the most efficient in our performance. As noted in the text, our shared leadership style actually improved our team's performance, and made complex tasks easier to complete by working together (Levi 181).

Since we used a shared leadership approach, it only made sense to use a consensus approach for our decision-making in the group processes. With the consensus approach, we took the time to talk out our thoughts, roles, and ideas. Once we fully discussed each topic, we

would all come to an agreement on it. Our group had a fairly easy time coming to decisions together, but even when there were disagreements about how things should be done, those concerns were met with respect and kindness. Our choice to use consensus decision making helped create a good relationship among all of our team members, and is why I believe we all worked so well together throughout this course. When we first came together as a group, it was awkward as it is with any first-time encounter with people you've just met. Shortly after our initial team meeting though, we were talking with one another, already discussing how we wanted to tackle the paper, and exchanging phone numbers to create a group chat. Each of us participated in talking with one another in the group chat over the course, and we even scheduled several zoom meetings to work out the details of our group project. This entire team made an amazing effort to work hard with one another, and I think this fact is reflected in our quality of work.

We feel confident that if we were to implement our solutions, we would be able to increase our sales by a significant amount. The four P's of marketing are very useful tools when trying to come up with a marketing solution. Our task is catching potential customers' attention and convincing them that our lighters are the best tool for the job. We also want to cast a broad net and try to appeal to as many people as we can. Placing our lighters next to other items such as fire starters or cigarettes may help remind people they need a lighter and pick our product. Even though our lighters may be slightly more expensive, they have many advantages over our competitors. We want our customers to be satisfied with their purchase so they tell their friends and return to our products over and over again.

## References

Niel Patel. *The 4 Ps of Marketing: What You Need to Know (With Examples)*.

<https://neilpatel.com/blog/4-ps-of-marketing/>

Levi, Daniel. *Group Dynamics for Teams*. 5th ed., Sage, 2017.