

Adopt and develop a viable Low Cost strategy, the key success factors



MR-180 2 Days (14 Hours)

Description

Low Cost creates new leaders and pushes historical players to transform. This training will present to you the advantages of a Low Cost strategy, it will allow you to rethink its marketing and will highlight the key success factors of this type of strategy.

Who is this training for ?

For whom

Product, market, group manager and marketing manager wishing to specialize or anyone moving towards a marketing function.

Prerequisites

Aucune

Training objectives

- Define a viable Low Cost strategy
- Lead the adoption of the Low Cost model in your company
- Resist the arrival of a Low Cost competitor
- Draw inspiration from key success factors to implement and launch a strategy Low Cost
- Strengthen its capacity for innovation to achieve its objectives
- Integrate the Internet into the development of a Low Cost strategy

Training program

L'intérêt d'une stratégie Low Cost

- Understand consumer change.
- Support a Low Cost approach by simplifying your offering.
- Take inspiration from the application of Low Cost to some sectors.
- Discern the disruptive innovation at the heart of the Low Cost model.
- Know the fundamental principles.
- Examine the criticisms of this model.
- Collective reflection Comparison between a classic Business Model and a Low Cost.

Repenser son mix-marketing sous le prisme du Low Cost

- Break the rules of the game of existing models.
- Inventory the characteristics of the Low Cost product or service.
- Analyze Low Cost pricing systems.
- Think about Low Cost distribution methods.
- Communicate in the time of Low Cost.
- Gather favorable conditions for the implementation of Low Cost in a market .
- Case study The marketing mix of historical players in the Low Cost model.

Faire face à l'arrivée d'un concurrent Low Cost sur son marché

- Ask the right questions and consider recourse.
- Retaliate by countering the new player on its own ground.
- Organize around a subsidiary full share.
- Improve the value proposition of your product/service.
- Satisfy the expressed needs of customers.
- Project yourself into the near future and anticipate new Low Cost opportunities.
- Collective reflection How to create value against a Low Cost competitor?

Les facteurs clés de succès d'une stratégie Low Cost

- Attract the customer's attention immediately.
- Develop a radically low price offer.
- Focus on the essentials in terms of the products/services offered.
- Set up an alternative distribution method.
- Learn the art of generating "free media" for your communication.
- Establish an organization agile and short.
- Identify the keys to low cost business success.
- Practical work Rethink your offer and your marketing mix according to the rules that an actor must respect Low cost to succeed.