

ABSTRACT

This project is concerned with Centrifugal Pump Product. Centrifugal Pump is the product to supply water to all houses; hotels and factories from the river or canal, water from artesian wells. We have to use pump to transfer the water from this place to store in the tank and pipe before sending to any user. We have many kinds of pumps, it beyond the place of suction of water. Such as centrifugal pump, deep well pump, etc.

Riva-Flo is very famous Brand in Australia. We are the first company that imports this product & brand to market it since the year 2000. Now Riva-Flo is well-known in the market in Thailand. We have good relationship with our customers and market so we have up-to-date information about the marketing plan and strategies for this product. This Project will show how the marketers work to set up the strategies and make everything to compete with their competitors and after that will expand the market to be the specialist for water systems in the future

This plan is for 3 years. The first covers year 2006 when all marketing plan mainly focuses on Riva-Flo Brand Centrifugal pumps. The second year covers year 2007 for the remaining market of centrifugal pumps, expand it not much and try to sell other products related to centrifugal pump. The third covers year 2008 and beyond. During this period we will expand other kind of water pumps such as, deep well pumps or submersible pumps. So that we can expand the market and get more market share.

There is a contingency plan if the suggested marketing plan is not successful. However, we believe that this plan will be successful.