

MARKETING MIX

PRODUCT

Because the inhabitants of GoMo have not lived there long, there is still a lot of wilderness in the country. Plants and tall grasses grow everywhere. Think of the rhododendron for which the country is known. As a result, there is not much open space to build houses to live in. To solve this problem, shepherds offer their herds of goats. The herd eats all the plants leaving room to build a house. The herds can also be used to create beautiful lawns.

PLACE

The big booming business of goat lawn mowing can be found all over the country. A lot of people are starting to build their houses in different areas, creating small towns. In almost every town there is a shepherd that has a herd of goats that can offer this service. You can find them in their goat farms which are usually located on the outskirts of the village.

PRICE

The price of this service depends on the number of goats you want. The price per goat varies between 5 a 10 Filip coins. Which is not very expensive. Mainly because there is a lot of solidarity in the country and the residents want to help each other.

PROMOTION

The promotion of this service usually spread trough word-of-mouth. Because people were surprised at how well and neatly the work was done by the goats. Shepherds do promote their business in newly established villages by giving a free “sample”. The sample includes a free lawn mowing performance of an area of 20 square meters. This sample will show the inhabitants of GoMo how useful and needed this service is.