

Marketing Traditional

The Fishing Equipment Company

- Advertisements in Newspapers and magazines
 - Yes
 - In the local newspaper during season. Budget 1,000
 - In the Fishing Magazine, Budget 1,500
- Advertisements on the Radio
 - Yes
 - On the local Radio Station during high season. Budget 900
- Advertisements on Television
 - No
- Signboards
 - Yes
 - To the shop, Budget 1200
 - To main fishing points at lakes where boats are, Budget 2,400
- Posters
 - Yes
 - At camping places, near local shops, ... Budget 300
- Leaflets and flyers, etc
 - An information Brochure at the shop, the tourist office, and some other places. Budget 450
- Using normal Mail to send the info
 - No
- Using E-mail
 - For established contacts and those selecting it on the homepage. No special budget, included in E-mail software etc.
- Use someone famous or an expert with good reputation
 - No
- Sponsoring
 - Not in the beginning