

# 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