

Shaanzy Chaudhry  
Marketing 1100

Artistry Meets Affordability with Blu Dot Furniture

- 1) Blu Dot struggles with keeping prices low and production of products at high end. In addition to this, they have some customers who want basic furniture at low prices while they have others that want more customized orders which keeps the company from setting a set price range for their products.
- 2) I think the product life cycle does play an important role with Blu Dot products because there is a clear need to reassess and modify their marketing mix in order to ensure that the company is consistent with its products and prices in order to hinder the company from reaching a decline.
- 3) Blu dot offers a variety of products in its product mix. Which makes it important that the company pay attention to its product lines in marketing to ensure that they can cater to the various kinds of consumers they would like to make business with. Since the company sells both to other businesses along with customers.