



Unit 2, Plot 144,
Mountain View Office Park
Kgale, Gaborone
P O BOX 26374,
Gaborone, Botswana

T:+267 392 3579
F:+267 392 3506

A little more on SAVE...

Over the last couple of weeks, we have spent quite a bit of time exploring the future of the Marketing Mix as it evolves from the 4 Ps to S.A.V.E. Now, I figured I was staying clear of too many technical terms and was not losing anyone. But an inbox I got suggests different, "I bet no one in Botswana is doing this SAVE thing. In any case how can Products be replaced? Then what do all these stores sell?"

Let me quickly recap before we go into a couple of practical and local examples of SAVE in action right here in Botswana. SAVE stands for Solutions (replacing Product), Access (replaces Place), Value (replaces Price) and Education (replaces Promotion). I need to be careful here because "replace" suggests we have closed the chapter on the 4Ps. The truth is we are in fact simply progressing to SAVE.

So, on to a practical example. I'll jump straight onto the Solutions vs Products challenge. If you have a business partner, like we do at Hotwire, in Maputo that you need to discuss something with, what products/services spring to mind to achieve this? Flights, phone calls, e-mails, letters, faxes? These products or services were created with the sole purpose of making a profit, not necessarily providing the best solution for the need. You see historically as Capitalists our driver is profit not necessarily solutions. This is because sometimes the best solution is less profitable.

A further complication is that we are humans and have different drivers. These drivers need to be considered when we create solutions that are best for consumers. You may prefer to drive over flying to Maputo. Or you may prefer writing letters versus attending meetings. These are some of the options that must be considered when trying to make it work for a client. Each has its merits and each merit will be weighted differently for each individual. What is the best solution for the client? The client may not even know the solution exists. In fact the solution maybe so customised that it has not even been created yet. This is thinking out of the box stuff folks. So the solution maybe NOT to call the travel agent but rather have a Skype meeting. You may need to exchange documents or work on them together so maybe Google Docs provides a solution here.

This example of a solution leads us nicely into how Access can be more important than Place (location). For instance you do not need to be physically at Harvard, along Boston's Cambridge River, in order to get a HBS degree. You simply need access to their network and you can attend Webinars and watch some of the best brains lecturing students from across the planet in real time, with the option of pausing and reviewing the lectures later. Think of the savings, the efficiency of it all!

The Price vs. Value example, I think, is pretty simple to understand. We as consumers want to know that we are getting value for our money. We are not just going to hand over our hard earned bucks for things that do not satisfy us totally. So sometimes we pay a little more for that satisfaction. I walked into the new Super Spar at Airport Junction the other day. I have to say they really provided me with value for my money. They have got it just right in my humble opinion. Let me explain. First of all, the store is exceptionally well lit and clean. All the staff are polite and helpful (yes, even the till ladies greeted me and packed my bags), I was not searched on the way out of the store (which is a good thing people!). These are things I do not pay for, these are value adds in exchange for me shopping there. I felt it was a fair exchange and I will be back. Well done to them.

Education vs. Promotion I believe speaks to us as humans simply tired or being talked at by companies. Who is really fooled by the P99.99 price tag these days? What the consumer wants is information (education) and they will decide if they want to buy or not from that data.

Next week we will talk about the Zen of Digital Living...

To comment on #BinnsOnBrands send a tweet to @KabeloBinns or @HotwirePRC. You can also leave a comment on the HotwirePRC Facebook page or log on to www.hotwireprc.com