

Eliasa's Principle of Mobility of Markets:

People are on the move everyday, they travel to various places. In Tanzania most of consumers travel by bus from towns to upcountry. To be able to catch up these customers salespeople need to also to be mobile. Thus why in Tanzania salespeople have to keep themselves mobile to be able sell the retail goods such as medicines, cosmetics, food on the travelling busses. They have to create their short journeys, for instance a salesperson can take a Dar es salaam to Arusha Bus, but he or she may take the bus from Mlandizi and drop at Chalinze, this underpins this theory that without a sales person to be mobile he wont meet mobile customer, so to be able to sell to a mobile market business people need to be mobile. In order to understand this theory one needs to draw mental images in his or her head that a bus with customers is moving, then it picks up the sales person somewhere, then the sales person starts to make presentations of the products he or she is carrying, then customers may ask questions, then they buy those goods while the bus is still moving. After selling the salesperson mission is over, his or her journey ends there. The bus drops him or her where he waits for the other bus going to the place the salesperson was coming(from Mlandizi to Chalinze then Chalinze to Mlandizi). The concept is if the salesperson was not mobile at the moment customers were mobile he or she wont be able to sell. And this is the Eliasa's principal of mobility of Markets. This principal can be applicable in less developed countries where there are uneven development and therefore some services could be distributed through this method, such as a Telecommunication company wants to register its customers, the principal is ideally for the Fast Moving Consumer Goods such as toothpaste, biscuits, mosquito repellents, juices, books, newspapers, magazines, soaps etc Also this principal stresses on a fact that African films and movies can be promoted through this medium(a travelling bus as a communication medium). This implies that advertisers could try not to miss this media. Adverts on the movies/films can be more popular to mass audience as a travelling bus serves as a concourse where adverts can be placed(especially TV ADS)