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## **Table of Contents**

|                                                                |   |
|----------------------------------------------------------------|---|
| Blog 1: Targeting the markets and customers of Sainsbury ..... | 3 |
| Blog 2: Positioning the business of Sainsbury .....            | 4 |
| Blog 3: Segmentation of Sainsbury .....                        | 4 |
| Blog 4: Product Strategies of Sainsbury .....                  | 5 |
| Blog 5: Pricing Strategies of Sainsbury .....                  | 6 |
| Blog 6: Sainsbury's marketing strategies regarding places..... | 7 |
| Reference list .....                                           | 9 |

## **Blog 1: Targeting the markets and customers of Sainsbury**

A way of targeting the market is creating personal blogs which are the settlers of blogging applications, blogging when it emerged began with the personal blog. It makes people make up their thoughts and create their ideas. The research focuses on communication blogging of Sainsbury's supermarket chain (Rohwer and Topic 2019). People are using their thoughts, opinions, stories, and advice to create blogs. These blogs are the most traditional and conventional in the field of blogging. In personal blogging, a blogger shows their personality in the form of blog posts and presents it in front of the audience. There are no rules and regulations for personal blogging. Personal blogging is an individual's views, passions, hobbies that will support his task or activity.

As Sainsbury is an online marketing company in the UK providing groceries and clothing, they can use personal blogging methods to create successful markets. The company is growing swiftly so it can create a personal official site of the company where the employees and customers can share their blogs. The company uses some data or information of microeconomics to provide the companies information on their social websites (Bentham, 2018). The members of the Sainsbury group can share their thoughts and ideas about achieving the target market of the UK. They can create a wide market all over the country through social media and also can promote the brand of their company. It will help them to gather a vast range of customers. The company needs to sign up a domain on their official website and from there they can create blog posts and publish them through the internet. The blogging post should include every single piece of information of the company about what are the company's brands, features of the products they are selling, the process of delivering items, and many more. Theories of economic growth are also involved in the blogging for developing the economic status of Sainsbury (Sainsbury, 2020). There should be a way of getting feedback from the customers. The company should design a comment box where the customers will give or write comments about their feedback after using the company's products. Also, there must be a way of giving quick replies to the comments from where customers will be encouraged to get involved with the Sainsbury group. The blogs of the company should be colourful and they must include pictures of the products they are selling, it will help the customers to understand.

## **Blog 2: Positioning the business of Sainsbury**

As the company is growing rapidly it is necessary to create a position in the competitive market. One effective method of positioning is developing a business blog that will include every business-oriented piece of information. Business bloggers of the company tend to create some business-related topics which will relate to the working process of Sainsbury. Financial business analysis can be benefited by using the company's business blog (Guo and Wang, 2019). A business blog helps to create numerous leads for the business and also creates potential customers. The business leads help in raising the revenues and outputs of the company. It contains professional ways of information about the business of the company. The business blog helps in promoting specific business strategies to perform all the business activities smoothly. Business blogs aim to create posts about the industry it is aligned with. As Sainsbury is an online company the business blog preferred to be E-commerce to increase the sales of the products. E-commerce blogging provides business tasks socially to the employees of the company. The business blogging of Sainsbury aims to provide a great output at a fair rate of cost. E-commerce processing helps to explore the academic information to the retailers to engage with Sainsbury (Jones and Comfort, 2021). The company aims to be clear and fair to their suppliers to create good relations and short-term profit. The main goal of the company's business blog is to generate short leads from customers. Sainsbury is holding a market position of 42.3% of the UK target market. When a visitor signs up in the business blog box it means the company is getting a positive lead. It also helps in creating awareness to the successful partners in promoting the market (Rohwer and Topić, 2019). It also helps in building the reputation of the business and helps to promote the effective sites of the brands the company is dealing with. A business blog can position the company to an expert level in the target market. This blogging method easily helps to converse to create posts and relate with other persons who are interested in Sainsbury's business. These are the inbound marketing strategies of the company that are utilizing the target customers and bringing them into the field of business.

## **Blog 3: Segmentation of Sainsbury**

Welcome back to the Sainsbury's blog, in this blog we are going to have an idea about its market segmentation. First, let's make the idea of market segmentation clear, before entering into any company segmentation strategy. The market segmentation means any organisation or individual is identified with similar features, which have implications which are significant

for the marketing strategy determination. The companies plan a strategy according to the target audience they view on. It is a fact that all companies don't aim for all people, different people have different demands for different products. Advertisement is an effective tool for the company to achieve the potential reach (Anesbury et. al, 2020). Therefore, it is essential for the company to decide which audience they are targeting their product to. In the case of Sainsbury, they have tried to accustom all the people who deal with home essentials, especially home makers. The supermarket sector of the UK has a highly concentrated feature. Sainsbury was the market leader till 1996, now it is in third position, it is in a struggling position. It is trying to be inclusive which means it is trying to be appealing to all the segments of market. This supermarket is trying to reach its customers as near as possible. It is adapting to new techniques, new facilities that can help them to reach as many people as possible. The company has launched new policies that would help them to be inclusive. They have aimed for making the market bigger as it was since its beginning in 1869. The supermarket has encouraged all the requirements that would enhance the product to all segments, and food is such a product. Firstly, this company used to sell resources for making food, now it has incorporated all the products that have engulfed all the food related products. This company believes in serving a better-quality product to all its customers. Sainsbury has its market segmentation involved with all segments; this is a kind of their market strategy which aims to incorporate all segments. This is all about the segmentation of Sainsbury, if you have any more knowledge regarding this topic, do let us know and share your views and comment.

#### **Blog 4: Product Strategies of Sainsbury**

Sainsbury has a hierarchy of products that is clear and sound stating, Good, Better and Best. Sainsbury offers a wide range of products under its strategy for the product market. It has adopted new products through innovation and keeping the focus on quality management. It is enhancing its product range and expanding the existing product range. The company offers a wide range of products with technological advancements (Gibson and Sainsbury, 2017) Sainsbury follows two formats, one is supermarket and other is its local convenience stores, where near about 30,000 products are offered, within which 20% consists of their brand, which includes basics, like stationeries, toiletries and food. It also includes foods that are ready to eat, bakery, organic foods, health-conscious foods. It has also expanded in the field of clothing, taking TU as a brand. Home Collection products, such as utensils, kitchen types

of furniture, and so on, are also in their product list. It even practises biodegradable packaging to make the least contribution in polluting the environment. Sainsbury has also incorporated financial services which are provided to the customers. Sainsbury is trying hard to make its market a larger and approachable one to every person. Sainsbury has targeted its product to be in reach to everyone starting from the basic to a luxurious one. As its customer's range, they have not applied any product limitation. Financial analysis is a vital aspect to set the marketing trends of the business (Guo and Wang, 2019). Sainsbury has established itself in the market, but since the market is becoming highly competitive as the days go by, it is trying and adapting new ways to maintain its decorum in the market field. Many other companies have indeed come up to compete with Sainsbury in its equal market strategy. The other companies have engulfed Sainsbury's procedure and have competed with them in return. The product range policy of Sainsbury is quite simple, that is, they are not setting any range till now. The company has and is incorporating different product policies so that it encourages its market expansion. Sainsbury is one of the old companies that still exist in the market field. The company has never compromised with its product range but is confident of what product it delivers to the customers.

### **Blog 5: Pricing Strategies of Sainsbury**

The pricing strategy of Sainsbury involves the idea of realisation of value for money to the customers, therefore maintaining the product quality and best services required which ensures consumer retention. Sainsbury practises the policy of competitive pricing rather than policy of price cutting, since price cutting gains market share only in the short run. This company utilises the policy of price discrimination which helps to obtain a premium price. It is seen that Sainsbury has ranged its basics and kids products in low price and of premium quality, which avails the value for money policy. The annual revenue of the brand is about \$25 billion. To differentiate the store image and to include new products claims of environmental issues are focused (Zhang et al., 2018). The company has always looked after the needs and requirements of the consumers and tried to be reasonable to them. The pricing policy also is done on the basis of the consumers' requirements and affordability. The people here are very much aware and conscious about their monetary policy. The companies and markets that avail here do have an idea about the people's economic condition which helps them to derive the market status. The demand and supply of things can be acquired through economic details but companies like Sainsbury are more into the real field, than believing in numbers.

Sainsbury has always believed in providing best quality at a reasonable price to its customers, since it practises policies that are old and firm in nature. Recommendation systems enable the target customers with best quality services (Ghoshal, Mookerjee and Sarkar, 2021). Sainsbury has always tried to be in reach of every economic status of people. It has kept the basics, essentials, and toiletries products at a very low price so that people of low economic status can buy the minimum necessities required to survive daily life. Though the market has turned out to be a competitive one, it has never changed its policy of pricing. Sainsbury has always been appreciated by its localities due to this pricing policy practised by the company. This is the pricing strategy followed by Sainsbury, if you all know anything more, please do let us know and upgrade the knowledge for all.

### **Blog 6: Sainsbury's marketing strategies regarding places**

Sainsbury's has more than six hundred supermarkets and more than eight hundred convenience stores. The supermarkets have their self-service and several counters for different types of products. Sainsbury's market operation started in London and by 1992 it was the largest marketing field in the United Kingdom. Its headquarter is based at Holborn Circus, London. The company has more than one thousand shops. Its markets are mostly dominated by areas like southeast London, Redhill, and Swindon. It is important to focus on developing the marketing criteria with strategic action that can increase the organisational profitability rate (De Pelsmacker, Van Tilburg and Holthof, 2018). The stores are open 24\7 and some of the shops are open till midnight. Sainsbury's cafe also opened at the supermarket. The Sainsbury company also operates fuel like petrol, diesel and they also have their own source of oil. In 1994 its first fuel forecourt was opened at Croydon sava centre. Sainsbury's also provides an online shopping process. They charge an online order fee and they also give gift vouchers and discounts. The company's website also offered some gift cards, food tokens for their customers. After the 1970s disrupted deliveries, they distributed specialised products like DHL. Today's competitive business era needs to implement modern strategies to develop organisational performances (Slootweg and Rowson, 2018). The company operated its supply process through thirteen regional distribution centres. They also have two frozen factories and three national distribution centres. They supply good quality products at low prices. The company's super marts have their own format: regular store, local store, central store. Sainsbury's responsibility is providing good food, good health for good relationships with the community to work. The company has its own corporate website for

online ordering. Customers can also choose various products for delivery. It's an easy process that saves so much time and home delivery is also available. Some stores are also opened in smaller areas. Sainsbury's online banking also has access to supermarkets. In order to manage the organisational internal issues to boost organisational performance, it is important to focus on implementing strategic marketing plans (Popkova et al., 2017). The company has 168 centres that provide home delivery services. They also provide insurance, credit card, loans for their customers. Customers can also make an appointment for their hair salon through the mail. The companies also check their policies and delivery process for a good work record.

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