

Component 2 marketing

by Marius Dinu

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Submitted by: MARIUS DINU

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Introduction

As per CIM marketing is regarded as a ²⁰ management process which is responsible for identification anticipation and satisfaction of customer requirements in a profitable manner (Lindgaard and Pieper, 2020).

American Marketing association marketing is regarded as activity which involves basic set of institutions and process required for communicating, creating, delivering and exchange offer which may create value for client, customer, partner and society at large.

Comparison of key words

Process: The definitions mention the process of marketing indicating that it is not a onetime activity but is series of interconnected activities and steps.

Identify customer needs: both CIM and AMA are stressing on the importance of understanding customer needs and wants as a core aspect of marketing.

Marketing mix: The AMA definition specially mentions that marketing mix is regarded as a set of controverts technical marketing tools which are used to produce it is a response from the target market

Profits: Both the definition mention the importance of generating profits marketing efforts which suggest at marketing must be financially viable contribute to organisation bottom line.

Marketing Process:

Understanding market and customer: Research target market needs preferences and behaviour

Development of marketing strategy: It based on customer insights by formulating the strategic plan to address the needs effectively and differentiate the offering from competitors.

Implementation of marketing mix: there is execution of marketing strategy by using of 4 p which an extended marketing mix to create a compelling value proposition (Murphy and Leighton, 2019).

Monitor and evaluate: It important to continuously measure and access the effectiveness of marketing efforts and making adjustments

Understanding customer needs and wants

During the strategies stage of marketing process there is extensive market research Focus Group and data analysis conducted to gain insights as per customer preferences and desire. Identification of needs and wants more precisely.

Market profitability can be achieved by creating mutually benefited exchange of value between company and customers. Value to customer to protect service and addresses their needs and desire (Nizam and Tatari, 2022). Return customers pay monetary value to focus on company's profitability aspect.

The Global business environment

Globalisation is regarded as the process of increasing interdependent and interconnectedness someone economies countries cultural society (Schindler, Bayirbağ and Gao, 2021). Internationalisation is a business strategy which is based on expiring operations across National borders to gain accessibility to resources new market and opportunities.

Factors in business environment

Micro factors: These are internal factors which are influence organisation and operations it mainly include aspects like companies management employee policies supplier product and competitor.

Macro factors: It includes external factors which main include economic conditions political leader Technology advancement cultural terms and environmental factors.

Marketing process and situation analysis

The marketing process involves series of steps and focus on identification anticipation and satisfaction of custom and its profitability. Situational analysis mainly includes internal and external analysis. Based on assessing the organisation stand weakness and understanding resources and capabilities under the external analysis is based on understanding threats and opportunities in external Market by understanding competitive forces friends and cultural factors. To succeed in global market business organisations are required to understand the unique preferences and cultural expects of customers and country their operating. Country has its own customer behaviour cultural norms and buying pattern it becomes important to adapt as per marketing message and products.

Stakeholders are regarded as group individual and entities which causes interest in outcomes and business activities. Stakeholder mainly includes employee, shareholder, customers, local communities and nongovernmental organisations (Secen, 2021).

Introduction to marks and Spencer

Marks & Spencer is around British multinational retail brand which was founded in the year 1884. The brand has Specialisation dealing for home products high quality clothing and premium food items. They possess significant presence in United Kingdom and has expanded its operations across globe through internationalisation marks and expensive has established stores in online presence in different countries by taking advantage of globalisation and accessibility to New Market. Expansion strategy is based on adapting to product offering store formats to suite as per need of customers and different countries

Task 1

1 Critically Analyse and Evaluate the global challenges it faces and the mega trends which impacts its marketing functions post Covid-19 pandemic

Marks Global retail sector organisation based in United Kingdom presently there is analysis of marketing function post pandemic impact that is affecting the overall business environment:

Marketing functioning

Marks & Spencer marketing function is based on creating communication and delivering value to the customer it includes different activities such as product development, market research from price and distribution and customer relationship management. Historical aspect based on driving reputation for customer loyalty and quality to drive the sales presently there is use of a combination of traditional digital marketing and advertising strategy to reach the target audience.

Post pandemic challenges

COVID 19 has presented server challenges to Marks and Spencer and the retail industrial mention below:

Supply chain disruption: The pandemic has disrupted Global supply chain leading to delay and shortage and procurement of goods specially that is related with international sources.

Shift in customer behaviour: The social distancing and lock down measures at prompt the significance of customer behaviour because more people are turning to online shopping and avoiding physical stores (Tarihoran, 2020).

Economic uncertainty: The pandemic has lead to financial hardships for many customers who is affecting their spending habits and leading to reduction in discretionary spending on essential item.

Increasing competition: The pandemic has created a rise of e-commerce and with has intensified competition because only retailers are focusing on similar question and base as traditional breaker motor stores like Marks and Spencer

Impact of challenges on Marks and Spencer

Financial performance: M&S as reported decline²³ in revenue because of decreasing food trapping and physical stores and high operational cost related to health and safety measures.

Digital transformation: The company is required to develop overall digital transformation to meet the online demand and expand E-Commerce capabilities (Thakur, 2021).

Inventory management: There is supply chain disruption which is resulting in inventory challenges and leading to access and when you are stock out situation

Mega trend affecting business environment

E commerce boom: The Retail industry which mainly fuse E-Commerce boom because the pandemic accelerated the growth of e-commerce making it a dominant channel for retails stores. Another aspect is customers are increasingly concerned about environmental and social issues which are related to demanding sustainable and thickly source products organisations like Marks and Spencer required to adapt their product of things to meet the demands.

Digital transformation: The over reliance on digital technology and Data analytics increasing which is creating organisations to focus on personalisation as well as customise customisation of marketing efforts. It is associated with improving overall customer experience and focusing on digital transformation.

Health and wellness: The pandemic has created wellness which is leading to greater demand for products which promote well being.

Global issues affecting M&S

Challenges and make a trends discuss above are global issues which is affecting the present performance of Marks and Spencer and the entire Retail industry worldwide. There is changes and customer behaviour rise of e-commerce economic concern, supply chain descriptions which is creating to rise in challenges faced by retail organisations on global scale. It is also understood

that make a chance of e-commerce grow digital transformation and sustainability concern are affecting the business across globe.

Organisation example:

In Marks and Spencer organisation is actively focusing on sustainability the brand has launched plan an initiative which is also known as plan A 2025. There is more commitment to be responsible and sustainable retail brand. The plan is based on achievement of goals that include sourcing more to materials that are sustainable deduction of lease and promotion of ethical as well as reading practices.

It is summarising that Marks and Spencer has faced significant challenges during the post COVID 19 pending period which has affected its supply chain financial performance in digital transformation efforts. Organisation has responded to the mega Trends that are shaping the business environment such as sustainability demands and e commerce boom. There are various challenges and Trends are not isolated to Marks and Spencer but they are global issues which are faced by business and retailers across different parts of the world.

Task 2 organisation ¹ evolving in derive marketing strategies to take advantage of the new developments and gaining a competitive advantage?

Define value

Values are regarded as the perceive benefits which customer receive from a product of service and relation to the cost. In context of Marks and Spencer values are associated with offering high quality products positive shopping experience and excellent customer service.

Value proposition

It is based on Unique combination of benefits which organisation offers to its customers to meet their needs better than the competitors. Marks and Spencer has a wide range of premium quality products reputation for reliability and fashionable clothing lines.

How value is created

To communicate the benefit of products and service Marks and Spencer is required to focus on effective messaging and marketing. It is based on highlight the style quality and convenience of the offerings to attract and retain customers.

STP

Define STP

STP stands for segmentation targeting and positioning it is a famous that is used for organisation to understand the customers position the product services and identification of specific market segment. In Context of Marks and Spencer it involves identification of key customer groups such as fashion conscious individual seeking quality and customisation of marketing efforts accordingly.

Strategies based on using marketing mix

Marketing mix is regarded as a combination of elements which organisation uses to influence the consumer purchasing decisions. In marks and Spencer it involves decisions are associated with the product assignment pricing promotion distribution. It is focus on offering premium products target promotions attractive pricing and convenience stores.

Exchange of value

Objective:

Objectivity in marketing is regarded as focusing on data driven decisions in setting measurable objectives. It is required to analyse customer data markets to focus on inform choices and further track the marketing performance objectively (Ilmudeen and Bao, 2020).

Profitability:

Profitability is to ensure the revenues from the marketing efforts are able to exceed the associated cost. In context of Marks and Spencer the main aim is to achieve a positive return on their marketing investments (Lee, Greenblatt and Hu, 2021).

Control

Marks and Spencer is required to monitor the value exchange with customers by insurance that marketing efforts are able to yield desire results. It is based on analysing customer feedback sales data and various types of performance matrix (Li and et.al., 2020).

Marketing strategy

How do we strategize?

This aspect is based on development of strategies by conducting market research understanding customer needs and further alignment of marketing efforts with the overall business schools.

Setting objectivity:

In present scenario Marks and Spencer marketing strategies aligned with the mission and vision statement. It mainly involves offering stylist high quality products as per their target segment of customers.

Marketing mix

Product: Marketing strategy of Marks and Spencer is based on launching a new product in the sustainable category in terms of clothing for different each group including both men and women and their existing E-Commerce channels to deal with the challenge of declining revenue due to COVID 19.

Price: For sustainable clothing Marks and Spencer will focus on penetration pricing strategies so that they able to get a competitive advantage as compared to other similar brands (Xu and et.al., 2021).

Place: The initially sustainable clothing segment will be mainly launched across the E-Commerce accounts and further as per customer response it will be expanded to Physical stores

Promotion: for the purpose of promoting the sustainable pricing there will be a unique and innovative approach by use of social media channels a campaign. It will be developed so that there is proper engagement of customers and two ways communication process can be created.

Competitive advantage:

The overall competitive advantage of Marks and Spencer will be based on differentiating the products and services from competitors because no such high and fashion brands have launched sustainable clothing in penetration pricing segment. It is going to help in creating a new initiative towards environment contribution wagon preferential target audience and focus on ensuring long term customer loyalty (Witt, 2019).

Competition

Marks and Spencer is facing direct competition from various fashion retail brands such as H&M Zara which is affecting the present pricing strategy and clothing segment of Marks and Spencer which is limited as compared to other high and fashion detail brands. Apart from the clothing segment there is also indirect competition from E-Commerce stores and department stores like Tesco in the changing business environment across United Kingdom

How Competition is created

In the Retail industry Marks and Spencer is facing competition which is created through various factors like pricing product offerings, brand reputation, customer service and marketing efforts.

Income tax of Marks and Spencer there are major two sources from which competition is created which involve product offerings and pricing structure of other similar brands which are operating in the fashion industry.

Porter five forces

Threat of new entrants: M&S is facing the possibility of new retailers is online business entering the market and capturing marketing share. To mitigate the Marks and Spencer can focus on building a strong brand image and customer loyalty (Basalamah and et.al., 2020).

Bargaining power of buyers: Customers poses different choices and bargaining power management product and pricing of rings in this contest marks and answer is required to continuously meet customer demands and their preferences to maintain the loyalty.

Bargaining power of suppliers: M&S the lies on the range of supply for its product and the bargaining power may affect the product availability and cost. Maintaining positive supply relationships is very important for the organisation.

Threat of substitution: Customers can switch to alternative products easily with meaning includes selecting a different clothing brand or grocery stores. Marks & Spencer is required offering unique value propositions to reduce the risk of substitution (Gilroy, 2023).

Competitive rivalry: There is presence of intense competition in the retail industrial which creates requirement for Marks and Spencer to continuously improve the offline sim marketing strategies (Nambisan, Zahra and Luo, 2019).

Impact of competition in environment of Marks and Spencer

Competition in the Retail industry may affect marks in Spencer and several ways for example recently the organisation has focused on modification of its price sink structure and differentiation factor in order to attract the customers.

Competitive strategy

STP

Marks and Spencer is Focusing on use of segmentation strategy to identify specific target customer groups based on various factors like demographics behaviour and lifestyle. The brand is Willing to target the segments with customise Marketing campaigns for example Marks and Spencer is presently target in younger customers with sustainable and trendy clothing lines which includes age group of 10 to 30 years and older customers at with development of classic designs (Nambisan and Luo, 2022).

Porter competitive strategy

It is Focused on using a combination of cost leadership and differentiation strategies. The brand is offering high quality products with the focus on ethically source materials and sustainable clothing. There is Development of commitment to social responsibility and environmental factors.

Used by Organisation

It is identifying that Mark and Spencer has utilised segmentation and differentiation strategies to creator to specific customer groups and position as a responsible quality and customer's centric brand. The implementations of Porter competitive strategy Marks and Spencer can successfully compete with customers are able to see both ethics and value in their purchasing decisions.

Task 3 ¹ Identify key stakeholders of the organisation and their impact on the marketing functions of the organisation.

Global business and environment:

Global businesses regarded as companies activities in operations which are going be on national boundaries at main aim is based on conducting business on international skill that includes exporting importing and setting up subsidiaries (Shams and et.al., 2021).

Difference between domestic and global business environment

Domestic business environment is regarded his factors and conditions existing in a company's home country. In the domestic market United Kingdom Marks and Spencer is facing competition from local retailers and others to UK specific regulations. In global environment day encounter drive customer preferences and international trade barriers (Olteanu, 2020).

Controllable and uncontrollable factors in both environments

Controllable factors are elements which organisation can influence our change which mainly includes Marks and Spencer controlling over the product assortment marketing promotions and store layout. Uncontrollable factors include fluctuations in exchange rate and global economic trends.

Factors in Business environment

As per pestle analysis Marks and Spencer is presently focusing on assessment of brexit on United Kingdom and European Union operations (Abalkhail, 2019). SWOT analysis there is

identification of areas where the process competitive advantage in terms of strong brand image and areas that require improvement that includes limited online presence.

Organisation stakeholders and impact in marketing function

As per Marks and Spencer it mainly includes employee customers, government agencies and community. The present marketing decisions and overall success for example customer feedback and preferences effect protect development and marketing strategies (Zhang, and et.al., 2022) .

In year 2019 marks and Spencer has faced criticism by its stakeholders including customers and environment groups for excessive plastic usage. The company announced plans to reduce the plastic packaging in enhancing sustainable efforts in the supply chain by reflecting the impact of tea holder concern on market and environment initiative (Caligiuri and et.al., 2020).

Task 4

Stakeholder

Customers that are individual organisations were purchasing products. Employees were people working in Marks and Spencer and different levels from store staff to corporate management. Another is suppliers which include organisations providing raw material services and products 4th is investors which mainly includes individuals holding shares of financial interest in marks and Spencer. It includes regulators that are government bodies responsible for overseeing and regulating aspects of Marks and Spencer and last is community which includes residence and organisations near Marks and Spencer stores or facilities (Mattila, 2019).

Compare stakeholders with factors in business environment

One of the factors in business environment is changing customer preferences towards sustainable and eco friendly products. Stay coldest will meaning include customer suppliers were offline sustainable materials and regulators who are encouraging the process of enforcing eco friendly practices (Tien, Phu and Chi, 2019).

Areas of business environment that stakeholders

Example: Employees UN customers are stay coldest were part of micro environment and processor direct impact on Marks and Spencer which is closely linked to its operations.

Impact of stakeholders in marketing process (Wales and et.al., 2019).

Situation analysis and data collection: customer purchasing power and feedback provides valuable data for Marks and Spencer to conduct a situation analysis and focus on inform marketing decisions

Objectivity: The marketing strategies are required to be objective and analysing the competitor strength and weakness. Objectivity has an identification of areas where Marks and Spencer can give a competitive advantage based on offline products features or improving Customer services.

Strategy PESTLE factors

PESTLE analysis consider factors like political, economic, technology and environment in context of Marks and Spencer there is analysis of the way changing economic conditions such as inflation reads may affect customer spending power and marketing strategies accordingly.

Recommendations

It is Recommended that Marks and Spencer is equal to identify a challenge which is associated of declining for traffic and physical stores because of the increasing online shopping. The brand is facing postman challenges there is need to focus on an answer The E-Commerce platform and focusing on offering exclusive online discounts (Xu and et.al., 2019). From there's the brand is required to focus on offering scene is click and collect options to retain and attract customers in long term.

Conclusion

It is concluded from above discuss perspective that organisation is required to focus on manage the future challenges and adherence to the interest of their stakeholders. It is understood from the above discuss perspective that organisation poses direct competitors which mainly includes department stores and High Street fashion retailers there is need to focus on considering a specs like product off Pricing, customer service pricing in order to continuously differentiate and attract customers. With the Application of porters 5 forces model it is understood than organization are require to manage range of supplies for the products and the bargaining power

effect product availability and cost. Therefore it becomes important to focus on unique value propositions in to reduce the risk of substitution.

There are Various risk associated with intense competition and Retail industry which creates and need to focus on continuous improvement of marketing strategies and product offerings Marks and Spencer is organisation operating in retail industry and the brand is required to focus on effective segmentation and positioning strategy to target younger customers and developed and their clothing lines. Organisation has already face difficulties in terms of managing the present revenue structure. In this context it becomes important to focus on digital marketing strategies and adopting innovative approaches to survive in the challenging and dynamic retail landscape. Values regarded as the perceive benefits which customer receive from a specific product of service related to their cost. Proposition is based on unique combination which organisation is willing to provide to the customer so that they are able to survive better than their competitors. Communicative benefit of production service organisation is required to focus on effective messaging and marketing. There is use of different combination of elements in order to influence the purchasing decisions and focus on offering premium products.

Marketing is required to be conducted to ensure the revenues and dated from marketing efforts are equal to exceed the associate cost. Marks & Spencer is required to achieve a positive return on the marketing investment and for this it becomes important to monitor the value exchange with customers. Focus and continuous analysis of customer feedback sales return various other performance matrixes. Further marketing strategies required to be alive with mission and vision which may help in offering high quality and stylish to that targets segment of customers.

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