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Task 1A – Huawei

1. Introduction

Marketing is an important activity in every business organisation. Every organisation needs to develop effective marketing activity so that the business and its products and services can outreach to a larger population. This further becomes easier for organisations to draw the attention of customers concerning their services. The assessment is concerned with the marketing strategies and practices that are practiced by the Huawei Company. The internal and external analysis of the company has also been mentioned in the assessment.

1. Stages and processes of marketing including marketing mix

Marketing is an essential activity in business processes. Among the significant other business processes that exist marketing is of utmost importance. Marketing can be carried out by several methods and strategies (Pappas, 2016). It can be referred to as the business or promotional activity of an organisation to outreach the services and products of a company to a larger population. It is a process that is responsible for grabbing the attention of customers towards the services of the company. It is also considered as a promotional strategy.

2.1 Main stages and marketing processes

There are four stages of marketing. These include product orientation, production orientation, sales orientation, and marketing orientation. The Huawei company is constantly focused on its products (develop them), production (quality of these products), sells (increase profitability) and marketing orientation (ability to promote them).

According to Kotler (2018), marketing processes include five steps: Situational analysis, Objectives, Strategies, Implementation and Control (Kotler et al., 2018). The approach to these steps is individual for each company and is based on different researches and studies.

Step	Description
Situational analysis	Marketing plan based on external and internal factors
Objectives	These are the mission, vision, goals and value of the company
Strategies	These are the long-term goals
Implementation	Implement the above
Control	Control the activities

2.2 PESTEL analysis

Factors	Description
Political	According to Hu, the political scenario is favourable for the Company to carry out its marketing activities and business significantly (Hu, 2016).
Economic	As China is part of World trade Organisation the pressure to Huawei is higher due to the foreign and domestic competition (Zhu et al., 2014)
Sociocultural	The organisation has managed well to include the needs and demands of customers. The competitive atmosphere in the World reflects in Huawei's culture (Zhu et al., 2014)
Technological	The technological demand is high. Hence, proper technological advancements have been included by the Huawei Company so that it can attract the customers accordingly (Hu, 2016).
Environmental	Policies and formulations have been established by the government related to environmental concerns. The Huawei company has established the approaches to abide by the environmental laws and policies and show concern for environmental sustainability along with sustainability in business (Hu, 2016).
Legal	Certain legal considerations and policies have been established by the Chinese government concerning trade and related activities. These have helped Huawei to raise its global profile (Zhu et al., 2014).

2.3 Porter's five forces

Threat of substitutes

The threat of substitutes is high. Most of the known brands are offering smartphones with similar functions. However, Huawei has been able to make a successful business by providing customers with their needs and demands concerning the products.

Power of suppliers

The power of suppliers is high. This is due to a large number of suppliers that exists. Suppliers can manipulate prices; therefore, the power of negotiation is more in the case of the suppliers.

Power of buyers

The power of buyers is high. A huge number of companies exist in the market and most of them sell similar products. Huawei must perform to the best of their abilities to keep the existing customers and loyal clients.

The threat of new entrants

The threat of new entrants is low in position of a new company. Huawei through its significant approaches and services has been able to hold a prominent position. It will thus need much more effort and practices for new entrants to establish a similar position in the country as that of Huawei.

Industrial rivalry

The industrial rivalry is high. This is due to the presence of other companies providing similar products and services to the customers. The preferences and choices of customers can change at any instance depending on the aspect of their needs and demands being satisfied.

(Guanghui, 2019)

2.4 SWOT analysis

Strengths • Reputation (one of the most innovative global technology companies) • Build Global supply chain to go green • Appropriate marketing strategies (Xia et al., 2017)	Weaknesses • One significant weakness is the lack of capital. The company thus not have proper capital back up for carrying out functions • Reliability issues (Xia et al., 2017)
Threats • Prevalent rate of competition in the market • Companies providing similar services at lower prices (Ghosh, 2017)	Opportunities • Its highest opportunity lies in US and Indian market • Inclusion and development of 5G technology to support innovation in products (Ghosh, 2017)

2.5 Advantages and disadvantages

SWOT analysis is a significant method for analysing the internal affairs of a company. However, it has both advantages and disadvantages. These can be signified as follows:

Advantages

SWOT analysis is an appropriate method for giving rise to the strategic planning of the organisation

- It allows conveying organisation about its strengths and weakness to work accordingly
- Opportunities and threats are also signified for allowing companies to utilise it accordingly
- The core competencies of the organisation are also revealed through this type of analysis
- Plans of the company can be planned with the help of SWOT analysis (Kotler et al., 2018)

Disadvantages

- Limitations exist in the SWOT analysis
- It does not provide any idea of the external aspects related to business
- The government regulations are not covered through the analysis
- Insight into labourers and their skills are also not portrayed through it (Kotler et al., 2018)

2.6 Segmentation, targeting, and positioning

STP analysis is used by Huawei to have proper information about the market. Segmentation is used by the company to segment the market into small groups so that the feedback and needs of customers can be analysed significantly as it becomes problematic for collecting responses from the entire population (Haider et al., 2017). Through targeting Huawei targets a specific population to know about their demands and fulfil those to provide them with the services significantly. Positioning is the collection of various views and perceptions from target groups regarding products that are offered to them.

2.7 Marketing mix

Product

The product of the company that is the telecommunications equipment is necessary and fulfils the demands of customers.

Price

The price of the company is affordable so that it can outreach to a larger population

Place

The company provides satisfaction to customers by changing its products and services based on the place where it facilitates its business.

Promotion

Various advertisements and other processes are carried out as promotional strategies to reach out to the population. (Haider et al., 2017)

2. Role of marketing in the creation of value for customers

3.1 Marketing concept and usage of it in the company

Marketing is an important concept in business. It allows the organisational authorities to attract the attention of customers concerning the products and services of the company. Marketing can be a significant process of enabling the promotion of products and services of the company. Huawei has made several attempts to develop proper marketing strategies so that it can grab the attention of the population and outreach its services to a larger population (Haider et al., 2017).

3.2 Overview of branding, advantages, and strategies of branding used by the company

Branding is essential to be developed by companies. This is due to the increased rate of demands of customers that includes brands. It is a marketing strategy through which the companies can develop a symbol or brand name for the company for identification by population. The most significant strategy of branding is uniqueness (Ghosh, 2017). A unique logo or brand of product needs to be developed by the company so that it can be unique and the way to identify the company's services. The company has included branding in its system wherein it provides brand value to the products and services thereby satisfying customers significantly.

3.3 Ansoff matrix strategies in creating value of the product

The Ansoff matrix provides an insight into the significant strategies to develop new products and further increase the sales of the existing products. The four strategies include market penetration, development of the product, market development and diversification (Corporate Finance Institute, 2020)

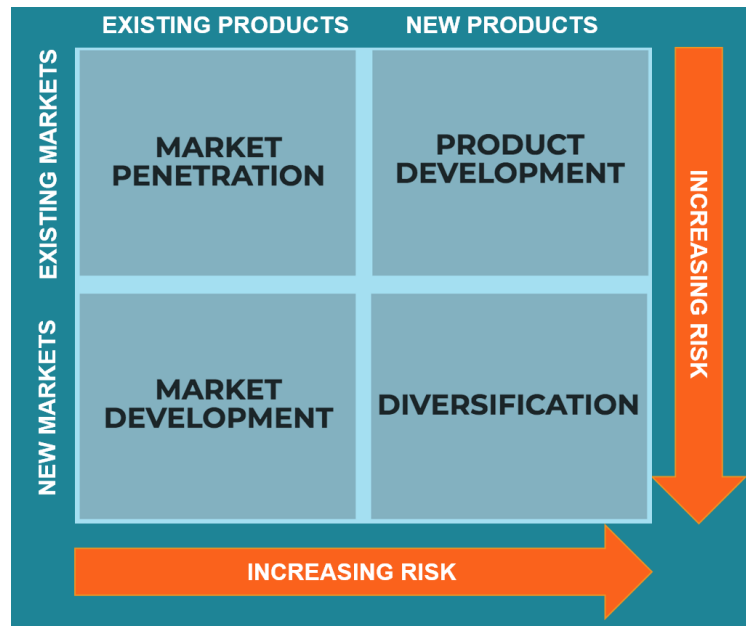


Figure 1: Ansoff Matrix

(Source: Corporate Finance Institute. 2020. Ansoff Matrix - Overview, Strategies and Practical Examples)

3.4 Relationship marketing used by the company

Huawei has established relationship marketing in the company. Through this type of marketing, it has gained the trust of customers concerning the services. This has been facilitated by full engagement with customers through various processes being used to develop a relationship with customers. This can then provide proper ideas about their needs and demands and also allow them to gather feedback (Kotler et al., 2018). These are further used by them to develop products that satisfy the customers and provide them with a sense of trust.

4. Engagement of stakeholders and their impact on the marketing of organisations

The stakeholders are the important individuals in the company who work together to establish the functioning of the business and contribute to its success rate. Lack of effective stakeholders and their improper functioning can hamper the functioning and processing of organisation and not allow to attain its goals (Wang et al., 2017)

4.1 Internal and external stakeholders of the company

The stakeholders of any company are of two types internal and external stakeholders. The internal stakeholders of Huawei include employees, directors, and managers. These individuals are an important part of the organisation and they are the elements present within the organisation. They have more influence in a company as compared to that of the external stakeholders (Parola et al., 2018). The external stakeholders of Huawei include customers, suppliers, and investors. They are not the elements that exist within the organisation but they are affected by the profit or loss of the company. Any happening that takes place in the system of the company has a significant influence on the external stakeholders as well.

4.2 Communication type used by the company to communicate with stakeholders

Effective communication is established by the company with the stakeholders. The type of communication used by the authorities of the company depends on the information or the aspect that is to be shared. Written communication is facilitated with the stakeholders in case of any necessary information about the company's functioning and processing (Wang et al., 2017). Contrarily, however, the most used communication type that is used by the company for establishing communication with the stakeholders is verbal communication. This builds up transparency and allows effective information flow from both ends. This is the most useful communication type to develop communication with stakeholders.

4.3 Impact of stakeholders on marketing activities

Both the internal and external stakeholders play an effective role in properly developing marketing activities. The marketing activities can only be possible if the investors of the company are providing the company with a significant amount of funds. The marketing activities are furthermore carried out for the customers to grab their attention. Moreover, the suppliers have to provide proper raw materials for carrying out marketing activities in a significant manner. The internal stakeholders contrarily act and perform together to plan, develop and implement the marketing strategies and activities effectively (Pappas, 2016).

5. Conclusion

Marketing is an essential business activity that needs to be developed. Its main purpose is to attract the attention of the population concerning the products and services of the company. Huawei has established significant and effective marketing strategies to outreach its services and products to a larger population. The external and internal analysis has signified a prominent position in the market place of the country that has been developed by Huawei through its excellent services. The stakeholders of the company play an efficient role in developing proper marketing strategies. They have a considerable amount of influence on the marketing activities of the company. Huawei has developed an effective mode of communication with stakeholders for the proper functioning of the system along with the facilitation of its activities.

Task 1B

1. Communication tools for generating awareness in the project

Effective communication is an essential element that needs to be developed in every organisation. It is a process through which words or necessary information can be exchanged. Communication is necessary to be developed among the subjects so that it can facilitate the proper flow of information. Furthermore, the development of appropriate communication in the organisational system also ascertains transparency. The transparent space is necessary to be developed for establishing a sense of trust among the employees concerning the practices and functioning of authorities of the organisation (Ghosh, 2017).

One traditional communication model that has gained much importance because of its efficacy rate is the Shannon and Weaver Model of Communication. According to this model, six necessary components make up effective communication. These six components include sender, noise, encoder, decoder, channel, and receiver. The model states the flow of information through these components from the sender to the receiver through the channel. The following of this channel can, however, develop effective communication significantly.

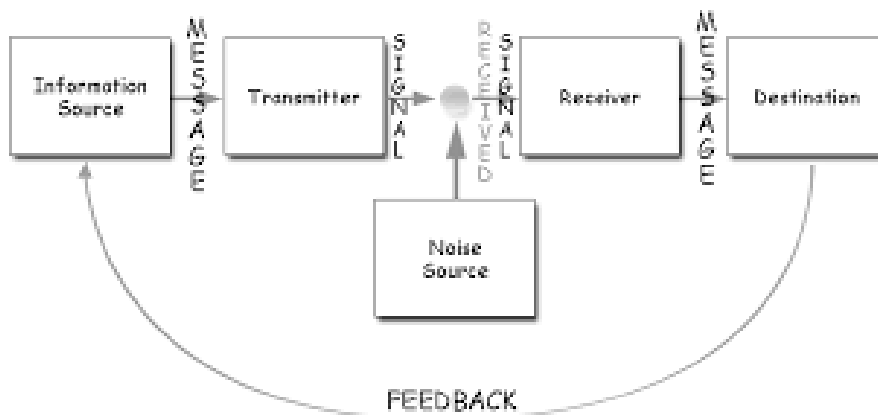


Figure 2: Shannon and Weaver Model

(Source: Businessstopia. 2020. Shannon and Weaver Model of Communication – Businessstopia)

Integrated marketing communication is referred to as the amalgamation of all types of communication that are being used in the organisational system. It further aims at the integration of all the significant promotional tools that are used by the organisations to outreach its services and products to a larger population. Through this process, the working of the organisational functions can be carried out significantly (Wang et al., 2017).

Several types of promotion are used for establishing an effective marketing activity. It uses promotional tools to outreach the services to the clients and develops their interest in the services of the company. The types of promotions that are used by the company are advertisements, events, campaigns, and social media engagements.

2. The success of communication tools in their application

There are several communication tools exist for exchanging information and building up effective communication. They are used to promote companies, services, ideas or products. There are few different divisions within the marketing industry, for example direct marketing, digital marketing and integrated marketing. According to my knowledge, the communication tools that are used significantly are newspapers, magazines, television and radio, emails, video conferencing tools, blogs and one to one communication. One of the communication tools that I think can be used for generating awareness of a project is a blog that can be published in social media platforms. With technological advancements, people have become more dependent on social interactive platforms.

I have focused on developing a group blog for a university project by providing necessary information about the background of a company (Tesla). My colleagues focused on the marketing mix – product, price, promotion and place. By developing the blog, we showed the importance of marketing and the usage and practice of the marketing concept in Tesla.

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