



Logic Networks Ltd.



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Table of Contents

<i>Processes and stages of marketing including the role of the marketing mix</i>	<i>2</i>
<i>Stages of the marketing process.....</i>	<i>3</i>
<i>Pestle analysis</i>	<i>5</i>
<i>Advantages and Disadvantages of Pestle analysis</i>	<i>6</i>
<i>Situational analysis (SWOT)</i>	<i>6</i>
<i>Advantages and Disadvantages of the Situational analysis</i>	<i>8</i>
<i>Role of Marketing Mix</i>	<i>10</i>
<i>STP analysis</i>	<i>11</i>
<i>Stakeholder engagement and their impact on the marketing activities of the organisation.....</i>	<i>12</i>
<i>Definition of stakeholders</i>	<i>12</i>
<i>Definitions of internal and external stakeholders.....</i>	<i>13</i>
<i>Stakeholders communication and how they impact on the marketing activities</i>	<i>13</i>
<i>Conclusion</i>	<i>15</i>
<i>References.....</i>	<i>16</i>

Introduction

The fundamentals of marketing revolve around the core elements of the marketing function (Grönroos, 2020). In this task, the assessment of the marketing fundamentals was performed in the organizational sense of Logic Networks Ltd. The phases of the marketing process and the role of the marketing mix have been clarified in this study. With the help of the SWOT analysis tool, the situational analysis was performed, while the STP analysis was performed with the help of the STP model. These tools and frameworks will test Logic Networks Ltd.'s marketing operation. Logic Networks Ltd.'s internal and external stakeholders have been examined and the communication methods implemented to engage with them have been analysed.

In the year 1999, Logic Networks Limited was established. IT support services and computer network solutions are provided by Logic Networks Limited. The business is based in London, UK. The company's activities are divided into five divisions that include sales, marketing, professional services, accounts and administration. The organization currently serves almost 120 clients, with its business rising steadily. The business aims to develop itself as one of the key competitors in the UK, Europe and the Middle East in its field of operations. Quality services that are customized to meet the needs and expectations of each customer are the unique selling point of the business (Logic Networks Limited, 2021).

Processes and stages of marketing including the role of the marketing mix

Definition of Marketing

Marketing is a method of establishing a communication pathway in the business environment between the target market and the organization to generate knowledge of the product. A company's marketing department is responsible for increasing awareness among its customer base about their goods and services to boost the company's revenue (Seturi and Urotadze, 2017). The marketing role of an organization.

Definition of the marketing process

The company's marketing process is a series of steps that are needed to formulate the company's marketing strategy. The marketing method is a series of actions related to the analysis of the business environment, the identification of the target market, the setting of marketing targets, the analysis of the marketing mix elements and the control and vision of the marketing direction (Finoti *et al.*,2017). The marketing process of Logic Networks Limited has been evaluated below.

Stages of the marketing process

Mission statement

The company's mission statement outlines the company's priorities and goals. Logic Networks' mission statement is to provide its customers with high-quality support services by considering every requirement to deliver customized service and plan for the customers.

Marketing objectives

The priorities of the organization define the aims and mission for the business operations within the company (Camilleri, 2018). The marketing goals carry out the action plan needed to gain a stronger customer base, increase revenue and retain the security issue. Logic Networks Ltd.'s marketing objective is to market services with acceptable quality strategies. The company plans to expand its operations and become the leading IT solutions provider in the UK, Europe and Middle-east.

Analyse the elements of the marketing mix

The marketing mix's components are the 4Ps of marketing. Product, price, place and promotion are the 4 Ps of marketing. The strategic execution of Logic Networks Ltd's marketing plan is collectively decided by these components. Logic Networks Ltd.'s product, price, promotion and place are analysed to formulate a marketing strategy for the target customer. The use of a successful marketing strategy results in an effective dispersal of the marketing plan.

Control and vision of the marketing strategy

The marketing strategy's vision is to accomplish the company's set targets. Logic Networks Limited's goal is to become one of the biggest competitors in the UK,

Europe and the Middle East. The company plans to achieve this by continuously innovating practices and improving the security issues that will boost their performance. Logic Networks Ltd controls the execution of the marketing strategy by using many tools and frameworks. Logic Networks Ltd targets the market to optimise its resources and augment their sales.

Pestle analysis

The pestle analysis of a company determines the factors that influence the macro-environmental factors (Perera, 2017). The political, economic, social, technological, environmental and legal factors that affect the business environment of Logic Networks Limited have been analysed below.

	Factor	Influence
Political	BREXIT	The uncertainty due to the BREXIT deal has caused many operations of the business process of Logic Networks to be put on hold. The BREXIT deal causes tension in trade relations with other countries where the company is supplying its services.
Economic	Low inflation	The inflation of the UK is very low, signifying a low purchasing power within the country (Partington, 2020). The low purchasing power will affect the sales of the company.
Social	Unemployment	The lower GDP of the United Kingdom has made the unemployment of the country rise. The people are losing their jobs and hence the motivation in the country is getting lower day by day (Economic Times, 2020). This results in the loss of clients for Logic Networks Limited.
Technological	Tailored Technological services	The integration of technology to provide IT services to the client with unique business demands has been done by Logic Networks Limited. The company is now the leading IT solutions provider due to its top-notch technology in the IT field (Logic Networks Limited, 2021).
Environmental	Green Computing solutions (IT Health check)	The IT solutions provider works towards minimizing the paperwork with its solutions. The IT Health check is provided free of cost by the company to analyses the pain points where the services of the company are required by its clients (Logic

		Networks Limited, 2021). This initiative increases the sales of the company but also reduces the impact on the environment by clients.
Legal	The Data Protection Act (1998)	The data protection act imposes the company to comply with the protection of personal data of their clients as a third-party organization. Under the act, the customers are reminded of their duty to register themselves with the Information Commissioner (Logic Network Ltd, 2021).

Advantages and Disadvantages of Pestle analysis

The Pestle analysis framework is easy to use tool that utilizes cross-functional skills to analyses the potential threats to the organization. The framework encourages the development of strategic thinking in the organization. Due to the pestle analysis, the mechanism to assess the implication of the national environment on business activities is analysed. On the other hand, the disadvantages of the Pestle analysis are that the information presented is oversimplified and the factors do not consider the cost implications on the business processes. The cost considerations are not evaluated for the effectiveness of the technique. The data collected for the analysis is subjective and cannot be considered for major business decisions without supporting frameworks.

Situational analysis (SWOT)

The SWOT analysis tool is a framework that examines the strengths, opportunities, weaknesses, and threats to the company's operations (Teoli, 2019). The evaluation of the internal and external business environment of Logic Networks Limited has been done with the help of SWOT analysis matrix below.

Strength	Weakness
Location The location of the head office is in the heart of the city which attracts more clients for the company. The strategic location improves the market reach of	Timing schedule The IT service provider has its timings scheduled from 9 am to 6 pm. Most of the IT services and companies operate in a 24-hour cycle within multiple shifts.

the company. Logic Networks Limited should use this strength to target the clients accordingly • Personalization The personalization of the services provided by Logic Networks Limited is a major selling point of the company. The tailored products offered by Logic Networks Limited are based on the unique needs of the client. The personalization of the IT services and solutions is done by determining the exact pain points of the company's processes (Bleier, 2018). After the evaluation, the company provides services that are tailor-made for their client. • Free Health check-up The free health checkup provided by the company attracts more clients that are attracted towards the free promotional offers. The customers can be converted to clients if they understand what exactly is wrong with their IT operations in the business model. The company provides a solution that is personalized for the client for its effective performance	Logic Networks Limited is not able to cater to their problems 24/7 which reduces the company's effectiveness. • Awareness about the brand The company does not focus on creating a brand name for itself in the market. The company has been established since 1999 with over 120 clients across the world. The well-established company lacks in the goodwill in the market. The IT services provider stays low with no engagement with the media or social platforms. The lower awareness of the brand will make the efforts meaningless if people are unaware of its success. • Organization structure The company has only five departments that are sales, marketing, accounts, administration and technical services. The HR department looks after the wellbeing of the employees and the productivity within the business environment. The HR department is not considered in the organization structure of Logic Networks Limited. This decreases the communication between the management team and the employees of the organization.
Opportunities • Expansion The company has only one office in London. The expansion strategy of the	Threats • Competitors Logic Networks Limited aims to become a leading network solutions provider in

company's office overseas should be considered. Logic Networks Limited has its clients in Europe and the Middle East as well. These areas should be targeted as the company has already established its clients there. The physical expansion will enable the company to provide better solutions to the existing as well as potential clients. • Innovation in the products The innovative technology in the products must be highlighted. The IT sector needs gaining competitive advantage by improving their operational efficiencies. The innovation in their product mix will help the company target its clients with leading technology	the UK, Europe and the Middle east. This vision of the company is possible only when the company can efficiently surpass their competitors. The competitive market in the IT sector is aggressive. The company needs to gain a competitive advantage to surpass its competitors. • Data Protection Breach As an IT solutions provider to the clients in the IT sector Logic Networks Limited has access to a lot of personal and corporate information. The company is liable to protect this data under the Data Protection Act (1998). The breach of any data will put the firm's reputation in jeopardy.
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Advantages and Disadvantages of the Situational analysis

The SWOT analysis matrix has been used to perform a situational analysis for Logic Network Limited. The advantages of the SWOT analysis tool are that the framework can manage the vast amount of data which uses various learning material. The framework uses strategic thinking to identify the opportunities and threats to the business processes. The analysis helps the company to be prepared in advance to face the respective threats to the business. The identified opportunities can be exploited by considering the strengths of the business. The strength factors of the SWOT matrix should be priorities and the weaknesses should be reduced to gain a competitive advantage in the market.

The disadvantage of the SWOT analysis tool is that the data is oversimplified in the framework which can lead to unnecessary encouragement. The data generated using the tool lacks objectivity and produces subjective solutions. There are

unknown factors that haven't been considered while using the tool which results in the inadequacy of information. Inadequate information cannot be trusted to take major business decisions. The vague and meaningless terms can cause ambiguity in the interpretation of the data in the SWOT analysis tool.

Role of Marketing Mix

The marketing mix is dynamic incorporation of the product, price, place and promotion. The 4Ps of marketing is a concept that summarizes the needs and desires of the customers and how efficiently the company manages to satisfy these needs of the market (Thabit and Raewf, 2018). The marketing mix of Logic Networks Limited has been evaluated below.

Product:

The products that are sold by the company to generate operating revenue and serve the customers are included in this dimension. Logic Networks Limited provides a wide range of services in IT Support, consultancy, managing services and products like Adobe Suite, dropbox cloud storage, Hardware improvements and upgrades, multifactor authentication, Backup and data recovery software, email-archiving products, sonic wall firewalls and SharePoint. Logic Networks Solutions also provides tailor-made services for the unique needs of their clients.

Price:

The pricing strategy of the products determines the sales of the company as it is a factor that influences the buying decisions of the clients. The competitive pricing strategy has been used by Logic Networks Limited to become the leading solutions provider in its area of operations. The product offering by the company is huge and competitive prices determine the operations of the company being sustainable for the market. The major threat of the company is its competitors that can acquire their clients due to low switching costs.

Place:

The location of the product where the sale is made is considered in this dimension. The strategic location of the product affects the purchasing decision and market awareness in the business environment. The office of Logic Networks Limited is in the heart of the city where there is a presence of several business units. The strategic location of the company anticipates steady growth of the business

Promotion:

The initiatives taken by the company to market the product using appropriate promotional strategies have been analysed in this dimension. The promotional strategies that create awareness about the product in the market have a significant impact on the sale of the product. The company provides free health check-up to its clients to understand where exactly the company needs their services. The company also offers up to 6 months of free IT support that can reduce the costs of the company by almost 25 %. These promotional offers of the company attract new clients that can have an exquisite experience with the company and chose to continue with their proposal.

STP analysis

The STP analysis is a model that segregates the data to save the resources of the company. The segmentation targeting and positioning of the company's products are analysed to segment their target market and position their products accordingly. The STP model increases the market reach and effectiveness of the operations in the business environment (Kipnis and Demangeot,2017). The segmentation, targeting and positioning strategies of Logic Networks Limited have been evaluated below.

Segmentation

The segmentation of the products is done according to the demographic, psychographic, geographic and behavioural segment. The company further segments the data collected in the demographic segment into social status, occupation, income, family size and the gender of the customer. The geographic data is further segmented according to the region and density of location of the clients. The behavioural segment deals with the analysis of the occasions on which the customer visits the store seeking benefits from his purchase. The psychographic segment evaluates the lifestyle and personality of the customers (Gajanova *et al.*,2019). The segmentation technique segregates the data into various segments which can further be selected accordingly to target the consumer. The most attractive segment is selected to analyse the target market of Logic Networks Limited.

Targeting

Targeting is a dimension that deals with determining the target group of the company from the segmented data. The target market of a company determines the promotional strategies of the company. The marketing efforts will be targeted only towards acquiring the target market's attention (Perna *et al.*, 2018). The target market of Logic Networks solution is a consumer that is in the working-class group. The consumer must have a lifestyle that is associated with the IT sector or at least in need of it. The clients of Logic Networks solutions. One of the consumers of Logic Networks solutions is JCHA who is a long-standing client of the company. They say that the staff is approachable, helpful and the company value for money with their services and products.

Positioning

The positioning of a company determines how it wants to be perceived by the market. The market position in the business environment is influenced by the positioning strategies of the company. The positioning strategies help with acquiring a unique brand image of the company in the client's mind. The experiential position strategy is used by Logic Networks Limited to attain a place in the client mind by cognitive and sensory stimulation (Gallo *et al.*, 2019). The company offers its expertise to cater to the specific needs of the client. The company also uses functional positioning to provide a range of products that are made with technical expertise (Al-Zyoud *et al.*, 2018). The experiential position strategy and the functional position strategy together enhance the effect of the marketing strategies.

Stakeholder engagement and their impact on the marketing activities of the organisation

Definition of stakeholders

The stakeholder of a corporation is an interest group of individuals concerned with the development of the company. A company's stakeholder is an individual which affects the company's business environment and without whose cooperation the company's operations will cease to exist (Sapapthai *et al.*, 2020). A person or an organization of people who are involved with the growth of the company may be the company's stakeholder.

Definitions of internal and external stakeholders

Internal stakeholders

The internal stakeholders of an organisation are owners, investors and employees of the company (Hyatt and Berente, 2017). Logic Networks Limited operates in London with 11-50 employees. The company is a private limited company which means that the shares and ownership of the company are not distributed in the general public. The ownership and shares of Logic Networks Limited are privately held. The investors of Logic Networks are the people that take up the responsibility of capital allocation for the operations and expansion of the company. The investors, employees and owners of Logic Networks Limited are the people that are internally related to the business processes.

External Stakeholder

The customers, suppliers, local community, creditors and the government are the external stakeholders of a company (Nguyen *et al.*, 2019). Logic Networks Limited supplies its products to 120 business clients that are located in the UK, Europe as well as the Middle East. The creditors of the company that are using the services and products of the company on trade credits. The company has an obligation towards the local community where it is located in London. The government laws and regulations like the Computer Misuse Act (1990), the Protection of Children Act (1978), the Criminal Justice Act (1988), the Prevention of Harassment Act (1997) and The Data Protection Act (1998) which the company is expected to comply with.

Stakeholders communication and how they impact on the marketing activities

The involvement of stakeholders in an enterprise affects the company's image. The company's stakeholder involvement consists of different communication methods used by the company to keep stakeholders satisfied and incorporate their desires and wishes into the business model (Sapapthai *et al.*, 2020).

Employees

The employees of a company are the functional unit that determines the output of the organisation (Abualoush *et al.*, 2018). The employees of Logic Networks Limited in their office in London are 11-50 employees. The company has 5 departments with these employees. The 5 departments are sales, marketing, finance and accounts, technical expertise and administration. The sales and marketing team together are responsible to formulate a marketing strategy for the company that will enhance its marketing efforts.

Owners and investors

The owners and investors of the company are responsible for the capital allocation and funds for the company's operational activities (Hope, 2017). Logic Networks Limited is an SME which requires lower capital for its operations as compared to large companies. The investors of the company are directly affected by the profitability of the organisation. The budget allocated by the owners and investors decides the extent of the marketing activities in Logic Networks Limited.

Customers

The customers are the target market of the company that provides a consumer base for the sales of the company (Shyu, 2019). Currently, the customers of Logic Networks Limited are capped at 120 across the world. The 120 clients are located in the UK, Europe and Middle-east. The company considers the expectations and unique requirements of the clients and designs solutions according to them. The client-centric approach of the company is heavily influenced by the strategies undertaken and the customer base of Logic Networks Limited. The tailored product that is offered by the company also affects the marketing approach towards the consumers of the company.

Suppliers

The suppliers of the company are the ones that determine the efficient output at the right time for a manufacturing unit. Logic Networks Limited has a very few suppliers as it is an IT solutions provider and develops products that will suit the customer needs. The company is self-dependent and relies on the suppliers for the infrastructure. The administration of the company looks after the issues related to

supplier relations. The marketing activities like pricing strategy are usually dependent on the supplier prices but Logic Networks Limited is a self-dependent company that does not let its supplier influence its marketing activities.

Conclusion

The company's stakeholders influence the corporate climate by shaping the company's business practices and decisions. The company's primary stakeholders are stakeholders such as staff, founders, investors and consumers. Logic Networks Limited needs to keep stakeholders satisfied by incorporating in their strategic decisions their desires and needs. The marketing mix of the company determines the factors that influence the formation of the marketing strategy. The Pestle analysis framework identified the factors in the external environment that influence the business operations of Logic Networks Limited. The SWOT analysis tool examined the strengths, weaknesses, opportunities and threats to business operations and the STP model identified the target market of Logic Networks Limited.

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