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Introduction

The current marketing assessment report will be an exploration of the different marketing activities. The growth and competitive value of an organisation is greatly influenced by the marketing strategies and interventions that a brand adopts. The marketing interventions adopted in an organisation is determined by the kind of business activities and services that are delivered by this organisation. This report will also involve information on the various theoretical frameworks and tools that are used in the market analysis. Additionally, the report will also cover significant literatures that reflected the significance of marketing activities within an organisation. for a better understanding of the marketing interventions and marketing in the organisational context, the report will be emphasising on the marketing activities of One Plus. The market analysis of One Plus will be performed in content to this study in order to understand the effectiveness of these marketing activities and impact that has created in the customer segment and competitive market.

Marketing activities of an organisation

Marketing of the product and services from a brand is the key factor that determines the overall growth and success of the firm. In the current era of globalisation and high competition, it is mandatory for brands to come up with innovative ideas and strategies. The marketing activities of a firm are highly dependent on what kind of business they are involved in. there are various kinds of marketing and promotional activities that can influence the customers to a greater extent (Pererva et al., 2018). In the present era, most marketing activities rely on social media to outreach customers. This ranges from a variety of activities such as marketing campaigns, discount sales, promotional offers etc. The marketing department within an organisation is responsible for creating these innovative ideas that can improve the overall performance of the company. Efficient marketing interventions are capable of enhancing your reach. This is mostly attained by utilising digital media marketing by realising the fact that people are spending a lot of time in front of the screen (Tien et al., 2019). Effective marketing by an organisation can improve communication with customers during all the stages of a purchase. Marketing also makes the organisation understand the needs and demands of the customers. Innovative marketing ideas can significantly influence the customer base that an organisation have built up. Overall effective marketing activities are a major part of generating better revenue from the operations within the organisations (Ngo et al., 2018).

Growth and development of the brand One Plus

One Plus Technology CO., Ltd, which is known under the brand name One Plus is a consumer electronics brand that is based in China. This electronics brand is Headquartered in Shenzhen and is a subsidiary of the brand Oppo. The brand was launched in late 2013 by two former employees of Oppo (Guo et al., 2019). The vision of the founders was to tick off all the needs that android users were looking for. The demands of the android customers were to possess powerful specs, have a great design, the finest software in the market and an affordable price. This demand for android users was met in the year 2014 with the introduction of One Plus (Verma et al., 2021). To incorporate better software into smartphones, the founders designed One Plus one phone that was running with the software CyanogenMod. The reports indicate that the institutional stakeholder of One Plus is Oppo electronics.

One Plus was manufactured with the intention of meeting a high-quality product in the price range that is lower than other ones in the market. The term used Never Settle by the organisation One Plus denotes that customers never settle for low-quality devices that have been designed by other smartphone companies. With the initial phones integrated with the software CyanogenMod, One Plus was later involved in manufacturing its smartphones with another version of the software called Cyanogen OS (Bardos et al., 2020).

One Plus released a series of new products in the year 2020. This included One Plus buds and One Plus Nord in July. This One Plus Nord was developed as the first budget device since the brand launched One Plus X in the year 2015 (One Plus, 2020). In 2021, One Plus built a partnership with the brand Oppo. The major focus was on combining the hardware research teams. One Plus merged Oxygen OS and Oppos ColorOS. All these integrations and the adoption of better software and services for android users have made One Plus to be one of the best brands in the android market. The market share of One Plus is as follows

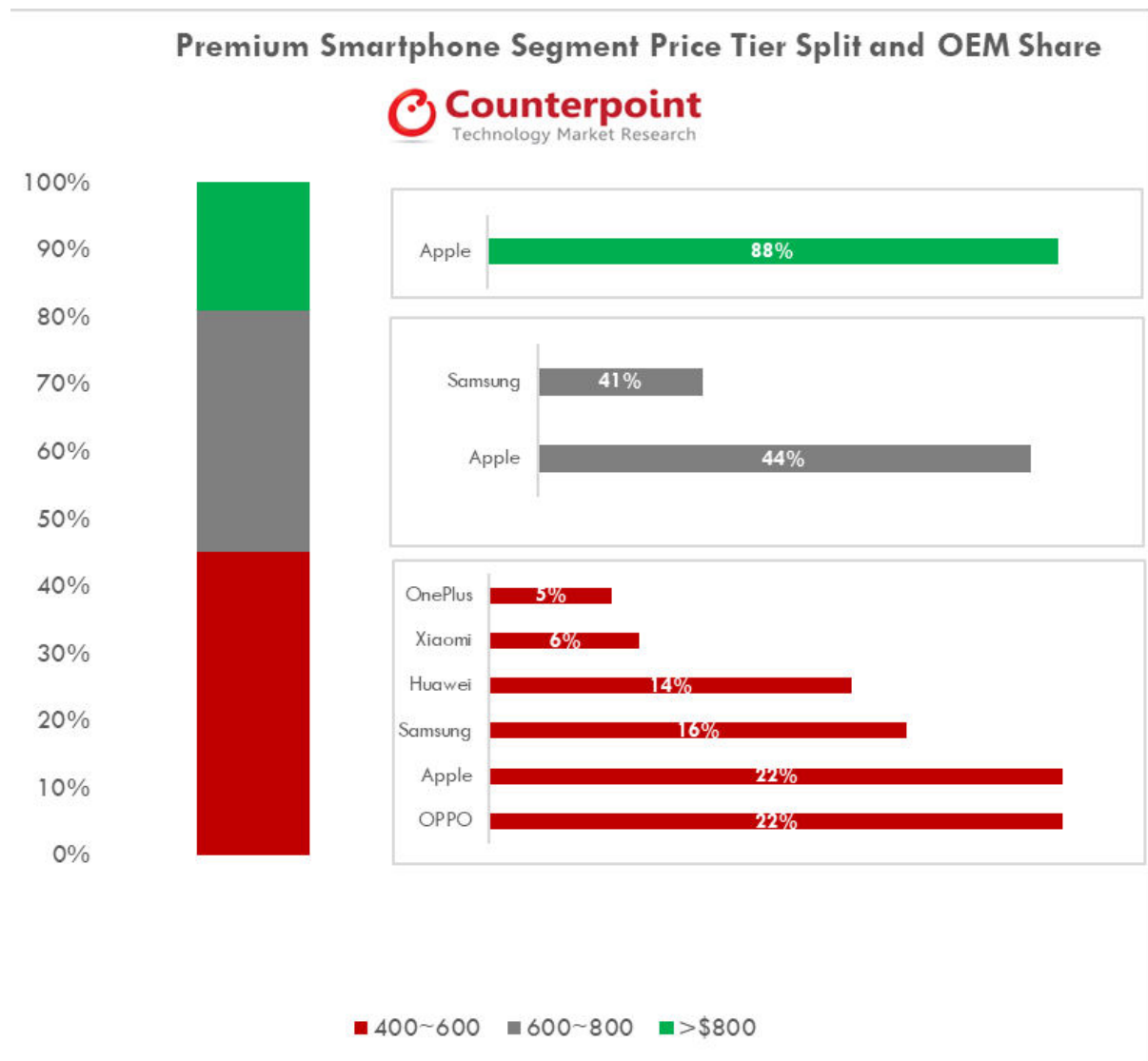


Figure 1: global market share of smartphones (Adopted from Bicheno, 2018)

The products do not limit only to the category of smartphones. The brand is also involved in manufacturing and introduction of the accessories related to smartphones and modern way of living. This included earphones, power banks, phone cases, OxygenOs, television, smart watches, bags, shirts, etc (One Plus, 2022). in addition to offering all these services and products to the customers, One Plus is actively involved in the sustainability activities. The vision of One Plus is set to be a healthy company that endures (Ru et al., 2021). One Plus and its employees shall assume the corporate social responsibilities (CSR), and build respect and commit to protect and give back to the communities. These interventions are aimed at accomplishing the sustainable development along with the society. One Plus is also involved to social responsibility ethics, resolving the issues of conflicts minerals, and enhancing a

sustainable supply chain activities. Human rights have been highly respected by employees and the organisational management of the team One Plus.

Marketing analysis tools

There are various marketing analysis tools and methods that can analyse and evaluate the marketing activities within an organisation. These kinds of analyses make it easier for the organisation to understand the effectiveness and impact of their innovations. These tools are developed in order to assess the marketing strategy through its various components. These assessments are capable of identifying the various attributes of marketing held by a firm. This includes the strength and weaknesses, various opportunities and product strategies. Some of the frameworks that could be employed to analyse the marketing activities of an organisation are PESTLE analysis, SWOT analysis, VRIO analysis, 4Ps of the marketing mix and GAP analysis. These marketing tools have their emphasise on detailing the environmental analysis of an organisation (Campello et al., 2020). It can involve both internal and external market analysis of the organisation. Assessment of these strategic analysis tools in the business context can deliver information about the impact and effectiveness of various marketing activities conducted by the organisation. a SWOT analysis is intended to identify the various strengths, weaknesses, opportunities and threats that an organisation is facing in the current marketing scenario. A PESTLE analysis, on the other, includes a more detailed explanation of the macro-environmental factors that are involved in framing the overall marketing and other activities of the organisation (Istanti et al., 2020). The component factors of a PESTLE analysis involve political factors, economic factors, social factors, technological factors, legal factors and environmental factors. There are multiple analysis tools that potentially identify where there are certain drawbacks and where there are certain strengths for the organisation in the current marketing scenario. However, it is noted that with digitalisation and globalisation, the major factors that contribute to the successful growth and development of an organisation are the innovations and adoption of technological advancements (Jiang and Yuan, 2018). The brands that are updated with the latest trends in the market in terms of technological advancements and customer needs and demands are considered to be more successful than the ones that are not.

Hence assessment of the existing marketing tools and interventions with the aid of these analysis tools will aid the organisation in identifying their drawbacks and potential and undertaking necessary actions that are essential in keeping up with the latest trends in the

market. This study will involve a market analysis of the brand One Plus through these tools and component factors.

Marketing analysis of One Plus

STP analysis

STP analysis of an organisation is the representation of the different components involved in the marketing strategies of that firm. The STP analysis illustrates the different components of the marketing strategies, such as segmentation, targeting and positioning (Hall, 2022). The segmentation is categorising its different customer groups into various segments. The target reflects the aim of the firm in these particular segments that have been sorted out, and positioning indicates where the brand is positioned themselves in the market.

Segmentation strategy

The segmentation of the customers in One Plus is carried out based on different aspects. This includes geographic segmentation, demographic segmentation, benefit segmentation and psychographic segmentation. Geographic segmentation made One Plus divide the markets based on region. This also made it easier to understand customer preferences easily helped in developing a better marketing strategy (Tien and Dana, 2020). The segment was mainly young people who had a lifestyle that was mostly revolving around technology. The market was also divided in terms of benefits, and targeted users were the ones who wished for high-quality products with specifications in their smartphones.

Target strategy

The target market of One Plus lies between the age limit of 15 to 35 years. This target is focused

based on the ability of the company to purchase the goods of One Plus. The major target is tech aspirants and android lovers, those who wish to grab the latest products in the market at the earliest. The pricing adopted by One Plus is also beneficial for the company to make it possible for both youngsters and adults to purchase their goods without compromising on quality (Diamond, 2022). The advertisements by One Plus are another indicator of their target, where most of the actors involved are caring about the world and are aware of environmental concerns. The targets represented through ads are active internet users; hence the target market also seeks the same.

Positioning of One Plus

The positioning element of marketing strategy is a key element in developing a brand image in the minds of the customers. This positioning makes the customers aware of the features and

characteristics that make this brand different from other brands. The availability of both high and low pricing strategies makes it possible for One Plus to make a unique business plan that can attract customers from all segments (Ferrell et al., 2021). Compared to brands like Samsung and Apple, which sell high-end products at a high price, One Plus is involved in the marketing of high-end products with medium pricing.

SWOT analysis

Looking into the SWOT analysis of the consumer electronics brand One Plus, the various strengths, weaknesses, opportunities, and threats faced by the brand are revealed.

Strengths of One Plus

In the market of android phones, the company has taken many experimental initiatives that later emerged as strengths of the brand. The potential experimentation with the design and choice of material was later turned to be in favour of the brand One Plus. The better software and operating systems when compared to the similar phones in the smartphone market were another strengths that differentiated One Plus from other brands. Stock looking operating system with many features of customisation for the customers the constant updates available for the customers make the experience with One Plus devices better. One Plus devices are known with super fast performance (Wang et al., 2019). The devices had the potential to run any functions smoothly. Exclusive partnership with Amazon is another factor that adds value to One Plus.

Weaknesses of One Plus

Similar to the strengths identified earlier, there are various weaknesses that are encountered by the brand in the market. Some of the weaknesses are resultant of the overall activities and performances of the brand. The limited production capacity is the major weakness when compared to the similar ones in the market. Since One Plus is a new entrant with a short history, this aspect is also one of the weaknesses of the brand (Zhao and Zhu, 2018). The high competition in the smartphone sector is a challenging factor similar to any other brands in the same field. The financial instability often noted with One Plus is limiting its research and development programs. Being a young company in the market brings significant issues with the brand. It is also observed from the reviews of the customers that there is a dissatisfaction with the quality of the images captured.

Opportunities

Advanced and enhanced marketing system is an opportunistic factor identified with the brand. The availability of advertising and promotional activities through different marketing channels and restoring of the mainstream are also possible with One Plus. Expansion into a broader market place can definitely make the company grow faster in a remarkable way. Overcoming the limited access to the high-level talent market can be made possible by One Plus through exploring the international market in a more effective way (Byun and Oh, 2018). The new products that come up with new features are potential of attracting a wide customer base. Since competitors such as Apple are coming with facilities of wireless charging, One Plus can also focus on these kinds of products that makes a better customer satisfaction rate.

Threats faced by One Plus

The technological advances that have been introduced by the competitors in the market is a major threat that is faced by new entrants like One Plus. The high-end competitors with a high financial background makes it challenging for One Plus to become established well in the competitive market (Deng and Gao, 2018). the governmental regulations and policies across borders are making it difficult for One Plus to enter the international market smoothly. Cheap options that are available to the customers in the market which places room for significant competition in the field.

4Ps of marketing mix

The 4Ps of the marketing mix are a demonstration of the various marketing strategies that have been adopted by One Plus during its journey. The 4ps of the marketing mix demonstrate different components of the marketing, such as

- Product strategy

The product strategy includes all the product ranges that are introduced by One Plus. The special integration of software that is integrated with enhanced technology has made it possible for the brand to enhance a better range of goods that can satisfy the needs and demands of the customers (Blankespoor et al., 2020). This smartphone market that is integrated with good technology is one of the specifications that has been accomplished through developments. Product differentiation includes different series of smartphones, accessories related to smartphones etc.

- Pricing strategy

The pricing strategy is an attractive factor when it comes to One Plus. The availability of good quality products within an affordable price range makes it easier for customers to prefer the

brand One Plus over other competitors in the field (Ardito et al., 2018). The flagship products of One Plus are priced at almost half of what the products of Apple and Samsung are priced at.

- Promotional & advertising strategy

Word of mouth has been a significant aspect of marketing and promotional activities in One Plus. In the initial days, when the third and fourth editions of One Plus phones were released, society had a good word of communication about the goods which benefited One Plus. Collaborations and integrated activities with brands such as Marvel and Disney have been a great move adopted by the brand One Plus (Zhao et al., 2018). Rather than investing a huge amount in advertising methods, One Plus has appointed student ambassadors in order to promote the products of the company in an effective way.

- Place & distribution strategy

Place and distribution also make a significant part of the marketing mix of One Plus. One Plus phones were only available through an online platform and exclusively through Amazon. There were no physical stores or departmental stores that were involved in the direct selling of the One Plus smartphones (Singh and Das, 2018). After a particular series of manufacturing of their products, they have made collaborations with Croma to sell their products.

Evaluation of marketing strategies of One Plus

Analysis of the internationalisation strategy of the One Plus brand denotes that this strategy almost falls in line with the localisation strategy they are following. The internationalisation scenario is highly influenced by the opinions of the local customers, extensive R&D etc. the major emphasis of the marketing strategies adopted by One Plus could be shortened as

- Focus on product quality through configuration, design, and products among the high-end models
- Continuous investments in software development and continuous focus on system optimisation
- Focus on the online channel.

One Plus is identified to be one of the brands with brand awareness in the products. For One Plus, the brand reputation that has been established through the implementation of high-quality products and services is considered to be more important than sales and volume. In terms of products, they have always been focused on quality rather than sales volume. Android flagship has been the major theme behind this kind of marketing scenario set up by One Plus. One Plus

pays great attention to R&D in the market but rarely ventures into it. In the Indian market, One Plus is the number one high-end product that has a reputation (Vo, 2020). Some of the benefits of these internationalisation strategies of One Plus is that it is conducive to developing the ultimate flagship model. The reduction in the cost of traditional marketing is benefiting One Plus. With the gradual development of the e-commerce sector in India and Asia, One Plus will be adding value to the brand (Thabit and Raewf, 2018).

Another marketing strategy that gave value and competitive advantage to the brand One Plus in the market is meeting the requirements and demands of android customers. It has also been noted that these focuses led to building a strong community that has more than 5 million members only from India (Chiah and Zhong, 2020). Keeping the users updated with the latest information and updates from the brand by bridging the gap has made it easier for the brand to enhance its customer base in India. From featuring their first phone itself, a strategy adopted by One Plus is the invite. They offered the products to customers by invitation only for a sense of exclusivity and demand. The invites were based on referrals, and this was targeted at the optimism of the inventory and production they were involved in. This mouth to mouth publicity was effective, and this made the brand attain sales of 1.5 million smartphones by the end of 2014 (Crick et al., 2020).

The promotional activities of the brand were also unique. This included interventions such as integrating the customers as the brand advocates, which was not experimented with by many of the brands at that time. This gave the brand advocates from the customer group to have access to great gadgets at a highly competitive price (Moshorian, 2021). The marketing campaigns that were adopted by the company were also effective in enhancing the overall performance and market value of One Plus. In the initial phase of launching, the products were only available through exclusive websites, which made them eliminate all sorts of retailers and improved the marketing margin of the company and led to making the pricing of goods competitive. The Never Settle tagline itself was a smash into the past (Aobdia, 2018). This was making the customers leave behind all the conventional goods by joining the revolution with One Plus. Furthermore, the indigenous pricing strategy adopted by the brand itself has the potential to attract more customers than its competitors in the market. Compared to the competitors that are launching many products in a year, One Plus is focused on only one or two designs in a year. This strategy also makes them agile and flexible, which allows them to change the course midway when it is required (Bonsall et al., 2020).

Conclusion

This marketing assessment had provided an insight into the significance and value of marketing activities within an organisation. opinions of different authors regarding the marketing activities within an organisation have been discussed through this report. various marketing analysis tools that are generally employed by the marketing team of an organisation is explained through this report. As an organisational scenario One Plus is selected in this study. The theoretical frame works and strategy analysis have been utilised to elaborate the market analysis of One Plus. SWOT analysis,4Ps of marketing mix and STP analysis, through its various components represented the marketing analysis of One Plus in the current scenario. Additionally, the marketing activities and various interventions adopted by the brand One Plus to attain a better customer base a global position is discuss through this study. The evaluation of this marketing mix strategies have reflected on the impact of One Plus in enhancing the competitive value in the global market and high customer satisfaction rates

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