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Introduction

Travis Perkins is the UK's largest distributor of building materials to the building, construction and home improvement markets. We have been helping to build Britain for over 200 years, and have over a range of businesses in the Group.



We have the best people and the best place to work, and our team of over 20,000 colleagues operate from almost 1,700 branches, stores and sites around the UK. They are experts in their area and dedicated to delivering a fantastic service to their customers. Turn Around revenue of **£6,157.5 million** (2020) .

On average, 45 percent of our clients are sole traders, 38 percent are limited firms, and 7 percent are self-builders. Travis Perkins has made many acquisitions in recent years in order to expand its company and take advantage of the increasing economic recovery.

Consolidation of shareholder value has been the Group's new strategic focus in the last several months." There were four divisions: "General Merchanting, Specialist Merchanting, Consumer and Plumbing and Heating". Meanwhile, Travis Perkins' Board of Members has

seen a major shakeup, with the company's Chief Financial Officer, non-executive board directors, and Chief Executive all being freshly appointed to their respective positions.

The Travis Perkins Plc's Marketing Plan



(RM, and Berry, 2018)

The Marketing Strategy of Travis Perkins Plc is discussed using the marketing-mix model.

1.1 Product

When it comes to the consumers, this Marketing Strategy piece is all about providing a solution (RM, and Berry, 2018). Travis Perkins Plc must have a unique “product design, name, and features” in order to stand out in a congested field. When designing a product

strategy, considerations such as “quality, variety, features, packaging, brand name, and supplementary services” should be taken into consideration.

1.2 Price

Product value appraisal is a key part of this Marketing Strategy aspect. The Travis Perkins Plc pricing strategy will concentrate on “determining the list price, credit terms, payment terms, and discounts”.

- “Choosing a price penetration approach” means Travis Perkins Plc will have to decrease its prices than the competition. Discounted prices will allow the organisation to gain market share. In the event of a price war, however, management should be cognizant of the possible reprisal from rivals (Elshiewy et al. 2017).
- It is important to clearly communicate the differential foundation and how such distinction justifies the additional price when selecting a skimming approach.

1.3 Place



Some critical choices must be made by Travis Perkins Plc while designing its distribution strategy for this Marketing Strategy aspect. It must make a decision:

- Is not whether the company wants to market the goods according to its own channels, or not and whether or not the company needs a distribution partner in order to satisfy the needs of its targeted audience.
- What will be the distribution method: direct dissemination (no intermediaries) or indirect distribution (via intermediaries) (McKenzie-Jakes 2021). If an indirect distribution technique is used, it is necessary to establish the number of stakeholders (wholesalers, retailers etc.)
- Traditional brick-and-mortar distribution channels, internet streaming networks, or a combination of the two are all possibilities for the organisation to consider. If you want to adopt an online distribution method, Amazon and some other online retailers are accessible to business. The merchandise may also be available for purchase on the firm's official website.

1.4 Promotion



In “Travis Perkins Plc marketing strategy”, this is a key component. Travis Perkins Plc may achieve its marketing objectives by using both above- and below-the-line promotional strategies. Above-the-line marketing possibilities for Travis Perkins Plc include television,

radio, and print advertising. Below-the-line marketing strategies include things like trade exhibitions and direct mail campaigns.

Travis Perkins Plc Marketing Strategy needs the organisation to take into account the following factors:

- Get to know the consumers and their needs before deciding on a product's unique selling points and distinguishing features (Grubor, and Jakša, 2018).
- Evaluate how the prepared message will assist clients in generating a clear picture of the given goods by drafting the message content.
- Promoting the goods via methods like direct selling or high-profile advertising is appropriate. It is, nevertheless, necessary to establish an upscale brand image that will attract people to the given goods in order to implement a "pull" approach.

An assessment of Travis Perkins Plc customers



(RM, and Berry, 2018)

“Travis Perkins Plc understands its prospective customers” is critical to the creation of efficient marketing strategies (Bolton et al. 2019). A better understanding of the customer's requirements, expectations, and attitudes can help the organisation develop more successful

initiatives. As a result of the thorough investigation, many types of customers or market segments may be identified



Customers may be analysed by Travis Perkins Plc in three ways:

- First and foremost, Travis Perkins Plc should identify its existing and future consumers. All clients are recognised at this point, and they're then broken down into several categories depending on their motives as well as other features. When it comes to finding new consumers, it might be more difficult than finding existing ones.
- The customer analysis should provide knowledge on how the demands and expectations of various groups (Nisabwe 2020).
- Finally, Travis Perkins Plc should examine how its manufacturer meets the demands of various groups and of which client groups have the most potential for profit and growth. Reviews and ratings and personas will benefit from this knowledge.

Travis Perkins Plc may take into account the following considerations when designing consumer personas:

- It is essential that the customer study determines the whole market size, including both present and future clients, which may be broken down into smaller, quantifiable categories.
- There must be noticeable variances in the client profiles.
- Additionally, the organisation should do a behavioural study to discover the psychographic characteristics of its employees (Nisabwe 2020). It entails determining and evaluating the proportional weight given to various aspects that must

be taken into account when making a purchasing choice. Quality, convenience, and affordability are among the most common considerations while purchasing.

- The client personas may then be developed by Travis Perkins Plc. Demographic information is an essential part in creating client personas (e.g. gender, family, age, location etc.)
- Challenges they experience owing to unmet demands and wanted answers. Possible influences (publications or personalities they follow).

There are no separate processes for consumer research and strategy creation (Hubbs 2019). The information gleaned from the customer study may be used by Travis Perkins Plc to establish segmentation, targeting, and positioning strategies.

Segmentation of the Travis Perkins Plc



(Nisabwe, 2020)

When developing a marketing strategy for Travis Perkins Plc, it is necessary to identify client segments and their purchasing habits. Many factors influence customers' needs, expectations, and purchase behaviours, such as the following:

1. “Age”
2. “Gender”
3. “Income”
4. “Lifestyle”
5. Values, for example.

Travis Perkins Plc is able to split its core demographic into smaller, more targeted groups by using the segmentation approach. In order to develop groups with similar characteristics, market segmentation surveys are often utilised.

In order to segment the market, Travis Perkins Plc conducts surveys to learn about clients' distinct purchasing habits and gather the necessary data to do so (Hole et al. 2019). Customers' geographic, demographic, behavioural, and psychographic qualities may all be analysed in order to better understand their needs and preferences.

- Users may utilise one or more of these tactics to choose and construct a successful marketing campaign for the firm.
- The geographical customer segmentation separates the market into geographical areas such as “cities, countries, and regions”.
- Gender, age, wealth, and ethnicity will all be factors in the demographic segmentation that Travis Perkins Plc will have to consider.
- Behavioural segmentation may be used by Travis Perkins Plc to categorise its consumers according to their purchasing habits, including frequency of use, advantages sought and use contexts (Butaney 2020).
- Segmenting clients into groups based on their interests, values, and attributes is possible via psychographic segmentation.

The Marketing Strategy of Travis Perkins Plc has a Competitive Advantage



(Nisabwe, 2020)

It is essential for Travis Perkins Plc to have a clear differentiating foundation that might provide it an advantage over its competitors in an increasingly competitive industry. Customers should concentrate on the company's unique selling points while developing their marketing strategy for Travis Perkins Plc (USPs). Some examples of USPs are the best quality, the lowest possible cost, or the originality of the concept. To be successful, the marketing strategy of Travis Perkins Plc must be able to express its unique selling points, which can only be done by management.

With Porter's generic strategies approach, Travis Perkins Plc may investigate ways of creating comparative benefit (Bhatia 2021). Porter's model is shown in a visual form below:

Cost or distinctiveness may be used by the corporation to establish a competitive advantage.

Advantage in the cost of production

A company's potential to lower costs and generate economies of scale should be taken into consideration if Travis Perkins Plc is capable of doing so. As a result, Travis Perkins Plc will need to establish a strong working connection across its many divisions..

In order to build a competitive advantage based on cost leadership, it is important to have access to the most up-to-date technology tools, lean manufacturing procedures, and a strong bargaining stance when negotiating with suppliers.

Differentiation-based advantages in the business world

Brand loyalty is built via premium product offerings as part of the differentiation strategy. In order to achieve differentiated leadership, a firm may use a variety of strategies, including an emphasis on product quality and durability, a well-known brand, and an increase in marketing expenditures such as influencer marketing and sponsorships (Juaneda-Ayensa et al. 2021). Product, service, quality, image, people, or innovation distinction may be used by Travis Perkins Plc to gain a competitive advantage.

A strategy for gaining an edge

The company Travis Perkins Plc may build a successful Business Strategy by examining its talents and capabilities, finding unique strengths, and capitalising on those talents by taking either a cost-cutting or a differentiation-oriented approach.

BCG Matrix in Travis Perkins Plc Marketing Strategy

In order to keep its product range fresh, Travis Perkins Plc has to constantly review its growth potential and market share. In terms of classification, the goods fall under the following:

- Star goods are those that have had a significant increase in sales and market share over the last several years. After seeing the bright spots in each of its product lines, Travis Perkins Plc should step up its investment.
- Question marks are given to products that are expected to increase in the market but have a low market share (Visser et al. 2021). However, despite its rapid expansion, Travis Perkins Plc still has just a small part of the global market.
- In a market where there is little growth and few prospects, cash cows like products with low growth but high market share need to be milked.
- Finally, items with modest growth and low market share are those for dogs. Travis Perkins Plc should get out of the investment business since it is tough to generate money and achieve a good return.
- Travis Perkins Plc success will be judged by the number of stars and cash cows, while the number of question marks and dogs will be a reason for worry. Travis Perkins Plc Marketing Strategy can only be evaluated if the company's products are classified correctly.

Competitors Analysis of Travis Perkins Plc marketing strategy



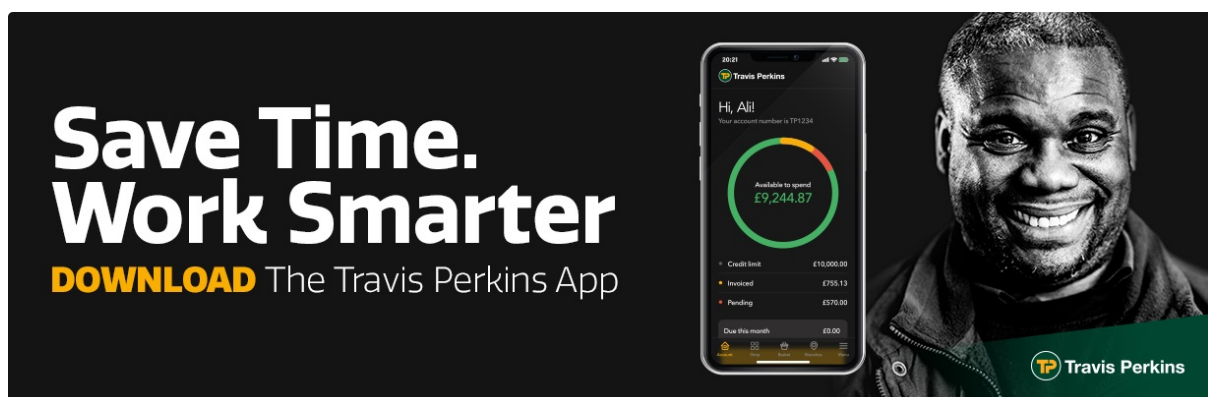
(Nisabwe, 2020)

In the formulation of Travis Perkins Plc Marketing Strategy, thorough competition study is critical. When doing a competitive analysis, it is important to know how your firm stacks up

against your direct and indirect rivals. It's important for the company to know what their competition is up to before comparing their goods to their own to see how they stack up against each other. Company may learn about their rivals' strategic positioning by following these five steps:

- The first step is to identify the audience.
- Create a list of director rivals by identifying them and compiling them.
- Do some market research to find out what your rivals are selling.
- Determine the research and business strategies of your rivals.
- Compare its goods and services to those of its competitors (travisperkinsplc.co.uk, 2021).
- Make strategic choices based on the most up-to-date competition information.

Doing Google research, travelling to trade exhibitions, viewing public papers, questioning consumers, playing secret shopper, and tapping the suppliers are some of the ways a firm might get information about its competition.



Conclusion

It is concluded that the creation of Travis Perkins Plc sales promotion requires a thorough examination of the market. It is possible to accomplish so by doing a quantitative and qualitative analysis of the client market. Using the information gathered from market analysis, managers at Travis Perkins Plc will be able to better identify new possibilities while also revealing possible threats and understanding how these factors connect to the firm's primary strengths and weaknesses, according to the company.

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