

Marketing Mix Report

by Elimar Larupay

Submission date: 03-Dec-2018 11:02PM (UTC+0000)

Submission ID: 96168719

File name: 1009_Elimar_Larupay_Marketing_Mix_Report_152864_459773216.docx

Word count: 2230

Character count: 15506

University of Wales Trinity Saint David

School of Engineering

The Marketing Mix

Elimar Larupay (148150)

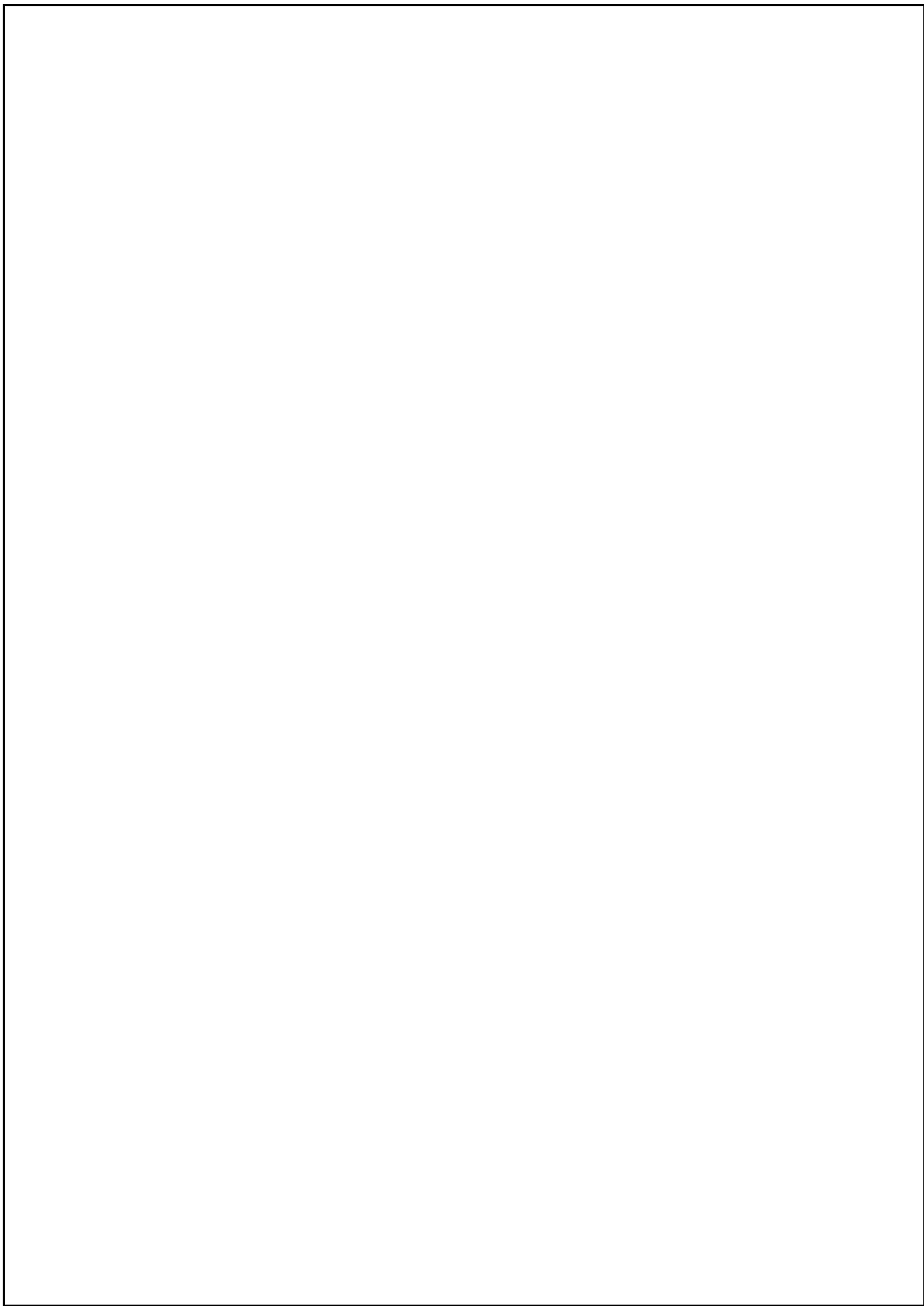
Logistics & Supply Chain Management

Year 1

Introduction to Marketing and Customer Behaviour (M4X01278)

Contents

Introduction	1
What is the marketing mix?	
Price	
Product	
Place.....	
Promotion	
Why is marketing important?	2
Information	
Sustainability	
Sales.....	
Growth.....	
Research.....	3
Marketing mix of Tesco.....	4
Price	
Product.....	
Place.....	
Promotion	5
Marketing in Logistics & Transport Industry.....	5
The relationship of Marketing and Logistics	6
Information sharing between marketing and logistics	6
Conclusion	7
References	8-9



Introduction

This will focus on a chosen organisation and view how said organisation utilizes the use of the Marketing mix with regards to the Logistics and Transport Industry. The organisation for this report will be Tesco. According to data from *Kantar World Panel* Tesco is the biggest and leading supermarket in the UK with 27.5% of coverage nationwide. Tesco is ahead of other supermarkets by at least 11,7% between 2017 to present 2018. (Kantarworldpanel, 2018).

What is the Marketing Mix?

The term marketing mix has first come up in the 1940's. (Marketing Mix). The Marketing Mix is the actions or activity that a company make use of to promote their brand of product. The Marketing Mix Also talks about the 4Ps of marketing strategy.

Price – This reflects to the price value that is set for a product. The price of a product depends, and the cost covered for its production for example the materials used, the labour and the supply and demand of the product. Pricing could also be used to differentiate a product from others and intensify its image. (Marketing Mix UK)

Product – This is the actual product that is meant to be sold. The product must live up to what its supposed to do or provide in order for the rest of the other Marketing elements to work. The strategy will fail if the product can't deliver the minimum of what its required. It's not just the product that entices its buyers but also the assurance that comes with buying it, for example a year's warranty or a time frame of exchange or return of goods provided by the company for unwanted items or unsatisfied customers. (Forbes, 2016)

Place – Refers to the location of where the sale has occurred. The location is crucial to attracting and selling products to the public. As it is human nature to go with what ever is convenient one of the most preferred convenience to humans is distance. If the store is within a distance to its consumers, the return of that stores buyers is almost guaranteed. It is also easier for customers to refer the store to other people, easier for them to physically go into the store to choose what they want or come in for a refund or an exchange. (Marketingtutor, 2018)

Promotion – Promotion is the activities used to make the product or service known to the potential consumers. Advertising the product helps the company to have the consumers familiarity of what the company wants to sell. Some examples of promotion can be, TV or radio advertisements, billboard displays, word of mouth and sponsorship. (Entrepreneur, 2010)

Why is marketing important?

Marketing is a company's foundation, it is the main formula needed to be able to help run a successful business. Almost all the businesses in the world today uses a method of a marketing strategy. From helping businesses establish a relationship with their customers, to creating sales and brand awareness. (Feedough, 2018)

Information

Building a relationship is vital in a business. It greatly helps if the consumers understand the company that they are buying from, having information builds trust and makes the customer comfortable to make transactions. This also gives them knowledge of what they are buying for example instructions of a product. Additional information to the customers can also include discounts for frequent shoppers, sale on items or recalls to any faults. (Moving Targets, 2016)

Sustainability

Once a business is known, it does not want to stop there. A business would like to stay known, up to date and relevant in all aspects. As new ways methods of sales are being introduced a business can fluctuate to the new trend. This can also help them to attract younger consumers. Just like information having a sustainable business keeps the relationship with the customers as the customers also move on with the change in shopping especially online. (Moving Targets, 2016)

Sales

The main goal of marketing is to get a product or service sold, this is the primary goal of the company, so it works hand in hand. Selling doesn't just involve good product there has to be a strategy behind it, the product must have a certain way of being marketed for its consumers to purchase. Having the right marketing strategy enables business to keep selling, if they keep selling, they will keep on making profit hence why having good marketing is crucial to have. (Moving Targets, 2016)

Growth

With online shopping being more relevant. Marketing strategies for the internet also evolved. For example, instead of going to the website of a business on the computer customers now can shop on the go with downloading the stores app. This enables customers to shop on the go anywhere. Social media is also a good influencer, a business can pay a social media company to advertise their company or product on their page. (Moving Targets, 2016)

Research

Tesco has 122 stores in Wales (Walesonline, 2015), 3032 Stores in England (Statista, 2018), 208 stores in Scotland (BBC, 2015) and more stores proposed every year. It is obvious that Tesco has a very profound understanding on how to use the marketing mix.

Tesco Bank; launched in 1997, Tesco's has broadened their horizons and have joined the banking industry. This offered their existing in store customers the use of their Tesco club card and collect club card points whenever they use their Tesco current account card for purchase. Tesco has also promised its customers UK based customer service 24 hours a day on Telephone and online. Since then Tesco has also entered the world of applications with banking like the TESCO Bank app. This app allows the customers to manage their money online, send and/or receive money monitor what they spend on and of course help their customers with their savings. (Fixed Income Investor, 2012). Today Tesco has 5.6 customer accounts and £10.1bn in customer deposits. (Tesco, 2018)

Aside from the sale of groceries, Tesco's has also ventured in the mobile industry in May 29, 2003, Tesco has launched TESCO MOBILE. The new mobile network promised its users savings up to 50% compared to other network providers. Unlike other networks that at the time focused on contracts, Tesco Mobiles main focal point was its pay-as-you-go scheme with the rates of 20p a minute for calls and a standard 10p a text for any UK networks. Tesco Mobile users can also use their Tesco club cards when they top up to gain rewards in conjunction to their shopping rewards for more savings (The Register UK, 2003)

The Marketing Mix of Tesco

Price

Tesco have been known to have very cheap prices for their products. The store offers great deals on most of their products. Tesco's also offer a price matching a method where if a customer finds a product with a cheaper price tag in a different store Tesco's promises to match its price. (Business Teacher)

Product

- Tesco Banking; Tesco banking offers its customers the convenience of looking after their money online. As well as loans and granting Clubcard points to its customers with their purchase when they use Tesco Banking. Tesco Bank promises ease of access to its customers by having all their products available online, on mobile or over the phone. (Tesco Bank)
- Tesco Mobile; Unlike most networks Tesco Mobile focuses on the pay-as-you-go aspect. They offer non-contract plans where customers can choose their tariffs, they can opt out anytime they want to. Capped plans are also on offer, this method caps the customers minutes, text or data, the customers won't get charged for going over their tariffs. Tesco Mobile also offers like Tesco Mobile Insurance, no charge if the consumer uses their phone in certain European countries and Tesco Clubcard reward points. (Tesco Mobile)

Place

According to the *Tesco PLC* website. Currently there are over 3400 stores nationwide. Each store is strategically placed, to be easily accessible and are near or in big cities. There are also small stores *Tesco Extra* which are a smaller branch that focuses on small busy areas. According to a report by *walesonline*, in Swansea alone there are 10 Tesco's outlets within 5 miles of the city centre and that number is still set to grow. (Wales Online, 201 )

Promotion

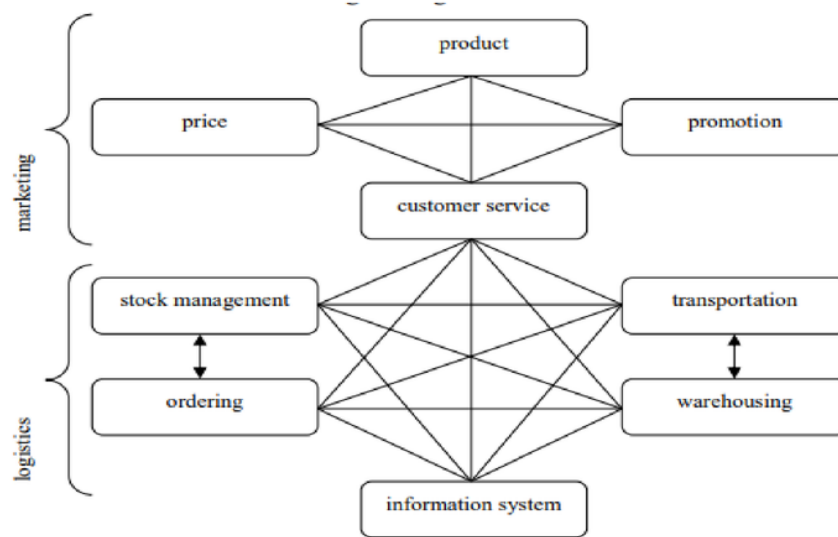
- Advertisements; All of Tesco's advertisements always focuses on low prices, the adverts are in short sequences. The ads usually show what is on sale and what customers can get cheaper than other stores, what is on sale, buy one get one offers and new items. The ad always ends with their slogan '*Every little helps.*' (Marketing91, 2018)
- Tesco Clubcard; Tesco customers present their Clubcard at the till during payments, this can be at a supermarket, fuel stations or online. The Clubcard gathers points every use. After the customer has accumulated enough points, they can convert those points into vouchers where they can use them instead of actual currency to purchase items instore or online. (The Sun, 2018)

Marketing in Logistics & Transport Industry

The marketing mix and logistics share a similar trait. The two aim to supply the consumers' needs and wants. The marketing side showcases what the consumers want to purchase or what they could potentially obtain while the Logistics & transport side handles the process, supply, delivery and distribution of the products. (Barcik & Jakubiec, 2011)

Marketing and logistics help contribute to the possibility of successful transactions between businesses and its customers. They both help achieve the required level of trust, satisfaction and loyalty that a business needs to have a loyal customer base to keep their credibility. (Min & Mentzer 1999)

Logistics transports the products for the consumers, a business establishment maximizes its usefulness to its consumers because of the effectiveness of moving materials from production to the shop floor by logistics. Logistics fully utilizes that establishments usefulness to its customers by having a constant and reliable supply helps attract more buyers. A synchronized relationship between Marketing and logistics creates a marketing rhythm that keeps the flow of the sales going for the business and more demands being transported by logistics. (Small Business)



The relationship of Marketing and Logistics

Source: Ciesielski (1999)

Information Sharing between marketing and logistics.

Information sharing between logistics and marketing helps the two parties coordinate with sales and supply. By sharing the business' marketing data to the supplier. The supplier will be able to have a forecast of materials to order to produce the products. The shared information can be implemented in delivery services that a business can offer the location of the customer, the timings, distance and what their order is. The courier will handle the deliveries for the business while the business will commit to the couriers' service for deliveries to their consumers. (Seidmann & Sundararajan)

Conclusion

The introduction of the marketing mix proves to be one of the most useful assets to have a successful and profitable business. The effective use of marketing mix in logistics and transport is displayed by how a business **Support** giving, with the two parties communicating both help one another to achieve their goals. The ability of a business to keep on trading is complimented by the supplier by keeping on transporting the products that the consumer needs and/or wants. In time in large quantities and in the locations that demand them.

References

Kantarworldpanel (2018) Available at: <https://www.kantarworldpanel.com/en/grocery-market-share/great-britain>

(Accessed 2 Dec 2018)

Rupert Denhilm-Hall (2015) Walesonline Available at:

<https://www.walesonline.co.uk/business/tesco-wales-facts-figures-you-8539011>

(Accessed 2 Dec 2018)

BBCNews (2015) Available at: <https://www.bbc.co.uk/news/uk-scotland-highlands-islands-30725122>

(Accessed 30 Nov 2018)

Statista (2018) Available at: <https://www.statista.com/statistics/490947/tesco-group-stores-united-kingdom-uk/>

(Accessed 30 Nov 2018)

Tim Richardson (2003) (The Register UK) Available at:

https://www.theregister.co.uk/2003/09/23/tesco_mobile_hits_the_streets/

(Accessed 30 Nov 2018)

Marketingmix (2018) Available at: <https://marketingmix.co.uk/definition-marketing-mix/>

Accessed (1 Dec 2018)

Economictimes (2018) Available at:

<https://economictimes.indiatimes.com/definition/marketing-mix>

(Accessed 3 Dec 2018)

Ahmad Kareh (2018) (Forbes) The evolution of the four Ps: revisiting the marketing mix. Available at:

<https://www.forbes.com/sites/forbesagencycouncil/2018/01/03/evolution-of-the-four-ps-revisiting-the-marketing-mix/#47c393741120>

(Accessed 2 Dec 2018)

Umar Farooq (2018) (Marketing Tutor) Available at:

<https://www.marketingtutor.net/marketing-mix/>

(Accessed 2 Dec 2018)

Barbara Findlay Schenck (2010) (Entrepreneur) Available at:

<https://www.entrepreneur.com/article/204860>

(Accessed 1 Dec 2018)

Jeanna Gross (2016) (Moving Targets) *Why marketing is SO important*

Available at: <https://movingtargets.com/blog/business/why-marketing-is-so-important/>

(Accessed 3 Dec 2018)

Business Teacher (2014) *Tesco Case Study* Available at:
<https://businessteacher.org.uk/case-studies/tesco.php>
(Accessed 30 Nov 2018)

Tesco (2018) Available at: <https://corporate.tescobank.com/19/about-us/our-story/>
(Accessed 2 Dec 2018)

Nino Williams (2018) (Wales Online) *How Swansea became 'Tesco town'*
Available at: <https://www.walesonline.co.uk/news/local-news/how-swansea-became-tesco-town-15259298>

(Accessed 3 Dec 2018)

Hitesh Bhasin (2018) (Marketing91) *Marketing mix of Tesco*. Available at:
<https://www.marketing91.com/marketing-mix-tesco/>

(Accessed 3 Dec 2018)

Sophie Roberts (2018) (The Sun) *Points Mean Prizes*. Available at:
<https://www.thesun.co.uk/money/3647441/tesco-clubcard-points-boost-rewards-deals-spend-vouchers/>

(Accessed 3 Dec 2018)

Tesco (2018) (Tesco Mobile) Available at: <https://www.tescomobile.com/>

(Accessed 3 Dec 2018)

Ryszard Barcik & Marin Jakubiec (2010) *Marketing Logistics*

(Accessed 3 Dec 2018)

Soonhong Min & John T. Mentzer (1999) *The role of marketing in supply chain management*

(Accessed 3 Dec 2018)

Lander, Steve. *A Relationship Between Logistics & Marketing* Available at: [Small Business - Chron.com, http://smallbusiness.chron.com/relationship-between-logistics-marketing-74261.html](http://smallbusiness.chron.com/relationship-between-logistics-marketing-74261.html).

(Accessed 03 December 2018)

Marketing Mix Report

GRADEMARK REPORT

FINAL GRADE

33/100

GENERAL COMMENTS

Instructor

A wide range of sources used but lacks use of essential Marketing texts. Sources are all "online" and most lack reliability.

A satisfactory knowledge and understanding demonstrated but report fails to adequately explain the Marketing mix

Poor analysis. Largely descriptive with arguments poorly supported. Doesn't really answer the question.

Poor layout. Order of report is awkward with no clear "flow".

PAGE 1

PAGE 2

PAGE 3

PAGE 4

QM

explanation required

explanation required

Additional Comment

Product can also refer to a service

PAGE 5



Comment 1

Home delivery???

QM

Support

Support Needed:

A well-written paper will include strong support for its thesis. Support for your thesis should come from primary (original documents, interviews, and personal experiences) and secondary (information that has been processed or interpreted by someone else) sources. To use your support effectively, you must elaborate upon the information, quotations, and examples taken from your sources and connect them to your thesis. It is also important to remember to cite the sources of the evidence and support you use in your paper.

Additional Comment

This is not adequate support for this argument

QM

Vague

Unclear:

When making a point in one of your body paragraphs, one of the most common mistakes is to not offer enough details. A paragraph without much detail will seem vague and sketchy. A paper is always strengthened when your claims are as specific as possible. The more detailed evidence you offer, the more reference points your reader will have. Remember that you are communicating your argument to a reader who has only your description to go by. Someone who reads your essay will not automatically know what you mean to express, so you have to supply details, to show the reader what you mean, not just tell him or her.

QM

Support

Support Needed:

A well-written paper will include strong support for its thesis. Support for your thesis should come from primary (original documents, interviews, and personal experiences) and secondary (information that has been processed or interpreted by someone else) sources. To use your support effectively, you must elaborate upon the information, quotations, and examples taken from your sources and connect them to your thesis. It is also important to remember to cite the sources of the evidence and support you use in your paper.

