



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name:

Kirtankumar Jagdishbhai Patel

Student ID:

(2538537)

Module Name:

Marketing Management

Module Code: LCMB7024

Lecturer's Name:

Laila Maazouz

Work Count:

2944

Term 1

Table of Contents

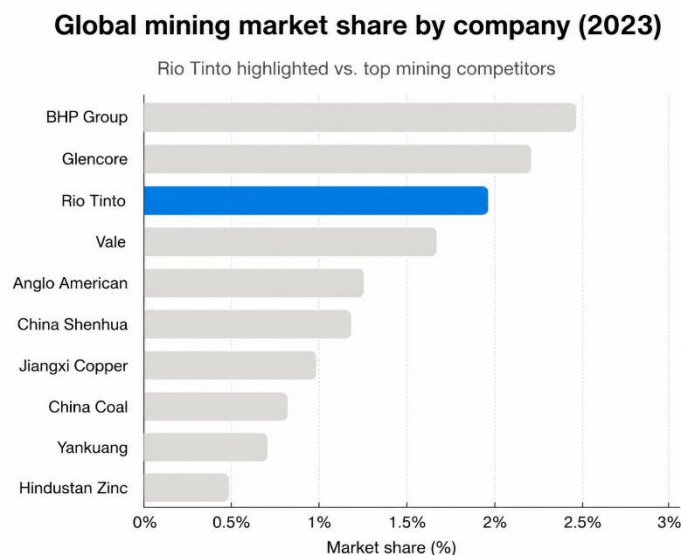
Task 1 : Marketing Environment Analysis.....	6
1.1 Introduction.....	3
1.2 Natural Environment.....	3
1.3 Climate Change and Environmental Challenges.....	3
1.4 Primary External Marketing Environment Actor.....	4
1.5 Resource Availability and Sustainable Production.....	4
1.6 Rio Tintos Plan To Cut Carbon.....	4
1.7 Marketing Implications.....	4
1.8 Critical Evaluation.....	5
2. Political Environment.....	5
2.1 Environmental Regulations and Climate Policies.....	5
2.2 Government Support for Sustainable Innovation.....	5
2.3 Marketing Implications.....	6
2.4 Critical Evaluation.....	6
Task 2 : A Growth Strategy for Rio Tintos Lower-Carbon Transition.....	6
2.1 Using the Ansoff Matrix.....	7
2.2 Recommended Strategy.....	7
2.3 Building Competitive Advantage.....	8
2.4 Managing The Risk.....	8
Task 3: Critical Reflection on AI Usage.	9
3.1 Tool Disclosure.....	9
3.2 Critical Evaluation and Verification.....	10
3.3 Contribution Analysis.....	10
3.4 Ethical and Professional Reflection.....	11
3. References.....	12

1. Task 1: Marketing Environment Analysis

1.1 Introduction

The mining industry over the world is going through a lot of changes. Governments and investors and customers want mining companies to be kinder to the earth and make pollution. Because of climate change and new rules to protect the environment and the move to renewable energy mining companies have to deal with a lot of problems.. They also have some good opportunities.

This report looks at how Rio Tinto's changing with the times. It uses some tools to understand what is going on outside the company. Then it suggests a plan to help the company grow using something called the Ansoff Matrix. It checks to make sure that Artificial Intelligence is being used in a responsible way to make this report.



1.2 Natural Environment

1.3 Climate Change and Environmental Challenges

The natural environment has become one of the biggest factors influencing Rio Tinto's business activities. Climate change has increased the number of extreme weather events, including floods, droughts, heatwaves and bushfires, which can interrupt mining operations, damage infrastructure and increase operating costs. Since mining depends heavily on stable environmental conditions, these changes create significant risks for production and supply chains.

1.4 Primary External Marketing Environment Actor:

Water is a problem. Mining uses a lot of water to process minerals and control dust. This means that not having water is a serious issue for mining companies in many places. People are also getting worried about the environment and animals. Governments and communities want mining companies to do harm to the earth. So Rio Tinto has to be careful, about the risks of mining and also show that it cares about the environment. This is important so that people trust Rio Tinto and it can keep doing its job.

1.5 Resource Availability and Sustainable Production

The availability of resources is really important for Rio Tinto to do well in the long run. People need more and more of minerals like aluminium and copper. We need these minerals for things like energy systems and electric vehicles. They are also used in technologies. So this is a thing for Rio Tintos business. It also means Rio Tinto has to be careful with natural resources like aluminium and copper. Rio Tinto has to make sure they use these resources in a way.

1.6 Rio Tintos Plan To Cut Carbon

Rio Tinto wants to do harm to the environment. So the company is spending a lot of money on technologies that use less carbon. They are using renewable electricity and making their equipment use less energy. They are also using machines to dig up minerals which will cut down on bad emissions from their mines.

One cool thing they are doing is the ELYSIS project. This project is trying to make aluminium without putting carbon stuff into the air when they melt it. Of making bad gases this process makes oxygen which is a big deal for people who make aluminium.

1.7 Marketing Implications

These days taking care of the environment is a deal for Rio Tinto. It is not something they have to do it is a big part of how they sell themselves to customers. A lot of customers those in the car industry, construction and renewable energy want to work with suppliers who can give them materials that are better for the environment.

This helps these customers reduce the things they put into the air. Rio Tinto is making aluminium and other metals in a way that's better for the environment. By doing this Rio Tinto is making its brand look really good.

1.8 Critical Evaluation

Rio Tinto has done a job of reducing emissions so far.. It is still hard for Rio Tinto to reach its sustainability goals. To make technologies and renewable energy infrastructure Rio Tinto needs to spend a lot of money. Some of these technologies are not ready to be used yet. This makes if they will be worth it in the end.

2. Political Environment

2.1 Environmental Regulations and Climate Policies

The government has a say in how Rio Tinto does things now. They want Rio Tinto to make carbon. Many countries have made rules that companies have to follow. These rules say that companies have to make bad stuff that hurts the air use energy in a smarter way and tell people more about what they are doing to help the environment. For example Australia has something called the Safeguard Mechanism and the European Union has something called the Carbon Border Adjustment Mechanism. These things help companies like Rio Tinto to make things and stop doing things that are bad for the air.

2.2 Government Support for Sustainable Innovation

The government does a lot to help companies make things. They give money to people who want to make things that are better, for the earth. This money is used to do research and work with companies to make technologies. The government also gives money to people who want to make energy, green hydrogen and things that reduce carbon. This helps because it is expensive to make things and the government money helps reduce the risk.

2.3 Marketing Implications

Rio Tinto meeting environmental regulations makes Rio Tinto look like a mining company. People who buy from Rio Tinto want Rio Tinto to be good at taking care of the environment because this helps them be more sustainable too. Investors think Rio Tinto is an investment when Rio Tinto does a good job with environmental issues.

When Rio Tinto follows the rules well Rio Tinto can compete better in other countries where people care more and more about the environment.

2.4 Critical Evaluation

Government policies are supposed to help companies come up with ideas but they also make things tough. Rules about the environment are different in each country so companies like Rio Tinto have a time following them. What the government thinks is important can change so Rio Tinto is not really sure what will happen with carbon pricing, climate policies and money to help them in the future.

Task 2 : Strategic Growth and Competitive Positioning

2.1 A Growth Strategy for Rio Tintos Lower-Carbon Transition

2.1 Using the Ansoff Matrix



The Ansoff Matrix gives us four ways to grow a company. These are based on what the company sells and who they sell it to. The options are: selling more of what we have to the same people selling what we have to new people making new things to sell to the same people and making new things to sell to new people. Rio Tinto already sells a lot of iron ore, aluminium and copper to the people. This is good because it gives them a base.. It is not enough to help them deal with the pressure to reduce carbon emissions. This is because they are still selling the things to the same people.

Rio Tinto should try to make better versions of what they already have. They should also try to sell what they have to people. For example they can make low-carbon aluminium using the ELYSIS smelting technology. This aluminium is made without carbon emissions. It is not a new product but it is different from what they had before. Customers will like it because it is better for the environment.

Rio Tinto can also try to sell what they have to people. They can do this by working with companies or selling to new industries. For example they partnered with Prysmian in 2026 to sell low-carbon aluminium to companies that make data centres and energy transmission systems. This is a market for Rio Tinto. They are also trying to sell copper and lithium. These metals are used in vehicles, batteries and renewable energy. This is a growing market. Rio Tinto wants to be a part of it.

It would not be an idea for Rio Tinto to try to make completely new things and sell them to new people. This is because it would be too risky. Rio Tinto is good at mining and processing materials. They should stick to what they're good at and not try to make finished electronics or vehicles. If they try to do many new things they will spread themselves too thin. They need to focus on making their operations better and reducing carbon emissions.

2.2 Recommended Strategy

The best way to do things is to work on making our products and finding new people to sell them to. We should keep making our products like lower-carbon aluminium and copper and lithium better. Then we should try to sell these products to customers who are growing and need them like companies that make data centres and electric vehicles and renewable energy.

These customers really care about products that are made with carbon. This plan is an idea because it does two important things: it helps the earth by making products in a way that is better for the environment and it makes customers happy, by giving them what they want which is products that are made with less carbon and that can be proven to be made in a good way. We are talking about the people and things that we learned about before and this plan connects them in a way that makes sense.

2.3 Building Competitive Advantage

The direction of growth is not enough for Rio Tinto. It also needs a way to compete when it enters these markets. The framework of Porters Generic Strategies gives Rio Tinto three options: being the cost leader being different and focusing on an area. It is hard for Rio Tinto to be the cost leader because investing in decarbonisation like using power and new technologies actually adds to the cost at least for now.

This is why a differentiation strategy is an idea for Rio Tinto. It can focus on differentiating itself by offering materials that are certified and traceable and have carbon emissions. This is something that its competitors will find hard to match with technologies like ELYSIS that are not widely available. This turns being sustainable from a cost into an advantage. Customers who want to reduce their emissions need materials like this to report their emissions correctly.

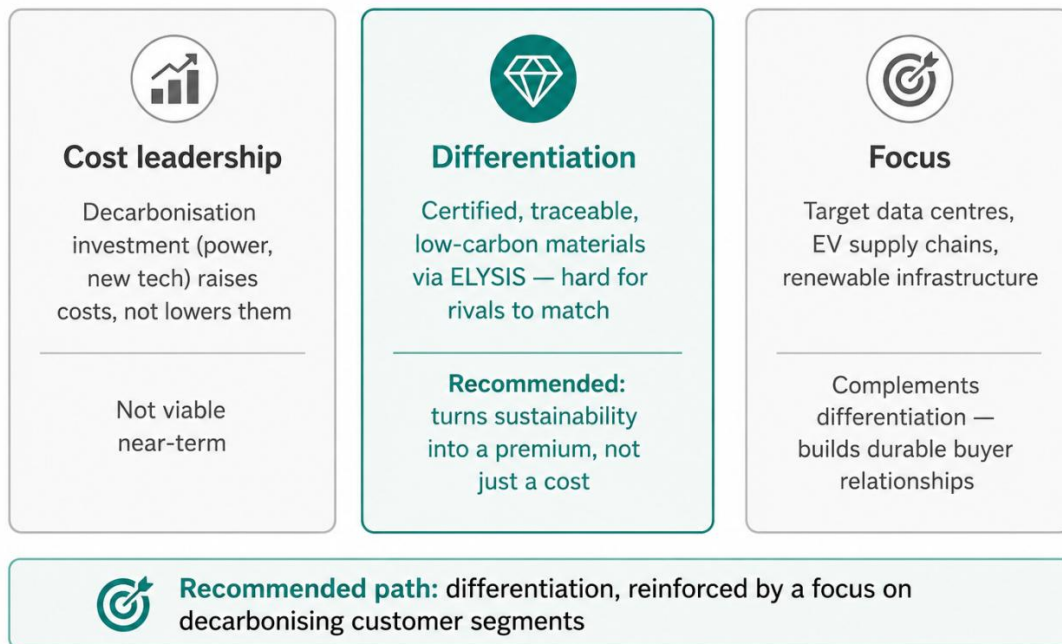
Rio Tinto can focus on areas like data centres, electric vehicle supply chains and renewable infrastructure and charge more for its materials. By doing this Rio Tinto can build relationships, with its buyers that will last longer and these buyers will not switch to other suppliers just because of the price. Rio Tinto will be able to charge a premium for its low-carbon materials and build an advantage in the market.

2.4 Managing The Risk

This plan has a risk that was talked about in Task 1. Rio Tinto made a decision in 2026 to sell up to US\$15 billion in assets. They want to focus on simplicity, discipline and productivity. This could mean they do not have money to stay ahead of others in making low-carbon products. Rio Tinto gets an advantage from being different because they are working on low-carbon production. If they cut their spending on decarbonisation much they might lose this advantage. Then companies like BHP or Alcoa could catch up to Rio Tinto.

To deal with this risk Rio Tinto should make sure to keep spending money on the technologies and partnerships that help them make lower-carbon products. This includes things like ELYSIS and Prysmian. They should do this even if they are simplifying parts of the business. Rio Tinto needs to protect the money they spend on these technologies and partnerships to stay in low-carbon production. This will help Rio Tinto keep their advantage over companies, like BHP or Alcoa.

Porter's Generic Strategies — Rio Tinto's competitive positioning



Task 3: Critical Reflection on AI Usage

3.1 Tool Disclosure

Artificial Intelligence (AI) was used as a support tool during the preparation of this report. I used ChatGPT to help generate ideas, organise information, improve grammar, and make my writing clearer and more academically. AI also helped me understand and explain marketing frameworks such as the Ansoff Matrix and Porter's Generic Strategies. In addition, it assisted with summarising information and improving the flow of paragraphs. However, AI was only used to support the writing process. I remained responsible for the final content, analysis, and conclusions included in the report. In line with the university's assessment requirements, I completed the required AI use acknowledgement to explain how AI was used during this assignment.

3.2 Verification of AI Output and Correction of Errors

I found that artificial intelligence was helpful. I knew it could give me wrong information or information that is old. It could also give me information that is not supported by

facts. So I did not just copy what the artificial intelligence gave me into my report. I checked the things using sources I knew I could trust, like Rio Tintos Annual Report, their Sustainability Report, the official Rio Tinto company website books from school and articles from journals. I also looked at what the artificial intelligence gave me and compared it to these sources to make sure it was right and made sense.

When I was doing this I found some things where the artificial intelligence gave me information that was old or did not have any proof. For example I made sure the information, about Rio Tintos sustainability initiatives and the companies they work with and their marketing plans was correct before I put it in the report. If something was wrong I fixed it. If something was old I updated it. If something was not supported I took it out. This made my report better because it was accurate more reliable and more believable. I made sure Rio Tintos information was correct so my report was good.

3.3 Contribution Analysis

I did a lot of work on this project. The computer helped me with some things. It helped me organise the information and make it look good. I did all the hard thinking and analysing. I chose the marketing ideas I used in the report after I read what the assignment was asking for. I looked at what was going on outside of Rio Tinto. I thought that making new products would be the best way for them to grow. I used the Ansoff Matrix to help me decide this.

I also thought that if Rio Tinto wanted to be better than companies they should try to be different like Porters Generic Strategies say. This would help them when they are changing to a business model that uses carbon.

I made all the decisions about what the report would look like and what it would say. I decided what the report would be, about, what the research meant, what I would recommend and what I would conclude. The computer helped me make the report sound better and easier to understand. It did not do the thinking for me. I used my brain to understand things make decisions and figure out what to do. The computer just helped me with the words.

3.4 Ethical and Professional Reflection

The use of AI in marketing analysis offers many benefits, including faster research, improved writing quality, and better organisation of ideas. However, it also creates ethical and professional challenges. AI systems can generate inaccurate information, biased responses, or unsupported conclusions if users rely on them without checking the facts. Over-reliance on AI may also reduce independent thinking and create concerns about academic integrity.

To use AI responsibly, it is important to verify all AI-generated information using reliable sources, acknowledge the use of AI honestly, and ensure that the final work reflects the student's own understanding and analysis. In this assignment, I used AI as a learning and writing support tool rather than as a replacement for my own work. By checking the accuracy of AI-generated content and applying my own critical thinking, I ensured that the report was ethical, professional, and met the principles of academic integrity.

4. References

1. Australian Centre for Corporate Responsibility (ACCR) 2021, *Rio Tinto: Climate Change Assessment*, ACCR, viewed 20 July 2026, <https://www.accr.org.au>.
2. Ansoff, H.I. 1957, 'Strategies for Diversification', *Harvard Business Review*, vol. 35, no. 5, pp. 113–124, viewed 20 July 2026, <https://hbr.org/1957/09/strategies-for-diversification>.
3. BHP 2024, *Annual Report 2024*, BHP, viewed 20 July 2026, <https://www.bhp.com/investors/results-reports-and-presentations>.
4. Deloitte 2024, *Tracking the Trends 2024: The Top 10 Issues Shaping the Mining and Metals Sector*, Deloitte, viewed 20 July 2026, <https://www.deloitte.com>.
5. International Energy Agency (IEA) 2024, *The Role of Critical Minerals in Clean Energy Transitions*, IEA, Paris, viewed 20 July 2026, <https://www.iea.org/reports/the-role-of-critical-minerals-in-clean-energy-transitions>.
6. Kotler, P., Keller, K.L. & Chernev, A. 2022, *Marketing Management*, 16th edn, Pearson, Harlow.
7. Porter, M.E. 1985, *Competitive Advantage: Creating and Sustaining Superior Performance*, Free Press, New York.
8. Rio Tinto 2024, *Annual Report 2024*, Rio Tinto, London, viewed 20 July 2026, <https://www.riotinto.com/-/media/content/documents/invest/reports/annual-reports/2024-annual-report.pdf>.
9. Rio Tinto 2024, *Climate Reporting*, Rio Tinto, viewed 20 July 2026, <https://www.riotinto.com/en/invest/reports/climate-reporting>.
10. Rio Tinto 2024, *Environmental, Social and Governance (ESG) Reporting*, Rio Tinto, viewed 20 July 2026, <https://www.riotinto.com/en/invest/environmental-social-and-governance>.
11. Rio Tinto 2024, *Sustainability Reporting*, Rio Tinto, viewed 20 July 2026, <https://www.riotinto.com/en/invest/reports/sustainability-report>.
12. United Nations 2015, *Transforming Our World: The 2030 Agenda for Sustainable Development*, United Nations, New York, viewed 20 July 2026, <https://sdgs.un.org/2030agenda>.
13. World Economic Forum 2024, *The Global Risks Report 2024*, World Economic Forum, Geneva, viewed 20 July 2026, <https://www.weforum.org/publications/global-risks-report-2024/>.

14. World Resources Institute (WRI) & World Business Council for Sustainable Development (WBCSD) 2015, *The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition)*, WRI, Washington, DC, viewed 20 July 2026, <https://ghgprotocol.org/corporate-standard>.
15. Alcoa Corporation 2024, *Sustainability Report 2024*, Alcoa Corporation, viewed 20 July 2026, <https://www.alcoa.com/global/en/who-we-are/sustainability>.
16. OpenAI 2026, *ChatGPT (GPT-5.5)* [large language model], OpenAI, viewed 20 July 2026, <https://chatgpt.com>.