

Marketing
Fundamentals
Analysis and
Evaluation
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INTRODUCTION

Fundamental analysis refers to the method of measuring the intrinsic value that directly influence the overall price of the goods and services in the future. This is generally based on external events which include industry trends and financial statements etc. Apart from these fundamentals, measures have two types of factors such as technical analysis and market analysis. These sorts of analysis are used by firms in order to look outside factors of price movements that affect the asset itself. For this assignment, the retail sector has been chosen in order to know about different types of marketing mix channels and functions and their objectives that influence a firm's value in

positive manner. Moreover, there is individual essay which will cover stages and process of marketing as well as role of marketing mix that develops value for customers. At last, stakeholder engagement and their impact on marketing activities of firm along with reflection report will get covered (Boisen and et.al., 2018).

TASK 1A

Stages and process of marketing including role of marketing mix

Marketing refers to the process in which an organization is able to exchange their ideas, opinions and thoughts towards their goods and services. With the help of this they can achieve their goals and objectives in an effective manner. Therefore, the concepts of marketing always needed by firms by which they can easily identify consumer's needs and demand and take best decision towards accomplishments of desired of their customers. Apart from this, consumer marketing trend is regularly including in several changes and development of firm. For example, Tesco is one of the best British multinational general merchandise and groceries retailer which mainly uses large number of sales promotion for better advertising of their goods and services. Along with Tesco is offering discounted product to their customers together with giving loyalty card for customers (Aschemann-Witzel and Zielke, 2017). This type of advertising process makes them attractive and increases their sales every day. Thus, it helps respective firm so that they can face any kind of competition at marketplace and achieve their goals directly. **Process of marketing** generally consist few steps, those are as follows: *According to the step 1:* For example Tesco mainly does market surveys in order to know about different types of external opportunities by which they can availed from market. Along with they can easily understand overall needs and wants of consumers at marketplace. *As per the step 2:* Once Tesco done their survey then they have clear vision towards customers like their demand so that they can segment their customers according to geographical area. This step makes easy way for firm to achieve business oriented goals and objectives. *Step 3:* After segmenting customers Tesco is able to determine marketing team so that they can easily generate best marketing plan for further running their business in retailing sector successfully. It also increases their revenue and income

at high level. *In the last step:* Workforce of Tesco is able to execute on their plan so that they can easily promote their goods and services in an effective manner (Bourne, 2016).

There are different types of roles played by marketing mix within the particular organization. For example Tesco is the best global retailing firm which has around 460000 staff members and having 6809 stores around the world. Thus, this company serves their services to million customers online as well. With the help of this they can use large number of marketing tools and techniques that directly attracts ample number of customers easily. Some of the roles of marketing mix within Tesco, such as: **Finance**, This is one of the best function or role played by marketing mix in which marketing team of Tesco develops best budget statement in order to achieve benefits effectively. Along with, it gives them best way to use bill boards and hoardings for promotional their goods. Another is **Market information**, this type of role performed by marketing team of Tesco in order to measure entire condition of needs and wants of consumers at marketplace. Thus, employees collect information first and take better decision towards achievement of desired goals. **Marketing plan**, is another role played by marketing team of Tesco, it helps them to handle every task in any kind of business situation so that they can bring inventory as well as goods arrangements in stores (Camilleri, 2018). This type of plan makes them attractive or increases their brand value. **Exchange role**: The role of exchanging needed by Tesco in order to share their ideas and views to one to another in order to gain best results. Thus, exchanging ideas and knowledge of goods and services makes their distribution channel effective so that they attain their targeted goals. **Designing and product development**: According to this marketing role marketing team of Tesco required to produce best goods and services. With the help of this they can arrange their sells in its supermarkets. Thus, they can make or design best products and satisfy consumer's demand. **Distribution channel** is one of the best roles which are directly related with logistics decision in this marketing team of Tesco find out the best methods to provide better services to their customers. With the help of these roles retailing sector can make better strategies to run their business successfully worldwide. Along with it helps them to give better services to their customers so that they can achieve their targeted goals on time.

The role of marketing in developing value for customers

On the other side, customer value plays significant role within the market place or firm as they have power to increase brand image of firm within the competitive scenario. Therefore, customer value considered as the perception of what a goods and services is worth to customers versus the possible alternatives (Davicik and Sharma, 2016). Herein, worth means what customer exactly feel towards services and goods offered by the firm. With the help of this, customers can get huge benefits and able to understand their value for firm. For example, Tesco is one of the best multinational groceries and merchandise retailer so that they always value their customers as they provide huge services to them and get good feedback from customers. It directly affects their sales and revenue in a high manner. Thus, marketing team of Tesco plays significant role and create best value for customers by following few aspects that are: **Product:** According to this strategy, Tesco mainly provide ample number of goods within its so many stores through considering different needs and wants of customers at marketplace. With the help of this they can develop best value for their customers and understand them easily. **Price:** It is another strategy which is considered as cost leadership. On the behalf of this respective retailing sector provide lowest priced products while maintaining their quality. Tesco mainly uses different types of channels for procurement to maintain their lower price strategy. It helps them a lot to improve their work and make better supply chain through reducing prices. It attracts the most of customers so that they can easily buy their goods and services in a perfect mode. **Place:** According to this strategy Tesco has more than 6,900 stores within 11 countries. Along with this, they sell same item in every store in order to satisfy consumer's needs and wants, Thus it allows to customers to shopping from everywhere of their goods and services. But on the same side, there are few small stores of this company that generally charge higher rates than any other stores of Tesco. **Promotion:** Tesco has strong brand image as they sell their goods at lower prices so that it influence buying behaviour of consumers positively (Colicev, Kumar and O'Connor, 2019). For promoting their goods and services this company mainly use charitable events, hoardings, television ads and many more. With the help of this they develop best values for customers and create awareness towards their goods and services. **People:** These are the employees of firm who mainly generate few policies for their customers in order to give them

better services and make them happy. **Process:** Tesco followed particular process for their entire work by which they can design more valuable product to their customers and able to increase their level of production. At last, **Physical evidence:** It is considered as the proof of authentic goods offered by firm to the customers. Herein, Tesco use different color, logo and labels as a proof to its customers. Thus, all these specified concept of marketing used by Tesco in order to develop real value for their customers through considering what customers perceived as value. Moreover, create real value always helps company to make their potential customers through giving them best kind of goods and services on time when customers want. It increases the value of firm and make firm profitable. Therefore, it is essential for every firm to understand their customer's value so that they can achieve competitive advantages in a best possible manner (Davicik and Sharma, 2016).

Stakeholder involvement and their influence on marketing activities of firm

A stakeholder considered is a party that has an interest and can get influence by business or any kind of firm. Stakeholder engagement considered as helpful for the firm in order to determine their marketing strategies. Another side, different types of stakeholders works together within the Tesco for identifying engagement of stakeholders and their impact. Within the Tesco stakeholders includes customers, employees, government and many more people. These all helps firm to increase their brand value and have good impact on several marketing activities. As per the matrix of stakeholders they are segmented in five categories, those are as follows:

Unaware: These are those stakeholders of Tesco who mainly are not aware towards marketing activities along with project of firm. Thus, these types of stakeholders can reduce the sales and revenue of firm so it is required for Tesco to focus on them.

Resistant: It consist those stakeholders who always aware towards functions of marketing along with ready to bring changes any time as per the situation at marketplace. Thus, they can have impact on firm rather than the unaware stakeholders (Gemser and Perks, 2015).

Neutral: These are those stakeholders of Tesco who are aware such as customers about marketing projects but do not have influence on activities of marketing negatively. Therefore, firm is not needed to concentrates on them and no requirement of developing best strategies.

Supportive: These sorts of people are aware towards every project and always support their team members positively. Thus, this type of stakeholders has always positive impact on firm and able to gain best results for long term in a perfect way.

Leading: It refers to those stakeholders who aware towards project of firm along with actively participate within several changes. In Tesco, it includes business stakeholders and partners who are essential for firm as they developed loyalty and better services within firm.

From the above specified stakeholder engagement, it can be said that respective firm should use more strategies in order to increase sales and revenue of firm in an effective manner. Apart from this, there is more need for firm is to more concentrate on resistant and unaware kind of stakeholders so that they can overcome negative impact from firm (Herremans, Nazari and Mahmoudian, 2016).

TASK 1B

Reflection of tactical communication tools to develop awareness

Tactical communication plays significant role in order to develop awareness towards functions and activities of marketing. Functions of marketing generally based on different types of several goods and services in which firms are able to increase their profit in a right manner. Along with communication tools of marketing includes video, E-mail, computers, search engine and many more. Therefore, marketing communication is one of the essential tools for every firm in order to develop best communication process at workplace. Now I can say all these assorted communication tools help for firm in order to make strong relationship with its overall consumers and it also develop best awareness towards goods and services within the consumer's mind. Along with there are few tactical communication tools that develop awareness within the wider context of marketing. Thus, it can be said that tactical communication tool being used when firm required managing and plan frequently changes within the communication network

for developing best working environment (Kotler and et.al., 2015). In regards with marketing there are different types of communicating tools with customers has been used that helps firm to develop awareness, those are as follows:

E-mail: It is also known as marketing tactics as well as communication tool. I am sure this tool can easily help to Tesco in order to develop effective brand awareness and covert E-mail receivers into essential customers. As e-mail can directly goes into the person's e-mail box so that there is lack chances for message to get lost as compare to the communication tool. If we compare e-mail to another tools like social media and communication so we can easily say that e-0mail is the best option to ignoring so many issues towards awareness along with it influence people positively (Loo and Leung, 2018).

Search engine optimization: In regards with this, it can be said that a marketer can easily take help from this SEO by which they can easily publish better content quality and able to use different types of keywords that clearly identify the brand name and make senses for web searches.

Social media: According to this type of marketing channel are mainly used via few social websites or platform like Instagram, Facebook and many more. Here, I can say that now a days this this type of communication channel is more trending rather than the others and influence people in a positive manner. Thus, as per mu view it is more helpful for firm to use so that they can create awareness and increase their profit effectively.

Thus, it has been clearly specified that different types of communication tools are very helpful for firm to enhance their brand awareness within customer's mind through targeting people (Martynenko, Lysytsia and Prytychenko, 2018). As lots of people spend their time on internet so this is the best way to provide information via online websites to develop more awareness towards brand and their products.

CONCLUSION

According to the above mentioned report it has been analyzed that, marketing fundamental analysis and evaluation is considered as the best method of evaluating intrinsic value in regards with financial and economic factors. With the help of this type of study firms are able to know about their overall financial as well as microeconomic factors so that they take their decision accordingly. Moreover, in this assignment retail sector has been selected to know proper roles of marketing mix and stakeholder engagement in so many activities of firm. It makes better relations between firm and employees and help firm to make fair value for their customers to achieve goals. At last, reflection report has been completed which includes developing awareness of retailing sector within customer's mind at marketplace.

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