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Module Title: Marketing Fundamentals

**Assignment Title: Marketing Fundamentals Analysis and
Evaluation**

Module Code : LCBB4004

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Introduction

Marketing is the process by which an organization promotes the purchase or sale of a commodity or service. According to Kotler (2021), advertising, selling, and distributing goods to customers or other companies are both examples of marketing. Affiliates perform some marketing on behalf of an organization. It is the operation, collection of organizations, and processes for designing, interacting, providing, and sharing value-added offerings for consumers, clients, partners, and society. The essay formulates an understanding of the processes and stages of marketing, including the role of a marketing environment and the several other processes where positioning and marketing mix tactics are targeted.

Stages and process of marketing

The marketing environment refers to the numerous micro and macro settings that affect the firm's marketing strategies and other activities daily. Internal, micro, and macro marketing environmental variables can be classified into three groups, some of which are under the firm's management control. According to Seturi and Urotadze (2017), some factors like government and technological development policies are not a part of its management. The company's management must prepare and strategize its marketing activities based on factors that positively affect its operations and those that negatively impact. On the contrary, Naseri and Nozuri (2018) argue that the first step in creating a market process involves putting a light upon a particular company's statement of intent. For example, Starbucks invokes its meaning through the information of "One individual, one cup" and one neighborhood at a time to encourage and nurture the human spirit (Starbucks, 2021), and Tesla, through the transmission to hasten the world's shift to renewable energy sources. A strategic marketing process should be responsible for setting up the task, priorities, and goals of a particular company and the marketing

capabilities, weaknesses, opportunities, and risks that the brand faces: a target market and customers' unique requirements. Tools and platforms are required to carry out plans and help with marketing campaigns. Metrics can be used to figure where efforts are in the process and how effective the outreach and communications are.

According to Kotler (2021), the marketing system has five steps in which value is generated for customers, and marketers capture value from them in return. They include understanding the marketplace and the customers' needs and desires, creating a marketing strategy that focuses on consumers' needs. It is essential to create a comprehensive marketing strategy that produces superior results and builds a profitable partnership while getting the most out of the customers. On the contrary, Dietrich *et al.* (2017) argue that marketing processes would include a phase where a brand presence should be first created. This is the most time-consuming, boring, and often expensive marketing stage, but it is also the most critical. People create content, design a new website, landing pages, blogs, videos, photographs, send out press releases, and list the company on hundreds of directory sites such as Google and Pinterest. Nike uses a strategic advertisement campaign through a crucial marketing process to address social issues, promoting sportspersonship that helps attract consumers worldwide. They have faith and pride in using a socially responsible brand that simultaneously addresses political and socially intriguing problems. This process can also be referred to as the detection procedure.

The next stage would involve the strategic phase. Resources like social media and Google marketing to develop as an expert in the field are introduced. Grammarly has strategically used YouTube and Google to promote themselves and is a remarkably successful academic and professional digital writing assessment application. This involves social media advertising, SEO, and email marketing to a highly targeted audience, among other things. This process aims to introduce a brand to new customers, letting them know of their existence and benefits from looking at what the company offers (Grammarly, 2021).

The third stage of marketing focuses on strengthening a promotion, which gives consumers an incentive to shop with the brand. It can also be termed as the implementation procedure. An example of Apple can help the company profit globally

through creative advertisements and clever social media propaganda. Suppose the branding and introduction steps are correctly followed. In that case, the customer will become familiar with the company and will be able to recognize the brand advertising it when they see a campaign running. These stages have to be followed diligently by an organization to process and function in the market, conceding profit.

According to Gupta *et al.* (2020), the last stage is the measurement phase. All the strategies and campaigns are taken into account to understand flaws and implement changes before moving forward. It is the ability to calculate outcomes that help make educated decisions on distributing resources for the next round. On the contrary, Naseri, and Nozuri (2018), acknowledge the importance of the measurement phase to make abrupt and strategic functions for steady growth.

Marketing mix

The marketing mix refers to a company's range of activities or strategies for promoting its brand or product in the marketplace. According to Greco (2018), a marketing mix is a number of marketing or tactical tools used to promote the product or market services and sell them. This is the positioning of a product and the decision to sell it in the right place at the right price and at the right time. Therefore, the product is sold according to marketing and advertising strategy. Marketing Mix components consist of 4Ps, price, location, promotion in the business sector, marketing manager planning, and marketing strategy, which considers all 4P. On the contrary, Kotler (2021) puts forth that marketing mixtures are increasingly involved in significant development these days. Marketing mix can be categorized into the 4Ps that have increased to accommodate several other Ps for indispensable construction.

The marketing mix's merchandise or **product** refers to the idea of how a company is selling. It includes branding, packaging, quality of the merchandise, and features. Price could be a vital component of the marketing mix definition. According to Teng (2020), the merchandise's worth is essentially how much a customer pays to experience it. Price is the most crucial element of a marketing plan because it dictates a company's survival and profit. Tesla is known to be very expensive and cannot be availed by everyone. Only

the highest class stature can confirm it. However, Tesla provides appropriate and innovative services and products that clients will be willing to pay a higher price. Arguing this stance, Dietrich *et al.* (2017) say, adjusting the merchandise's price even a tad bit significantly impacts the complete marketing strategy and dramatically affects the product's sales and demand within the market. Circumstances to be kept in mind while determining the merchandise's value are the competitor's price, list price, customer location, discount, terms of sale, etc. (Tesla, 2021).

The second P or the **Price** in a marketing mix includes cost amid a promoting blend that alludes to an item or benefit costs. It moreover incorporates things similar to the rebates the corporate may offer and its seen esteem. According to Greco (2018), the cost may well be an imperative component of the showcasing blend definition. The worth of the merchandise is the number that a client pays to appreciate it. On the contrary, Gupta *et al.* (2020) say that cost is the primary critical component of a showcasing arrangement since it dictates a company's survival and benefit. Tesla products, for example, are not affordable for middle-class business people because the price is structured very high. However, consumers are willing to pay such a high price for a car because of the innovative and high definition features. The quality of Tesla products call for the extreme cost they are priced at., Indeed, altering the product's price includes a significant effect on the complete promoting methodology and enormously influences the stock's deals and requests inside the showcase. Things to remain in intellect whereas deciding the stock's cost are the competitor's cost, list cost, client area, rebate, and terms of the deal (Tesla, 2021).

The third P the **place** is the component of the marketing blend, as put forth by Blut *et al.* (2020), guarantees that an item is conveyed and made helpfully accessible for the consumer - at the correct area at the correct time. It is fundamental that when the buyer comes into the store to buy an item, it is promptly accessible without any issue. An example would be the jewelry line Tiffany & Co., where their impression diamond cut known as the Tiffany True Cut is only available at their store. The "Tiffany Blue" of their packaging is so unmistakable that the Pantone Company has named the color after the brand. (Tiffany, 2021). On the contrary Pomeroy (2017) says, at whatever point customers are confronted with issues, including the accessibility of an item, it's almost

sure that they will take their trade someplace else. This is why it is so vital the item makes it to the correct put at the correct time. The Xiaomi company products could only be availed through their website. It was only in 2018 that Xiaomi stores opened worldwide for customers to avail products. They must remain in stock for the consumer to avail themselves of online shopping readily. Here, the place would be the application platform through which a consumer acquires a product or commodity and service (Xiaomi, 2021). The fourth P refers to the **promotion** where a promoting communication handle makes a difference to the company publicizing its highlights. As put forth by Aras *et Al.* (2017), it is the most costly and fundamental component of the promoting blend that makes a difference to get the customers' consideration and impact them to purchase the item. Most marketers utilize advancement strategies to advance their items and reach out to the open or target people's target gathering. In promoting campaigns, Nike points to reach huge target gatherings of people. The brand welcomes celebrities who speak to the picture of a perfect customer. Potential clients relate to popular ones, which persuades them to believe the brand and communicate with it. In common, promotions tend to center on drawing in consideration of customers and propelling them to require activity or make a buy employing eCommerce or other channels (Nike, 2021). In an argument Kotler (2021), says there are numerous ways marketers can advance an item or benefit, but it requires vital inquiry into people's target gathering and where to discover them. Absolut turned a standard vodka bottle into the foremost distinct bottle within the world. The brand made print advertisements that displayed their items in exciting settings that were more diverse than what buyers would anticipate. The campaign was so fruitful that Absolut began importing 4.5 million vodka cases per year rather than its 2.5% share of the vodka showcase sometime recently. The campaign comprised over 1,500 isolated advertisements and endured for around 25 a long time since it made a big appearance in 1981 (Absolut, 2021). The showcasing mix's part is fundamental for brands who want to guarantee the proper buyers come to and goals are met. Brands can accomplish this by utilizing key strategies to associate with customers to produce a reaction. As discussed earlier, the marketing mix has grown to incorporate three other Ps for proper functional development. It includes people, process, and physical evidence in a marketing mix.

The company's representatives are imperative in showcasing since they are the ones who provide the benefit to clients. According to Dietrich *et al.* (2017), it is vital to contract and prepare the correct individuals to convey the clients' overall benefit, whether they run a bolster work area, client benefit, copywriters, programmers, etc. It is exceptionally vital to find people who accept within the products or administrations that the specific trade makes, as there is a colossal chance of giving their best execution. For example, Tesla has created an environment for its employees to function as if they are the owners. They hire the best employees skilled at their particular designation. This creates a positive impact as employees are more confident while coordinating with clients (Tesla, 2021). Arguably Blut *et al.* (2018) says, in addition to it, the organization ought to acknowledge fair input from the representatives regarding commerce and record their claim of considerations and interests, which can scale and develop the commerce. This represents the **people** of an efficient marketing mix structure.

Processes incorporate coordinate exercises and circuitous exercises. Coordinate exercises include esteem to the client interface as the buyer encounters the benefit. According to Sudari *et al.* (2019), numerous forms are bolstered by backhanded exercises, which sometimes benefit, amid, and after its utilization. Mechanical forms incorporate the method of fabricating products and adapting them for the wants of clients. For example, Rolls-Royce engine cars will construct an Apparition adjusted to each client's prerequisites. Electronic forms incorporate things like Electronic Point-Of-Sale (EPOS), barcodes on items checked on phones or by checkout individuals, and other implies such as dependability cards (RollsRoyce, 2021). On the contrary Purohit *et al.* (2021) put forth that marketing has a few processes that coordinate to form an in general promoting prepare; for case – telemarketing and Web showcasing can be coordinated. An advance view is that promoting forms is utilized to control the marketing blend, i.e., forming degree showcasing objectives.

As put forth by Teng (2020), **physical evidence** comprises the components that are consolidated into a benefit to create it substantial and proscribed. Concurrently, it makes a difference within the brand's situation and focuses on customers' correct kind. This includes milieu, layout, and branding.

For example, a restaurant's ambiance attracts the consumers, coaxing them to visit the place they taste the cuisine. According to Teng (2020), it is the most important part of physical evidence. The Game of Thrones-themed restaurant was created to attract a target audience first, mainly out of curiosity and the restaurant's milieu. This strategic marketing helped the restaurant attract its target audience.

On the contrary Purohit *et al.* (2021) put forth, the *layout* particularly appropriate in retail, the showroom's format contributes to the most essential part of physical evidence in showcasing. For example– in Gucci, the store is laid out for the customers to induce to their required items exceptionally indelibly (Gucci, 2021).

Branding is a necessity when it comes to product marketing. According to Aras *et al.* (2017), even though it is a portion of promotions, the packaging, branding, and corporate communications play a crucial part in physical evidence within the promotional mixture. For example, when we think of sports merchandise, automatically Puma or Nike's companies come to our minds. This is because of their comprehensive branding strategies that make a mark upon consumers. Another example would be the thought of fried chicken automatically diverts our minds to KFC.

Conclusion

The essay formulates a critical analysis of the various processes and stages of marketing undertaken by organizations in examples. The use of marketing mix and how it helps in nurturing the company and promoting it to the world to attract the target audience is the report's motto. The positioning of the target audience through segmentation determines the 7Ps of the marketing mix, which establishes a product's entirety from production to sale.

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