

marketing fundamentals

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Submission date: 23-Jun-2023 12:35AM (UTC+0100)

Submission ID: 209349259

File name: 47342_Lavinia_Mandache_marketing_fundamentals_504089_1017985195.docx (21.45K)

Word count: 1438

Character count: 7308

Component 1 – Individual Report

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LCBB4004 BIRM

Marketing Fundamentals

Assignment Title: Diverse Adaptation Strategies

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Introduction

In this report will be written about how COVID-19 has affected most of the farms in Quebec, Canada and what they have done or change in order not to lose their business. This report will also cover a brief of what marketing mix is and how is helping an business and what it has done to the farms in Quebec. During the pandemic of 2020 of the viral virus called COVID-19 had affected a lot of business for example: fast-food places, pubs, malls and much more business that was face to face activities or services, because face to face activities were not permitted and people were forced to lock themselves in their house, the business of all kinds that were based on face to face activity they had to come up with different plans and strategies to make sure that their business is running smoothly. As a result of the pandemic some business had to change their business way of providing customer their product for example fast food places even fine dining restaurants started to do delivery at home in order to keep their business running and not get closed down. In this report will be review the case of the farms in Quebec and their changes that they made so that they can provide their food as normally to their providers with the regulations that were at that time.

Definition of marketing

Marketing is a broad term that includes various activities to sell products or services. It involves advertising, selling, and delivering goods to customers. To achieve marketing goals, affiliates may also work on behalf of firms. Marketing is crucial for any enterprise, and it involves product descriptions, customer service, business strategies, market segment analysis, and market research. These functions are essential for a company's growth and expansion. (A, Twin, 2023).

During the pandemic a lot of business have used marketing to promote their business that even if there is they still were running and that they products are safe to use and are sanitized. Because of the pandemic people were buying a lot of stuff thinking that there will be nothing left and the pandemic will go on for ever and because of that a lot of food shops were running short with food and suppliers, this happened because people were advertising that there will be no more food and that created a big mess and cause food shortage and this is why some of the farms in Quebec done some surveys to see how their production is and if the shortage that went around the world has affected their production system in order to provide they products to the supply chain that they had.

The marketing process

A straightforward five-step framework for creating and retaining customer value is ⁷ the marketing process. In the first four phases, businesses try to understand customers, create value for them, and build strong relationships with them. Businesses gain from improved customer value creation in the final phase. ⁹ Businesses are able to extract value from customers in the form of long-term customer equality, sales, and profits by adding value to them. (Kotler, P., et al, 2020).

During the pandemic most of the business had one goal of getting customers interest in their business and making sure that their business still runs in the that critical time, this is where the marketing process came in hand because the first step in the process is finding consumer's needs. Because all the shops were closed and people were not allowed to leave the house business needed to come up with ideas that they can provide what the consumers need without making them leave their house and that is why most of the fast-food places that didn't did delivery home they have changed their process and started group with delivering companies and deliver the product to the customer, same as the farms in Quebec they had problems with work forces shortages, because people were getting locked in house and others were having the virus the farms had to come up with ideas of what they can change in the making process so they provide their product to their shops that they supply food with, farmers goal was to get their product to be sell. It is very important to have a goal before you start to do something because with out a goal you will not know where do you want to reach.

⁸ The marketing mix

The marketing mix is a company's approach to market promotion of ⁸ its brand or product. Price, product, promotion, and location make up ⁶ a typical marketing mix. However, additional Ps like packaging, positioning, people, and even politics are becoming increasingly significant components of the modern marketing mix. (The Economic Times 2021).

¹⁰ The various components of the marketing mix interact with one another. They have the potential to greatly enhance a company's business plan if executed correctly. However, if the situation is handled improperly, the company's recovery could take years. It is necessary to consult with users, trade, manufacturing, and other stakeholders, conduct market research, and comprehend the marketing mix.

COVID-19 made a lot of business change have a hard time some farms had taken them a lot of time in till they got back on track because they had problems with less workers because a lot of people were getting sick and they had to come up with something to get their products send out, as well as

the economy dropped really bad and it was hard with the transportation this where the marketing mix and marketing process comes in hand because as a business is very useful in hard times to do a SWOT analysis which stands for Strengths , Weakness, Opportunities and Treats, researching and revaluating the company and see where it needs improvement can open you mind and help you to see where things are not working and what to do in order to make your business more successful, in the Quebec case they have done some analysis and they have discovered that they have issues with the workforces shortages, balancing food demands and supply, changes in sales outlets because of the economy. After they have done their company research they have started to implement some changes in order to put their business back on track, they have reorganized the marketing and sales as well as the distribution and they have tried to collaborate with more farmers to get help with works and when they need proved help back. While some farms had some issues and didn't know if they can survived other farms felt prepared and they were kind of prepared for the issues that the pandemic has done.

¹ According to the TORONTO STAR WEBSITE 'With GDP growth of more than six per cent in 2021, Quebec is expected to have posted a pandemic economic recovery more powerful than that of the U.S. and the European Union (EU), as well as its Canadian peers.' So after the pandemic Quebec has improved on the economy much quicker the other countries. (Toronto Star, 2022).

Conclusion

As a conclusion the pandemic had brought a lot of issues and made a lot of problems to a lot of business but they got over it with the help of research and marketing process once they have implement a goal and strategized a plan the farms had overcome the issues, as marketers knowing how to analyse a business and do details research seeing where it needs improvement it is very essential as well understating the needs of the consumers and the trends at that moment. Once they have the issues outcome and they have plan a strategy to achieve their goal it is essential they know how to implement each stage of marketing process and double check if its meet the plan or strategy.

Referencing list

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