



Programme: BA Business Management

Marketing Fundamentals

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Assessment 2

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1. Introduction

Marketing is a process of gathering market knowledge and passing it on to other departments so that they can function properly. Marketing positions have a variety of effects on organizational processes. In this scenario, marketing mix aids in the evaluation of the strategy and also the creation of a framework to ensure that perhaps the process is properly executed. The marketing mix is used to promote the company's brand. Nevertheless, the business's brand awareness will aid in the development of items at the same time. Samsung's types of advertising and functions would be the subject of this study. It is critical to get greater results from selecting resources by using marketing actions and roles.

2. Impact on marketing after pandemic

Marketing functions

Marketing is the process of promoting the purchase and sale of a product, doing market survey, and coordinating promotional efforts. Marketing puts the product across from people so that they may buy it, resulting in a rise in sales. These marketing tactics have various effects on the company (Crick and Crick, 2020). Marketing positions have a variety of effects on corporate operations after pandemic. A strategic planning is a promotional strategy for achieving corporate objectives. In this scenario, marketing mix aids in the evaluation of the strategy as well as the creation of a framework to ensure that perhaps the policy is properly executed. In the next section, the process and steps are explained as a result of Samsung.

Process of marketing

Situation analysis

PEST Analysis

Political-legal: Samsung has been put in perilous situations as a result of the Brexit processes. Development outside of the geographical operating region has become difficult as a result of Brexit. As a consequence, political issues are having a detrimental impact on Samsung UK. The political situation in the United Kingdom, on the other hand, has been striking. As a result, it has had a consistent beneficial influence on Samsung UK's businesses (Opute et al., 2020).

Economic: In terms of the economy, Samsung UK is doing well since inflation expectations are both steady. As a consequence, Samsung UK is attracting the right kind of investments from prospective buyers. As a result, it has a significant and beneficial influence on Samsung UK's procedures. From the other hand, many employment are being generated as a result of Samsung UK's activities. As a result, it has a beneficial influence by producing jobs.

Social-environment: Samsung UK was already focused on social concerns and technologies throughout the epidemic. Samsung UK has benefited from all of these societal concerns and opportunities. It is a good thing that the company has successfully focused on client wants.

Consumers, from the other hand, are enthusiastically adopting Samsung UK's goods (Sharma et al., 2020). As a result, many of these difficulties have a favorable influence on Samsung UK.

Technology: Technologies changes on a regular basis, and Samsung UK must concentrate on new systems after covid-19 to keep its businesses running (Dreskin, 2015). All of the other innovations are being used to enable Samsung UK an edge over its competitors. As a result, innovation activities are becoming more efficient. As a consequence, a company like Samsung UK was able to improve the efficiency of its IT processes.

SWOT Analysis

Strengths: Customer experience has been one of Samsung's strongest assets in the United Kingdom. They have the highest chance of assisting clients depending on their needs. As a result, it is an advantage for a company like Samsung UK. On the other hand, they have a larger operating area that they may employ in the future. They additionally have a well-trained staff to assist consumers.

Weaknesses: From the other hand, there are a number of flaws relating to the ground. Samsung UK may not have a significant substantial form due to their many warehouses. Their supply chain management practices are equally ineffective (Banerjee et al., 2021). Their operating expenditures are increasing on a regular basis as a result of bad operations after pandemic.

Opportunities: Similarly, Samsung UK may take advantage of a variety of chances. Samsung UK may use this information to develop that much more advanced means that will lead to different results. Samsung UK, on the other hand, may educate its personnel in order to improve customer service. Their operations after pandemic territories might possibly be significantly increased in the future.

Threats: The procedures are also vulnerable to a variety of dangers. The shifting demand and consumer demands may have a negative impact on Samsung UK. Samsung UK, from the other hand, may face several dangers as a result of the increased amount of competition (Nikbin et al., 2021). Challenges are handled in this manner for a company like Samsung UK.

Marketing strategy/ STP

Only individuals who are interested in buying anything internet will be selected as a targeted group in the traditional sense. The targeted audience of Samsung UK is now being fulfilled as a result of the segmentation that has been implemented. In order to achieve effective repositioning, the items are positioned as being cheaper in cost but greater in quality than their competitors (Pantano et al., 2020). When the items are offered at a lesser price, it is more likely to be effective in attracting clients from all walks of life. In this approach, Samsung UK seems to have been able to make substantial progress in developing its positioning initiatives following covid-19 pandemic.

Marketing mix

Product: Samsung creates a variety of items and sells them to consumers. In this situation, Samsung guarantees that the manufacturer's durability is safeguarded, and that the appearance is handled in such a manner that it attracts buyers' interest. It ensures that the goods are highly usable, resulting in a higher production. Nevertheless, the industry's brand awareness will aid in the development of items at the same time (Mason et al., 2021). Because of the product's great quality, it has a long lifespan, which contributes in achieving the goal of obtaining as many consumers as possible. Samsung must ensure these aspects while developing goods.

Place: Samsung would attempt to extend its business into other places, such as South Asia. In this situation, Samsung must have a high level of market awareness and customers must choose the business. As a result, quality must be ensured before the items are put on the internet sites. It is critical to do consumer research, which is done via scenario analysis, while examining market segmentation and tactics. Consumers are preserving social distance as a result of the Covid-19 epidemic, which is why it is critical to put items on Samsung's webpages. As a result, it would be supplied to the public as quick as practicable.

Price: When it comes to product price, Samsung will research the industry to get a sense of what other companies are charging and how much they are charging. The pricing will be determined by the positioning strategy, locally and systemically, valuation strategic planning, and cost-plus strategic planning in this instance. In this situation, Samsung employs a competitiveness approach in order to establish the price based on the costs of competition (Adim and Emumena, 2020). It is critical to establish price position, segmentation, ability, and competitiveness in

discovering the ideal pricing plan. The market is rife with competition, and it would be causing a slew of changes in the industry. However, a smart pricing structure will result in a lot additional modifications in the company process.

Promotion: Sales promotions are used for branding and informing people about the company, goods, and other items. Samsung's marketing operations after pandemic include both offline and internet marketing. The activity of promoting content on social media sites is known as online promotion. Samsung, from the other side, employs a mailing mechanism to inform customers about impending discounts and promotions. Obtaining sponsorships and other forms of offline marketing are examples. Samsung might gain market share with these physical and online advertisements.

People: In the case of a company like Samsung, marketing professionals must have a broad understanding and understanding of marketing strategy and plans. To carry out the strategy, marketing professionals must have the necessary skills and abilities to collect marketing activity. Employees performance gaps may be detected in a variety of ways, and these gaps can be closed by providing training to staff (Fonseca and Rocha, 2021). Clever marketing skills may provide Samsung an edge over its competitors, and the company offers a variety of skill development programmes. The company should raise its expenditure in internet platforms, which necessitates that the personnel have the necessary skills to handle them.

Process: Marketing efforts serve to expedite the business's operations after pandemic and marketing processes. A procedure is a step taken in the delivery of a product to the client. There are many steps that must be completed as part of marketing activity. More sales personnel should be engaged in that consists mainly so that the whole process feels positive. The evaluation of information that Samsung provides, such as billing system, distribution of products, customer relationship development, product line, and so on.

Physical Evidence: Physical evidence must be acknowledged by an institution since it aids in the production of beneficial results. Physical evidence illustrates the fact that a transaction took place, as well as a means of assuring the brand's permanence. People are aware of the brand's presence because of its symbol and symbol (Lee and Trimi, 2021). It features a distinct packing procedure that is easily identifiable. Questionnaires distributed to the brand's visible quantitative

elements like as its webpage, symbol, social media strategy, and promotional items, among others.

Implementation and control

In this instance, effective implementation of the strategy will be inferred, and adequate management over through the marketing strategy will be required following covid-19 pandemic. This should take 6 months or possibly a year to complete the strategy. The strategy will be administered with the aid of adequate control if it is implemented properly. As a result, the advertising managers' recommendations must be applied consistently. If not, it might cause a slew of issues in the operating process (Ding and Li, 2021). As a result, these are Samsung's promotional strategy for establishing a competitive advantage in the marketplace.

Stakeholder Engagement

Samsung makes a variety of operational, structural, contextual, and other decisions to ensure the long-term success of the corporate organization. The company organization will have an impact on the firm's associated parties and stakeholders. In this scenario, the parties involved are considered stakeholders. Due to the fact that stakeholders are a crucial element of the company, it is critical to manage their involvement. A technique for including stakeholders in Samsung's decision-making is one by which linked parties may be impacted by the company's choices. The involvement of stakeholders may also have an impact on the choices made by the company (He and Harris, 2020). It is necessary in this situation for company decision-makers to make sound judgments, or else the results of their actions will vary from the expected ones. Marketing efforts not only guarantee that stakeholders are properly engaged, but they also ensure that the activities have a beneficial influence on the company's bottom line. As a result, it contributes to the growth of revenues along with profit.

Stakeholders of Samsung

Samsung's stakeholders are critical to the company's success since the company would be unable to function without them following covid-19 pandemic. Stakeholders are influenced by the company's decision-making processes, and the company is impacted by the engagement of stakeholders. It is possible to have stakeholder parties that are tied to the organisation with both

an externally and internally level. Managers and supervisors are the stakeholders in a company who are responsible for the appropriate management of the company (Zenker and Kock, 2020). Managers are required to report to the board of directors since this board of directors has extensive decision-making authority. The company takes activities in accordance with the choices of its stakeholders. Managers are hired to carry out the directives of the many stakeholders in the organization. Once again, a strategic ally is a stakeholder who comes to an understanding to work cooperatively in the interest of attainment of goals and connection with the organization. It is anticipated that both participants whom has taken part in the arrangement would reap the same advantages and experience equal development. Because they are also investors in Samsung, non-governmental organizations (NGOs) and employee unions had an effect on the outcome (Jiang and Wen, 2020). As a result, Samsung must place a strong emphasis on fulfilling its corporate social responsibility obligations. Employees are an essential component of every organization and are among the most significant stakeholders accessible in the industry. Employees are critical to the successful operation of a firm under competent management. Employees have the responsibility of catching the attention of this other stakeholders, which is the client. Customers and neighbourhoods are the consumers who are critical to the improvement and success of the company. In this instance, the firm must spend in a variety of initiatives in order for Samsung to satisfy the demands of its consumers. Investors are individuals or entities that make investments in a firm, and they are considered to be another stakeholder in Samsung. Samsung will join a market that is crowded with competitors by making a significant investment in the process (He and Harris, 2020). Those who compete with Samsung and are shareholders in the company are the ones that bring about this rivalry. Samsung must defeat the shareholder in a suitable manner, or else it would be unable to establish itself in the market. The opposite is true: Samsung must embrace and adhere to the laws that are implemented by the administration and other law-enforcing authorities in order to be successful. As a result, Samsung would be able to adhere to the guidelines established by the country's law enforcement agencies.

Stakeholders' impact on marketing activities

Promotional strategies are actions that support the activities taking place in the marketplace and assist to achieve consumer satisfaction following covid-19 pandemic. Marketing is defined as any effort performed to encourage the purchase and sale of goods and services, analyzing

market, and engage in concomitant advertising activities to increase sales. A marketing plan is regarded as a marketing technique for the purpose of achieving corporate objectives. Marketing activity is necessary for the growth of a company since marketing activities would aid the company in gaining a competitive edge in the marketplace (Ding and Li, 2021). The advertising strategy involves performing adequate research in the company so that it may obtain an understanding of the micro and macro environment as well as the company's internal situation. Samsung is primarily concerned with developing its company via marketing activities, which is why it employs the STP approach as a technique of doing so. STP method is a strategy for segmenting the market, identifying specific markets to target, and positioning goods. Marketers target a specific segment of the population in order to expand or compete with other competitors. Specifically, Samsung chooses specific products which could be used for the advancement of the company's operations after pandemic in this instance (Jiang and Wen, 2020). This would, from the other side, have a different influence on the business. Another area, marketing strategies, covers operations after pandemic such as creating higher customer satisfaction, establishing product network infrastructure, and conducting promotional campaigns. It is critical to establish the necessary product distribution channels in order to ensure that items are provided appropriately. Consequently, it will ensure that excellent promotional efforts are carried out in order for items and services to be recognized in the market (Pantano et al., 2020). On the marketing operations after pandemic of the firm, the stakeholders have a significant effect on the results. A number of stakeholders are having an impact on marketing operations after pandemic. Employees have an impact on marketing operations after pandemic by maintaining their own motivation, which helps to ensure a successful conclusion. Employees that are demotivated will exhibit inefficiency and ineffectiveness, which will be evident. Consumers must be kept pleased since the increase in sales is dependent on their continued patronage. Management and directors, from the other side, must be kept up to date on the progress of the project. The results of the study that the organisation would perform, as well as the findings of the research, would be shared with the company's directors and management. This aids in the analysis of information and the making of choices (Lee and Trimi, 2021). The presence of non-governmental organizations (NGOs) and employee unions has an effect on the market development and attracting the attention of consumers. In this scenario, the corporation is required to adhere to the principles of ethical business practices. Different laws would be imposed on the company by the

law and government enforcement agencies, all of which will have an impact on the firm. In this scenario, Samsung is required to adhere to applicable legislation, such as the Employment Act. In terms of the legislation, the market will get an impact on the firm, and the marketplace is crowded with rivals. Depending on the industry, rivals will have varying degrees of influence on the firm, and the organization may even use them as benchmarks at times. As a result, it will have an impact on the company method and marketing operations after pandemic (Fonseca and Rocha, 2021). It is essential that advertising campaigns be carried out correctly; otherwise, buyers would have a plethora of alternatives to pick from. It is anticipated that strategic partners would have an impact on marketing efforts for brand product offerings. Investors will have an impact on market investigation as well as on the selection of the market sector to invest in. It is expected that stakeholder involvement will have a variety of effects on marketing operations after pandemic, with some having a good and others having a negative influence on the organization. In the case of Samsung, the beneficial effect is particularly noticeable. Connecting with users will aid in the acquisition of diverse business information, and the firm will be able to implement new strategies as a result of this (Adim and Emumena, 2020). As a consequence of the stakeholders' participation in the research process, accurate knowledge further about market may be gathered, which will lead to more successful decision. Employees, for example, may interact with clients in order to address their requirements and demands with the customers inside the company. It will also aid in the development of a great customer service inside the organization. However, there are several disadvantages to using it in the organizational processes. The participation of stakeholders is causing a variety of unfavorable developments and has a negative impact on marketing positions in various ways. The marketing duties are intertwined with the institution's mission and objectives (Mason et al., 2021). For example, stakeholders' pressure on the effort to stabilize goods that are both reasonable and profitable may often be overwhelming for the company. In this instance, the items will be unable to achieve the required standards of quality in this respect. As a result, sales may grow, but the client may be dissatisfied as a result of the poor quality. As a result, it will have a negative influence on the firm and cause it to lose its large consumer base.

3. Recommendation for Samsung after pandemic

Stakeholders seem to have both a beneficial and negative influence on a company's marketing efforts. The organisation would have a variety of effects on the firm, and as a result, it will share a variety of modifications after covid-19 pandemic. As a result, by taking the instructions in the subsequent paragraph, understanding and dealing may be enhanced. It is necessary to improve communication between team members in order to have a correct transmission of communication. As a result, it is critical to ensure communication in order to achieve efficacy. To boost their motivation, Samsung needs to have clear the scopes, goals, and expected outcomes of consultation with stakeholders (Mason et al., 2021). As a result, they will be encouraged to operate inside the system, which will have a beneficial influence on marketing positions. In this instance, comprehensive training is required, as well as the introduction of a project specialist to ensure a thorough understanding of the various viewpoints. That's how a system's participants' involvement may be handled effectively. These are the suggestions that may result in successful stakeholder involvement and a favorable influence on Samsung's promotional responsibilities.

4. Conclusion

A well-defined company mission aids in the integration of operations and the creation of a framework that the organisation can adopt. The strategy will be administered with the aid of adequate control if it is implemented properly. The phases of advertising are divided into sectors that aid in gaining a better knowledge via the implementation of a marketing strategy. Public participation is a process through which linked parties may be impacted by Samsung's choices. Stakeholders are impacted by the firm's choice, and the organization is impacted by their participation.

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