

UNIVERSITY OF WALES TRINITY SAINT DAVID

BACHELOR OF ARTS: BUSINESS MANAGEMENT, LEVEL 4

MODULE TITLE: MARKETING FUNDAMENTALS

MODULE CODE: LCBB4004

ASSESSMENT 1

**Processes and stages of marketing including the role of
the marketing mix.**

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London, 2021

Executive summary

The aim of this study is to examine the marketing processes and stages. Which include: - Customer needs, wants and demand, Marketing strategy, Integrated marketing plan and value, Build customer relationship, Capturing value from customers. To consider the function of the marketing environment, which includes both the micro and macro environments. Apple business tactics include segmentation, targeting, positioning, and the marketing mix.

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Processes and stages of marketing including the role of the marketing mix. APPLE

Introduction

Marketing is no longer exclusive to advertising; it has evolved into a science. A research that has grown into a culture for prosperous enterprises seeking excellent results. Since marketing deals with demand, this is a business science. Dealing for availability is also a part of it. Marketing is a science that helps businesses. Customers are the company's primary target. Profit is the core of the company, not its target. Marketing assists the company in fulfilling its objective of attracting and retaining clients. The most critical aspect of every company is to maintain a consistent customer base. Marketing aids companies in the discovery of innovative marketing technologies.

1. Processes and stages of marketing.



Image 1 (<https://www.iedunote.com/marketing-process>)

1.1 Customer needs, wants and demand

Basic human needs such as food, clothing, safety, belongings, knowledge are at the core of marketing. The feeling of deprivation is used by traders to offer what is sought. Even without additional business force, customers buy on their own. But nowadays the competition is very big, different companies offer the same products and services. Because of this comes the need to attract the customer's attention. Demands are not a mandatory part of life. They in addition to the needs. For example, you need to take a shower, but you don't need a great-smelling shower gel. However, your desire is to smell great after and therefore you will use the selected product. The sectors in this category are hospitality, electronics and consumer goods. The wants are when a person wants something expensive but cannot afford it. Desire takes precedence over demands.

1.2 Marketing strategy

Marketing strategy is a process of adapting the company to use its capabilities in a constantly changing environment. The manager must find and retain customers and create superior value. The winning strategy must meet two conditions - type of customers and value proposition. The selection of customers for a service is done by a target group in order to be able to provide very good service. Practice shows that finding the most customers is not a successful formula. Therefore, the manager must rely on quality, not quantity. Marketing management is customer management and demand management. The company must have in mind the value proposition that determines the market position and the advantages it offers.

1.3 Integrated marketing plan and value

Integrated marketing plan and value at this stage the marketing strategy takes effect using the marketing mix. It includes 4p - product, price, place and promotion. The company will provide the desired value to the selected customers if the elements of the marketing mix are well integrated.

1.4 Build customer relationship

This is the most essential aspect of marketing since it is the key for developing and maintaining productive customer relationships. Providing value and satisfaction to consumers aids in customer retention, interaction, and development. Customers who are satisfied are more likely to become loyal and give the brand a greater share of their choice.

1.5 Capturing value from customers

Due to the excellent service and value creation, the relationship between the company and the client becomes strong. Therefore, satisfied customers become loyal and buy more. Loyal customers have a good economic sense for the company, they are willing to buy more than once, several different products. Research shows that it is much more expensive to attract a new customer than to keep an old one. The value of a company existing and potential customers is its central value. This is critical for long-term strategies, because businesses aim to keep customers for life.

2. Marketing environment

Marketing environment is external forces and actors that affect management's ability to build and maintain good customer relationships. The marketing environment consists of a **microenvironment** and a **macroenvironment**.

2.1 Microenvironment

Microenvironment encompasses all of the players close to the brand who have an effect on its ability to generate demand for, and interactions with, its clients, either favourably or negatively. The manager task is to create such relationships with his customers that they bring value and satisfaction. The overall work of vendors, clients, and other teams in the company is vital to marketing performance. The client needs and value is provided by the marketing manager cooperation with business divisions such as top management orders and accounting. Relationships with suppliers are important because of their responsibility for the supply of raw materials or services. Any delay would affect the final product and subsequent customer dissatisfaction. It is important for the manager to monitor stocks and price differences. Customers are the last and most important link in the microenvironment chain. The connection with them is fundamental on the market and respectively on the profits. If customers are satisfied and increase the company will progress.

2.2. Macroenvironment

Macroenvironment is mainly composed of the broader forces that have an effect on the microenvironment, such as **demographic, natural, technological, and cultural factors**. These forces shape opportunities and pose threats to the company.

The **demographic** environment deals with the people who are the basis of the markets. This information is of interest to traders. The **natural** environment is the natural resources needed for the production process. Also natural disasters that can affect the company and the marketing plan. The **technological** environment encompasses all the technological power that fills the daily life of every person. In the age of technology, every customer uses many gadgets. New technologies can give an advantage to a company for robotic manufacturing, innovation and medicine. Through technology, the market is expanding drastically in response to diversity. The **cultural** environment consists of values, behaviors, preferences and perceptions. Simply put, this is how things are done in the company. People grow up in an environment and it becomes their measure in their relationships with others.

3. Segmentation, targeting positioning and marketing mix strategies of Apple inc.

3.1 Apple inc. segmentation

Apple segmentation is division of the market into separate groups of buyers based on geographical, demographic, psychological and behavioural factors. Geography is the basis of the company's business. America, Europe, Asia, and China are the four segments into which it is split. North and South America are included in the Americas, while Europe covers European countries as well as India, the Middle East, and Africa. Japan and the countries of the Asia-Pacific region cover the Asian section. Continent China, Hong Kong, and Taiwan represent the China segment. While Apple's products are the same in all markets, the company's management and approach are not. Each section is handled independently, based on the various cultures found in each geographical region. Apple is a functional organization with a decentralized structure, thus each department region can be considered as a separate enterprise. Therefore, Apple develops separate accounting for each segment, as can be seen from their annual report.

3.2 Targeting

Targeting is directing the company's goal in the direction of a specific customer segment. This will build strong customer relationships and increase sales. Apple is emphasis as a premium brand to medium- and high-income consumers, as well as modern and innovation-seeking individuals, musicians, and businesspeople. Men and women between the ages of 22 and 55 make up the age demographic.

3.3 Positioning

Positing is occupying a distinctive place in the minds of target customers. The aim is to make the product different from competing brands. Apple position is one of the world's most powerful businesses. The luxury brand develops an emotional relationship with its clients, resulting in long-term loyalty. The company's branding is instantly recognisable, and it occupies a significant place in the technology industry. In addition to retaining their positions, the business is increasing, with a 21 percent growth in net revenues for the period 2020-2021.

3.4 Marketing mix

Marketing mix is set tactical marketing tools – product, price, place and promotion that the firm blends to produce the response it wants in the target market.

Product – Apple Inc. sells solutions that are both practical and special. The goods are appealing and have a simple user interface. The company offers:

- Personal computers – iMac, Mac Pro, Mac mini;
- Laptops – MacBook pro, MacBook Air;
- Tablets – iPad Pro, iPad Air, iPad, iPad mini;
- Mobile phones – iPhone 12 Pro, iPhone 12, iPhone SE, iPhone 11;
- Smart Watches – Apple Watch 6, SE, 5, 3
- Television solutions – Apple TV 4K, HD;
- Personal audio solutions – iPod touch, HomePod, HomePod mini, AirPods, AirPods Pro, AirPods Max.
- Software solutions – macOS, iOS, watchOS, Apple TV+, Apple Music, Apple Fitness+, Apple News+, Apple Arcade, iCloud, Apple One, Apple Pay, Apple Books, App Store.

Apple's products are divided into hardware and software solutions including creating an Apple home ecosystem. It is very simple to link them and exchange data. The Apple method has proved to be dependable and stable over time. As a result, experts and long-term customers prefer it.

Price – Apple creates innovation and offers new technologies with each new product. The products are of high quality and are not aimed at all segments of society. The firm is a market leader, with prices that are above average for the industry - high.

Place – Apple has a global presence, having developed its own divisions in America, Europe, Asia, and China. The market is dominated by online sales, but it still has its own store network. The remaining revenues are made by sales of third parties dealers.

Promotion - Apple uses aggressive advertising in advertising channels such as television, magazines, social media and online advertising, as well as billboards. The main purpose of advertising is to compare and emphasize their superiority over other goods. The company shows a new design and innovations that have an advantage. The different approach seeking the simplest human needs is crowned with success.

RECOMMENDATIONS:

In view of the latest marketing climate, which has been incredibly complex. To keep up with emerging technology and strategies, marketing management must be extremely adaptable. In a summary, it is a science that is continually evolving and inspiring the participants to advance.

In terms of the company in question, Apple should be aware of their lack of promotional terms and discounts for existing customers. For the kinds of promotions, offers, and useful deals that they can use to draw and maintain more clinics.

CONCLUSION:

Apple's brand policy adheres to all major marketing concepts. The good results of the company can be seen in the accounting reports year after year. It raises the number of goods it sells, as well as the market capitalization and customer base. It is the company's approach toward consumers that has shown positive outcomes. Clinics who have been using their devices from the beginning will attest to this. This is unmistakable confirmation that they are on the right direction - the journey to humanity.

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