

Assignment 2

Marketing Fundamentals

“Vodafone”

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Task A

Introduction

Marketing in today's world is the most crucial part of any business operation. The customers need to be aligned with the company's marketing strategies so that the outcome of the activities is high. The company cannot attract the customers on its own. It must take the help of marketing that would assist the organisation in building a wider range of the target customers. In the process of marketing there must be proper strategies made so that the activities are well aligned to the objective of the organisation. The marketing process should fulfil the goals and aims the organisation has decided in advance. Marketing is just not applied at the beginning of any business. In today's corporate world, marketing is related to have a comprehensive approach and so it starts from the very first stage whether initial planning begins. This study will assist in understanding the stages that are involved in the marketing process along with the role of the marketing mix. It would evaluate on how the marketing helps in creating value for the customers. Lastly it would emphasis on the stakeholder's engagement in the marketing activities.

Discussion

In the marketing process there are certain stages that a company needs to be accomplished in order to achieve the goal. Marketing as in the corporate world is the force that drives every process or steps that is involved in the development of the product. Basically, it helps in keeping the cycle going that is entitled to the product present in the market (Armstrong *et al.*, 2018). The whole of the marketing process is comprised from conception to manufacturing and then to the distribution process of the product. In the organisation of Vodafone, the company has very well strategy plant its marketing process. At the first step the company lays out its mission and objectives that will be used for the further planning. It then identifies the various opportunities that lie within the organisation and external market to have an analysis on the situation. For this the company uses various models like PESTLE and SWOT to get a clear idea of the market and position itself accordingly. The best way the company uses is by applying the strategy of marketing mix to get an accurate picture about the position of the company in the market. After having a clear picture about the market Vodafone then define its customers for the target users by applying various marketing strategies. It measures the intensity of the goals and after the outcome it develops a budget that would be required in the whole process of marketing (Kerin, 2015). The next step of the organisation is how well it implies the marketing mix to position the product in the target market. Marketing mix helps in developing a sustainable plant as it is entitled to get the information regarding all spheres of product distribution. The first step is a product development where the company managers and plans on innovating a new product in the market (Novikova, 2015). Marketing mix is an important step as it helps to evaluate the pricing policy that will be involved in the development of the new product. It also caters to the names of the promotional activities that will be involved in the strategic planning of the company's new product. Further it also emphasizes on the place and distribution

that would yield better results for the organisation in positioning itself in the market. For instance, the company used its marketing mix strategy for the launch of the new facility that included the 4G system of calling. It targeted its customers in the developed countries to test the usage and benefits the consumers were deriving.

Importance of marketing mix in the organisation of Vodafone is very high because it helps the organisation in figuring out what the target market exactly once. The hike in the business operations of the organisation is due to its power of identification that fulfils the demand and needs of the various customers. In the industry of Telecommunication Vodafone is known for its great practice in delivering the products and services to its target customers (Summanen, 2018). Vodafone has expanded its services across the nation buy delivery products like fixed line telephones, mobile phones, broadband connections, televisions and many more. The company earns revenue of €43, 666 billion dues to its great marketing strategy (Vodafone.co.uk, 2019). In UK Vodafone aims in retaining the leadership in its target market as it keeps on developing inner product and services inducing the use of technology. Lastly the company puts its plan into action and monitors the result. The outcome derived out of the application of the marketing strategy helps the organisation in making improvements and changes wherever required.

The purpose of marketing is to find the right target customers and keep them for the business cycle to take place effectively. Marketing helps any organisation in achieving the purpose that is much more then advertising for selling the product to gain profit. Marketing serves the purpose by creating relationship between the customers and the products (Colicev, 2019). The role of marketing in creating value for the customers starts with the very initial stage when the company identifies the needs of the customers and then satisfies it by delivering the right kind of products and services. These products and services are manufactured

keeping in mind that it addresses the needs of the customers for the time. The role of marketing is also to retain the customers that are well connected to the business operations of the organisation. In Vodafone the management or the research team defines an area and notes down the needs and wants after customers. According to the survey or research methods the company designs the products and services to attract large and number of the target customers.

The AIDA the mother is used in the marketing as it describes the various levels the customers goes by purchasing a product. The AIDA model was designed by an American businessman Elmo Lewis, 1898 (Hassan, 2015). The main agenda behind the development of this model was to develop and interaction between the buyer and the seller optimising the calls on sales concerned with the product. AIDA is an acronym that is applied in the process of marketing or advertising listing description of the common events where the consumers can be engaged activity. A stand for the attention for Awareness of the customer, I is for the interest the customer has, D describes the desire the consumers have towards the purchase of the product to fulfil their names and A stands for the action the customers take in buying the product. With the assistance of AIDA of model Vodafone has been able to modify its marketing process to increase the revenue collected. In the organisation when a new product is launched the company uses the advertising policy to educate the target customers about the benefits of the product. It uses various information like the pricing policy and network quality the customers want to provoke the interest in the customers the company that explains the procedure how to product will help the customers and this provokes the desire aspect. For instance, Vodafone has initiated the 4G system of calling to satisfy the pricing and quality demand of the customers. This way it was able to attract the customers who took an action to buy it.

The creation of value has been stressed in the literature of business to serve the main aim of the organisation. Marketing is important as it helps in getting the information about the target customers that would assist in creating the right kind of products and services. Apart from getting the information marketing also helps in communicating about the features of a product to its customers. In Vodafone if a new product or service is being launched the marketing process is channelized to provide the maximum information to its customers. As the marketing procedure brings the customers close to the organisation it helps in building up a good relationship of trust and loyalty. While reaching the target market the organisation of Vodafone keeps in mind to maintain the quality of service provided so that the product creates a need in the market. By doing so it increases its sales volume generating an increase in the revenue collected. The role of marketing in creating value for its customers lies in the way that the organisation has to position itself in the market. Marketing covers the major aspect of identifying the needs of the customers that the organisation then utilises in innovating its products and designing the services to cater to the requirements of the customers (Malhotra, 2015).

The engagement of the stakeholders has been recognised as the essential key to the success of the business. The stakeholders are a range of people who are involved in the business operations of the organisation. The stakeholders can be directly involved to have an impact on the program leading to the product generation (Kannan, 2018). The benefit of having these stakeholders in the organisation is that it provides various perspectives from the expertise to operate under various conditions like culture and environment. The organisation in order to have better functioning needs to understand who the actual stakeholders are. For instance, in Vodafone the stakeholders comprises of the employees of the organisation, the shareholders of the company, the partners of the supply chain,

local community where the organisation functions, the governmental bodies and most importantly the customers related to the organisation. Vodafone makes it a point to have regular feedback from the stakeholders to improve on its business practice (Vodafone.com, 2019).

In the marketing process the stakeholders are involved to establish a strategic plan in order to achieve the objectives and aims. At very early stage the stakeholders should be involved in the marketing process so that ideas and input from them can be applied in the plans to incorporate solutions and address the risk. By engaging the stakeholders in the marketing activities Central assumptions can be formed. These will help in channelizing the resources to gain the maximum output.

The stakeholder's theory states the involvement of the organizations' stakeholders in the business operations. The organisation should always try to maintain the interest of its stakeholders for the sustainability of the business (Miles, 2017). The stakeholder theory suggests how value can be added into the business operations with the assistance of these stakeholders. Vodafone has also engaged its stakeholders in the marketing process like for customers it ensures that the products and services are not over charged. The employees are well satisfied because your organisation knows that the customer will be happy if the employees provide the right kind of service to them. The employees are provided with regular training and the recruitment process is not bias. This motivates the employees rewarding the organisation in the achievements of various objectives. To its shareholders, Vodafone returns great value of the money that is invested. The supply chain partners are well paid according to the work that is provided to the organisation. Through its CSR activities under "The Vodafone UK Foundation" the organisation has satisfied the environmental needs of the community. Vodafone has divided by all the rules and regulation which the government has made does satisfying the norms of the bodies of government.

This way it can be defined that the stakeholders' engagement has a huge impact on the marketing activities. The expertise knowledge and skills exhibited by the stakeholders enhance the procedure of marketing. It directly boosts the productivity of the product and response from the market.

Conclusion

In summation of the essay it can be concluded that the primary mechanism of Vodafone marketing procedure is through the application of the strategy of marketing mix. In the marketing process there are various stages that if catered in a definite way can increase the profit margin of the organisation. Vodafone has a highly developed marketing strategy that has enabled the organisation in increasing its sales and volumizing on its target customers. The essay also highlights the importance of value creation that is brought in by the process of marketing. The model of AIDA helps in modifying the marketing procedure and the advertising channels. Lastly the essay puts an emphasis on the stakeholders' engagement in the process of marketing. Through the example of Vodafone, it can be summed up that the involvement of the stakeholders helps to boost the productivity of the organisation.

Task B

Analise

While completing this essay there were many instances that helped me gain extra knowledge to enhance my skill in the field of marketing. In today's corporate world marketing is an essential aspect and therefore it is necessary to know the entire spectrum that is included with the same. I have learnt the managerial process to obtain the objective my organisation has decided. The findings of the essay I was able to recognise the power of marketing and the methodologies that are related to promote a product or service in the market. The company has applied marketing procedure in corresponding to the stakeholders for the launch of the product. It uses the digital form of marketing that is through email, advertisement, promotional sales and personal selling. All throughout the essays I have gained and expertise knowledge about the marketing process and the various stages that is related to it. This will assist me in in bringing great success in a short while. Strategic planning and channelized marketing plan are what I have encountered while writing this essay. This will help me in performing my task in a more definite manner decreasing the risk of causing any kind of hindrance. The use of the tactical communication tools to promote the project can enhance the success rate. According to me the blocks that are used for the advertisement couple is best suited to communicate the various benefits of the project to its customers. Even I can apply this tool to promote a newly launched product in my organisation. With the application of the optical communication tool integration can be done to bring forth the customer and the organisation. I believe that in the marketing procedure communication plays a very important role. With the aspect of blog writing I can easily communicate my perspective to the target audience. As this medium has gained popularity it will be a great success in the promotion of the products and services. The features of the product will be well understood by the customers. By carrying out all the procedure I will

be able to create a need of the product in the target market. As digitalisation has prevailed in the society my tactical communication tool revolves around this idea only. This will help me in positioning the brand if the market is new. In a short while I will be able to advertise the brand and promote the product and services. The blog and the video advertisement which provide information about the success rate of the newly launched product and services. This will help me build up at transparency between the target consumers and the organisation. Thus, the tactical communication tool will assist in maintaining a clear agenda behind the launch of the product. The customers will be able to build a relationship based on loyalty and trust and so it is necessary that I apply this communication tool in my marketing procedure.

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