

Marketing fundamentals analysis and evaluation- Sainsbury`s

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INTRODUCTION

Marketing is define as a techniques which is adopted by a company in order to promote, advertise, create and so on in order to differentiate their products and services which attract customers and encourage to purchase offerings (Morrison, 2013). It is essential for a company to conduct proper evaluation as well as analysis of marketing activities because it help in attracting customers and enhance company profitability. Organization taken for this assignment is Sainsbury which is a public limited company which operates its business at retail industry. It is founded by John James Sainsbury in the year 1869 and its headquarter is situated at London, United Kingdom. Topics explain in this report are role of marketing mix, roles of marketing which help in developing value for customers as well as it will include stakeholder engagement and its affect on marketing activities. Along with this it will also include reflection related to tactical communication tools.

TASK 1 A

Processes and stages of marketing including role of marketing mix

Marketing is consider as process which is adopted by a company in order to develop effective strategies and plans which help an organization in promoting and advertising their business in order to attain objective at potential marketplace (Van, Moseley and Dessinger, 2012). There are certain processes and stages are consider in marketing. Marketing mix is consider as foundation of business model. It refers to combination of marketing tools which is generally adopted by a firm for conducting its marketing activities and function for achieving goal at target as well as potential marketplace. There are certain major role played by marketing mix at Sainsbury. Explanation of process and stages of marketing along with roles of marketing mix in respect of respective company are explain below:-

- **Mission**

The first stage or process of marketing is to set mission so that staffs conduct as well as develop strategies accordingly and in effective manner (The Definitive Guide to Strategic Marketing Planning, 2019). In regards of Sainsbury their mission is to become an organization which will be first choice for customers for purchasing food and

beverage products. Along with this they want to deliver quality products at competitive cost by conducting their activities faster, together and simpler.

- **Situation Analysis**

This is second stage at which an organization management conduct analysis of internal as well as external factors which will impact on business as well as market. In respect of Sainsbury`s at this process they will identify their strength which help them in grabbing opportunities and overcoming threat (Andersen and et.al., 2017). For which respective company may conduct SWOT analysis, which is given below:-

Strength	Weakness
• It is one of the largest supermarket at United Kingdom (Karimi and Asemani, 2014). • Promotional and advertising strategies adopted by respective firm are very innovative and creative.	• Customers switch brand due to which respective organization faced lot of loss and risk.
Opportunities	Threat
• Sainsbury can expand their business at village areas. • They can improve their production process which reduce cost.	• High competition at marketplace like ALDI, Amazon, Boots and many more (SWOT analysis of Sainsbury, 2019).

- **Marketing Strategy**

At this stage an organization management will develop marketing plan. In regards of Sainsbury their manager will conduct analysis of several factors such as identify target customers, their requirement and need, price of products and services and many more. This will help them in developing marketing plan that leads to attracting more and more customers and enhance sales as well as profitability ratio.

- **Marketing Mix**

The next stage is developing marketing mix which basically consist of four elements of marketing mix i.e. products, price, place and promotion and it will also

include more three P's i.e. physical evidences, process and peoples (Momoh, 2012). Marketing mix plays an essential roles and helps Sainsbury in various ways such as help in satisfying customers, achieving objective of company, develop brand loyalty, enhance brand image and name, accomplish social responsibilities and many more. The respective company conduct 4 P's marketing mix which are explain below:-

Factor	Description
Product	The role of product factor is that through it offering of a company can easily known by others. There are various products offer by Sainsbury such as fresh salads, fruits, vegetable, frozen and organic food products, fish, meat, pork, sausages, chicken, smoothies, fruit juice, dairy and bakery products, wine. Along with this they also offer baby, household, health and beauty products and many more (Marketing mix of Sainsbury's, 2019).
Price	This factors also plays an essential roles because through it other know about pricing strategy used by a company on which they offer offerings to customers. Sainsbury's adopt different pricing strategy for different products and services. Their price is basically depend upon quality and quantity of products. They want to ensure that their customers will retain for long term. Along with this they also adopt competitive pricing strategy for fixing price of the products and services.
Place	The role played by respective factor is that through this it can be determine that in how many places or location an organization is operating (Mihai, 2015). The respective company start operating its business in Drury Lane at London in year 1922. They are operating its business at various locations such as Dartford, Redhill, Guildford, South East London, Wolverhampton and many more. Sainsbury also provide online platform for their potential customers that they

	also place their order online.
Promotion	Sainsbury adopt both BTL as well as ATL strategies of advertising in order to market their products and services. They also launch attractive and innovative ad campaigns through newspaper, television, leaflets, radio and many more. Moreover they also offer Nectar Reward Card by which they earn point and redeemed next time (Ang, D'Alessandro and Winzar, 2014).

- **Implementation and control**

It is the last stage of procedure at which an organization put their plan into action. At this management of Sainsbury will implement the strategy in effective manner so that they can attain their goal successfully. Along with this at this stage their manager manager will track and control whole process in order to ensure that each and every stage is conducting in effective manner.

These are the major stages or procedure which are adopted by Sainsbury management in order to conduct their marketing as well as business functions effectively. Through this respective company also able to identify role of marketing at their workplace.

Role of marketing in creating value for customers

Marketing plays an essential role in attracting as well as educating customer about the market, products and services. Through it an organization also able to attract potential service users as well as encourage them to buy its offerings effectively. In respect of Sainsbury, marketing plays various role in order to develop values for customers, from which some major of them are given below:-

- **Generating awareness and educating customers:** By effective marketing an organization management able to generate awareness about the products and services as well as it will also help them them in educating services users about effectiveness of offerings (Ismyrlis and Moschidis, 2015). In respect of respective firm their management conduct various activities as well as programmes so that they can create value for customers and aware them about their products. Through this respective company

management also able to educate their potential as well as target customers that how their products and services are more effective than other competitive company products and services. For this they conduct various activities like camping, advertisement and many more.

- **Help in managing expectation of customers:** It is essential for a company to provide essential information to its potential customers about products and services, but it is also necessary for them to develop as well as maintain their experience. This is so because through it they are able to satisfy and retain their potential service users for long time effectively and appropriately (The Value of Marketing to Society, 2019). In respect of Sainsbury they can regular communication with their service users in order to take feedback as well as suggestions by which they are able to maintain effective customer expectation and experience by creating value in their mind (Lu, 2015). Through this they also are able to develop brand loyalty by attracting customer by fulfilling their requirement and needs.
- **Help in modelling behaviour of customers:** By effective marketing activities an organization can also change customers decision making process. This is so because through impressive activities an organization is able to attract customers by providing proper information about the products and services (Jakada and Gambo, 2014). In respect of Sainsbury they conduct several attractive activities and programmes which help them in attracting potential service users as well as encouraging them to purchase their products by influencing their decision making procedure.

These are major roles which are played by marketing at Sainsbury in order to create value for customers. Through this they also are able to attract as well as motivate them to purchase their offering so that they enhance their profitability ratio along with market shares. For this company may conduct various marketing activities such as attractive promotional activities, providing attractive discounts and other offers and many more.

Stakeholder Engagement and their impact on marketing activities of an organization

Stakeholder engagement is defined as a procedure that is adopted by an organization in which they involve those people that may affect through decision taken by company management or they may also influence decision of a firm (Everett, 2014). It is considered as an essential portion of corporate social responsibilities as well as it also considers achievement of triple bottom line. Through stakeholder engagement an organization gets various opportunities by which they can operate their business effectively for long duration of time through fulfilling society need as well as requirement. In respect of Sainsbury, stakeholder engagement plays an essential role there because they get several opportunities by which they can expand their business operation as well as operate it effectively. Moreover they also impact on marketing activities of respective firm, from which some major of them are given below:-

- **Ensure engagement of stakeholders:** It will help a company in engaging their stakeholders in an effective manner so that they can be attracted towards firm as well as also get convinced to invest in their business operations (Fenton, 2013). In respect of Sainsbury they are operating in retail sector due to which they required huge investment. Proper stakeholder engagement also helps respective company to conduct their marketing activities in an impressive style which leads to attracting of more and more customers. This is so because through proper stakeholder engagement company is able to convince them to invest in their firm as well as business activities.
- **Ensure corporation to build resources:** This will be one of the essential impacts of stakeholder on an organization as well as it will also help them in conducting their marketing activities in an impressive mode (Pike, 2015). This is so because when stakeholders get convinced with company then they also get invested in company. By which respective organization is able to adopt most appropriate resources for conducting marketing activities which help them in attracting potential service users. Along with this respective company also conducts their marketing activities like promotion, advertising and so on in an effective manner because through proper stakeholder engagement they get huge funds or investment by which they can adopt resources effectively.

- **Promote business:** Effective stakeholder engagement help a company in promoting their business by effective marketing activities as well as with through increased goodwill at marketplace (Burford and Chan, 2017). In respect of Sainsbury, by developing and maintaining engagement of stakeholder they able to conduct impressive as well as attractive marketing activities that help them in promoting their business in effective manner.

These are some of the major impact of stakeholder engagement on the marketing activities of Sainsbury. Along with this it will also help them in enhancing their goodwill. Attracting huge number of customers, provide budget and many more.

TASK 1 B

Reflection related communicating tools used to aware about project

While I am conducting this project I use various communication tool or techniques so that I can effectively communicate and interact with my potential service users. This will also help me in interacting with this customers so that I can successfully know their need as well as requirement. Communication tool which I used for my project are advertising, social media, direct mailing, conduct seminars, newsletters and many more. In advertising I develop or design various attractive advertisements which help in promoting products and services as well as it will also help me in aware my potential or target service users about my company's offerings. At social media I continuously post about my project or products which attract customers as well as I also ask them for suggestions and feedbacks so that I can develop products according that fulfil their requirement. Moreover I also conduct seminars in order communicate with potential service users at which I describe detail information about project and offering. Though this communicating tool I also able to interact them effectively as well as this will also help me understanding their requirement and needs. Communication tool is define as a method or technique which is generally adopted by an individual or an organization in order to interact with others such as service users (5 Marketing Communication Tools, 2019). Through this they able to know about other's feeling, requirement, get suggestions and many more. I also adopt other communication tool like direct e mailing in which I forward or send e mails to my potential service users in order to interact with

them about the project. In addition to this I also adopt newsletter communication tool at which I publish articles about my project as well as products. By this customers can easily read article and know about project along with this if they have any queries they can communicate with me properly. By all these tools I can easily communicate as well as interact with potential service users effectively, this will help me to be aware of them about the project that I am conducting in order to conduct evaluation about market and customers. In addition to this through effective as well as proper communication tool I am also able to generate interest of others or service users in my project. This will help me in developing strategies as well as plans in an effective manner so that I can complete my project properly with proper outcome.

CONCLUSION

By evaluating above mentioned points it can be summarised that for an organization marketing activities are essential because through them their management is able to develop products and services in an effective manner. That will be according to requirement and need of customers which will attract them as well as also encourage them to purchase, that will lead to enhancement in company sales and profitability ratio. For conducting effective marketing analysis and evaluation an organization can adopt several methods and theories such as marketing mix, stakeholder analysis and many more. By this firm's management is also able to identify role of marketing which leads to increase in numbers of customers, market profit, market shares and many more.

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