

Assessment 1

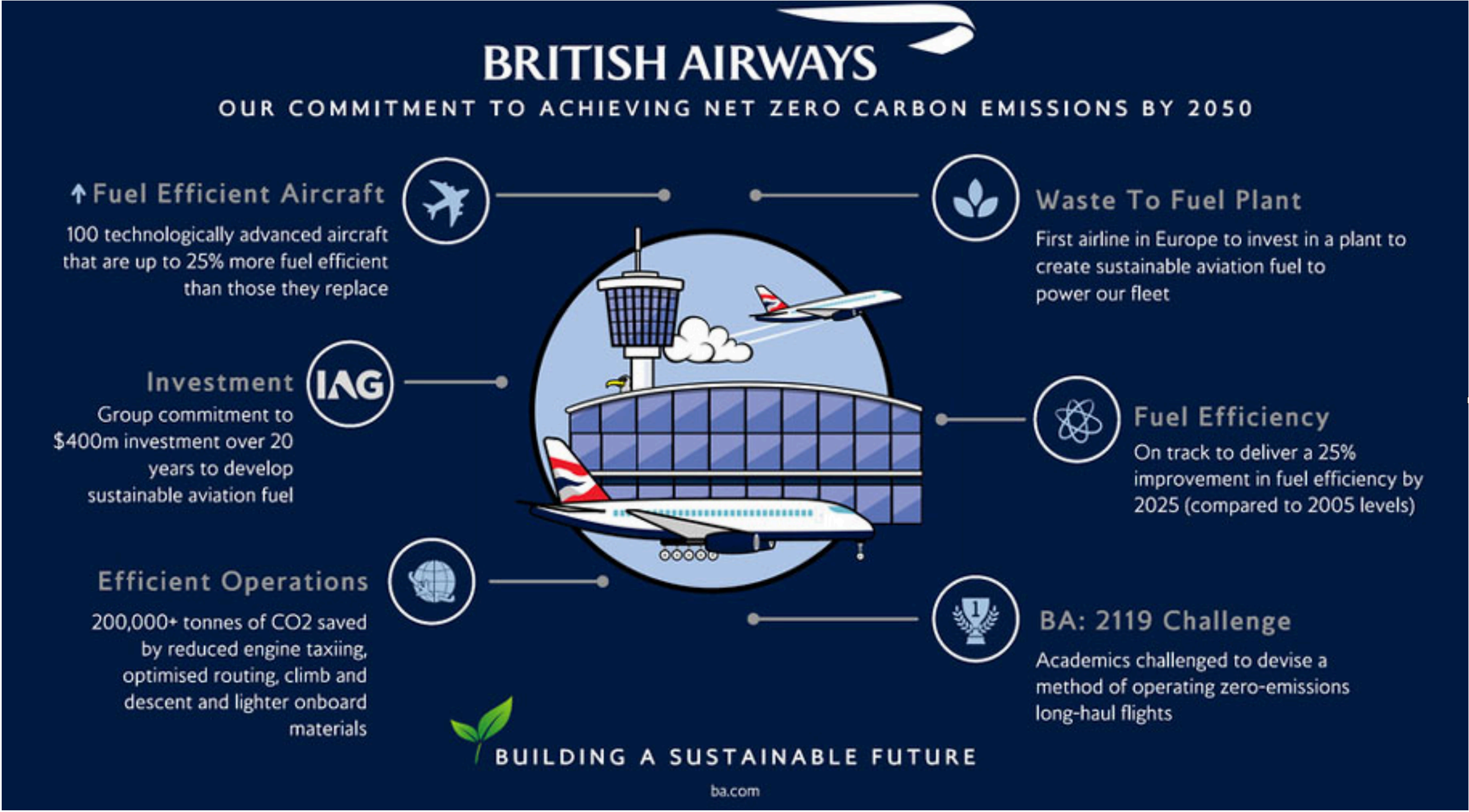
Marketing fundamentals
LCBB4004

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student ID:2018584

British Airways

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About

- This is one of the most important projects which has been taken by the management of British Airways as part of CSR. Ensuring that the environment is free from pollution is one of the most important demand which that people has (Airport Technology, 2021). For that reason, this project has been chosen by the business. This CSR project has been chosen to make sure that a competitive advantage in the market has been achieved. It is important because customers like to travel with an organisation that focuses on saving the environment. As per Carroll's CSR pyramid, it is in the third stage as it is part of ethical responsibilities. This project of British Airways has been shortlisted by the UK government. The business will get a share of £15 million in government funds which have been created to help the business which is focusing on motivating businesses to focus on reducing carbon emission. This is an effective imitative which has been taken by the business.



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Results

The blogs post which has been prepared was helpful to communicate with the targeted customers of the business. British Airways' project...

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Event marketing

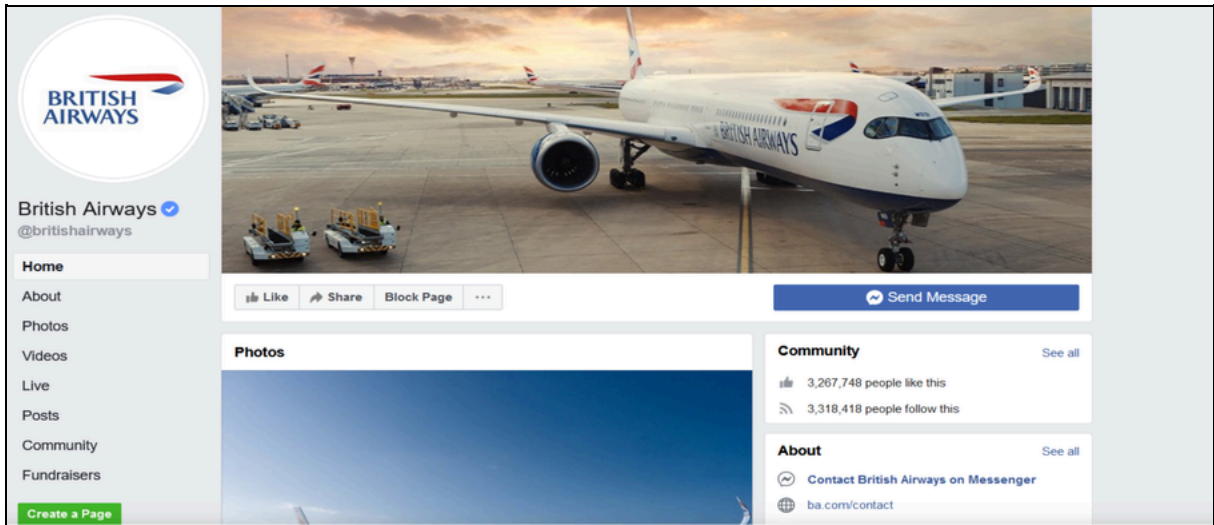
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Public Relation

In 2019, the business organises a public relations programme in Manchester. As part of the programme, it places huge bins around the city...



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Promotional strategy

The management of British Airways takes the right decision to focus more on digital marketing to promote the product and service of the...

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Placing strategy

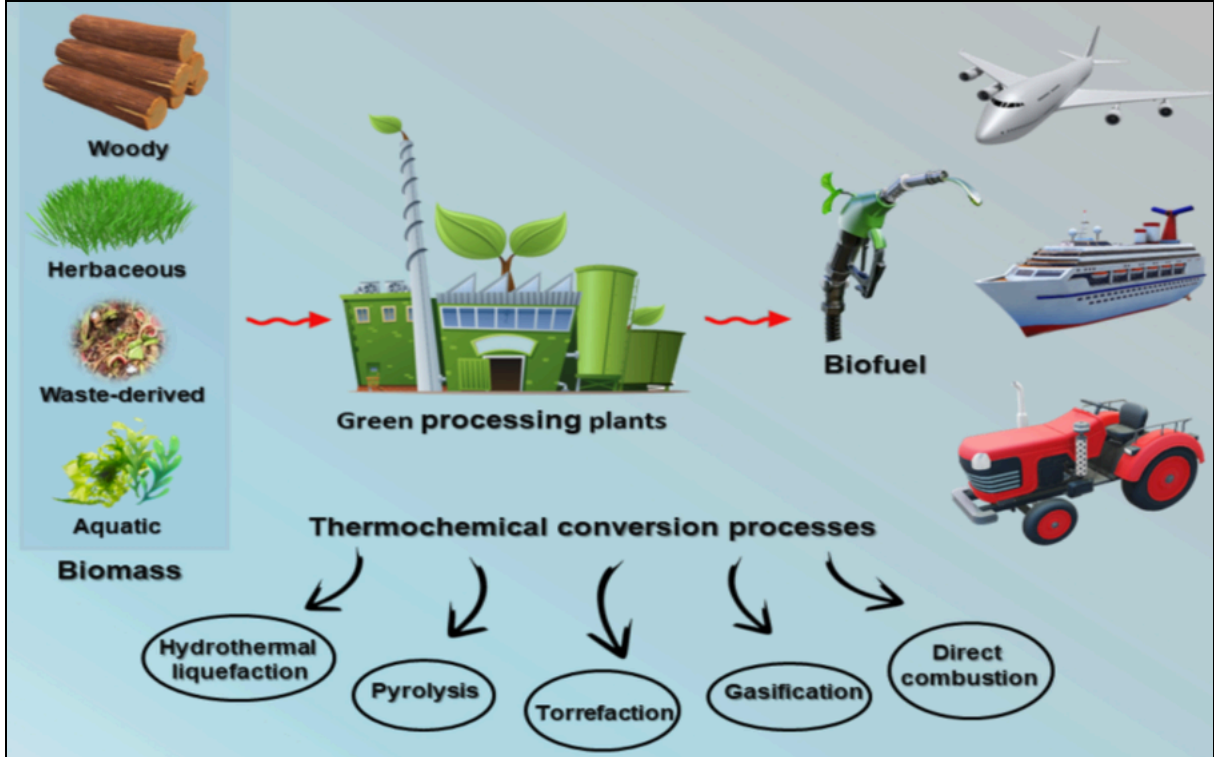
British Airways has 254 aircraft to provide passenger service which flies in 183 destinations. This fleet of the business includes Boeing...

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Pricing Strategy

British Airways business follows a differentiation pricing strategy. The aim of this strategy is to make sure that the business will have...



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Convert wood waste into sustainable aviation fuel

This is the product which the business will develop as part of the project. The business will collect household wood waste and use...

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Positioning strategy

The positioning strategy which British Airways is using right now is customer-based positioning. That means the aim of the business is to...



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Segmentation strategy

British Airways follows a psychographic segmentation strategy. This marketing strategy focuses on making sure that the market of the...



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Segmentation strategy

British Airways follows a psychographic segmentation strategy. This marketing strategy focuses on making sure that the market of the business will be segmented on the basis of the interest of the coursers, lifestyle, beliefs, motivation and priorities (Kotler and Armstrong, 2017). After the pandemic, most of the customers are now focused on using services from a business that focuses on reducing carbon emissions to the environment to save the environment. During the pandemic, transportation was closed and the world experiences a clean environment. That was a motivating factor for the customers to have service from the type of compares which focuses on reducing carbon emission. This was an effective strategy for the business to ensure that it will be able to achieve success in the market. The rate of customer satisfaction will be increased for the business and in the same more and more customers will be attracted to the business (Alan, 2017). The ability of British Airways to achieve a competitive advantage in the market has been increased because of that.



Figure: Psychographic segmentation
Source: (Alan, 2017)



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Targeting Strategy

British Airways targeting strategy has been changed because of the pandemic. After developing the project the business tries to target customers who are conscious about the environment and want to have a safer and pollution-free environment (Zigu, 2021). To attract these types of customers to the market business includes this project in the advertising campaign of the business so that the customer can have the knowledge about the fact that the business is trying to protect the environment by reducing the use of fossil fuel and trying to produce fuel from wood waste. By this, the business is trying to attract people who will like to travel with a business that is concerned about the environment. The business is able to achieve success because the rate of conversion has been increased by 9% from its social media pages. This will help the business to attract customers to the business and achieve a competitive advantage.

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Targeting Strategy



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Positioning strategy

The positioning strategy which British Airways is using right now is customer-based positioning. That means the aim of the business is to ensure that the business focuses on the needs and wants of the customers in the market. That means, the service which the business will offer will be based on the requirement of the customer (Britishairways.com, 2021). Because of the pandemic, the demand getting services from a business that will focus on reducing carbon emissions has been increased. The management of the business thinks that it is an opportunity for the business to focus on this aspect to position itself as a business that considers the needs and wants of its customers. The ability of the business to achieve success in the market will be improved because of this positioning strategy.

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Positioning strategy



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Convert wood waste into sustainable aviation fuel

This is the product which the business will develop as part of the project. The business will collect household wood waste and use technology to convert it into aviation fuel. The business will try to catch carbon from the atmosphere so that the amount of carbon in the atmosphere can be reduced and at the same time it can be used as fuel. The business entered into a partnership with Velcoys to implement the project. This plant of British Airways will be established in Immingham Lincolnshire. The plat will have a capacity to produce 80 million litres of clean-burning SAF and naphtha (Britishairways.com, 2021). To produce this amount of SAF the business will have to use half a million tons of household and industrial waste. That means the project which British Airways has taken will be helpful to make sure that waste materials have been used again and at the same time, it has been used for developing fuel. This plan of British Airways has gotten approval from the “East Lincolnshire council” and currently is in the final stage. This project has been established in a partnership between British Airways and LanzaJet (Airport Technology, 2021). Apart from the plant in Lincolnshire, two more projects will focus mainly on catching carbon from the atmosphere as the raw material and converting it to SAF. The capacity of those two plants will be 100 million litres of SAF annually. This will have a huge impact on reducing carbon in the atmosphere and converting it into fuel so that it can be used again (Planet | BA Sustainability, Carbon Reduction & Net Zero, 2020). The CEO of British Airways David Boyle expressed gratitude because of having the chance to get support from the government.

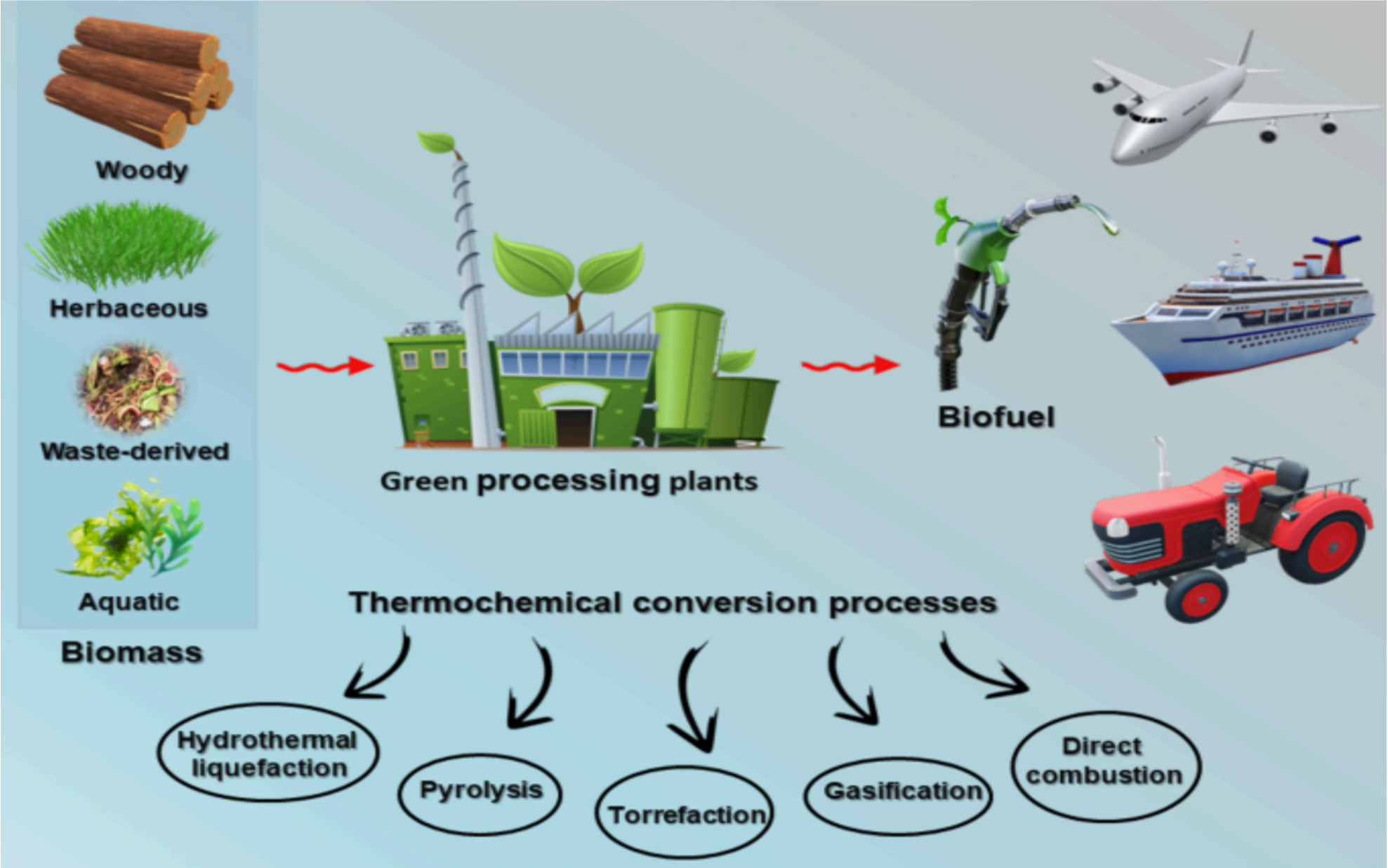


Figure: Biofuel

Source: (Planet | BA Sustainability, Carbon Reduction & Net Zero, 2020)



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Pricing Strategy

British Airways business follows a differentiation pricing strategy. The aim of this strategy is to make sure that the business will have the chance to ensure that each type of customer can afford the services of the business. The service which British Airways provided is divided into three different categories. Those are economy, business and premium economy. Because of that focusing on a differentiated pricing strategy was the most effective (Zigu, 2021). The business charge more than other airlines which provides the same types of service. The project which the business develops helps to achieve success using this pricing strategy as well. The zero carbon emission project of the business will be helpful to differentiate its service from the competitors and that factor is important to make sure that customers will think less about price. The ability of the business to become profitable in the market has been increased in this process. For that reason, the performance of British Airways from the beginning of 2021 has been started to improve.

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Pricing strategy



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Promotional strategy

The management of British Airways takes the right decision to focus more on digital marketing to promote the product and service of the business. In 2020, the digital marketing spending of the business has been increased by 21% (Rehling, 2021). This decision has been taken by the business to make sure that focus has been given to the demand. Raising awareness about what the business is doing is the main aim of using digital marketing tools. The business has its account in Facebook, Twitter, YouTube, Instagram, LinkedIn etc. the content which the business created focuses on making sure that the customers will have knowledge of the service which it provides. The business includes the news to be selected for the government fund as part of developing the brand.

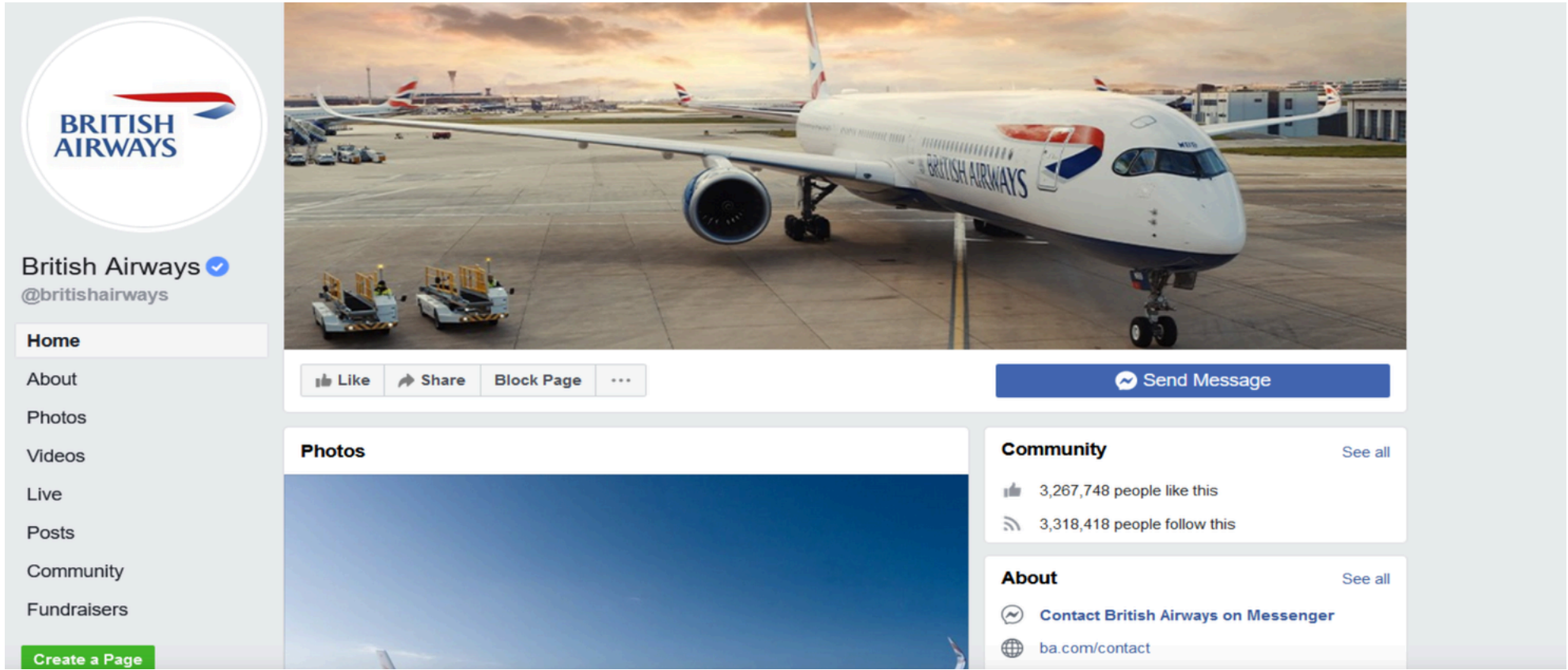


Figure: BA Facebook
Source: (Rehling, 2021)



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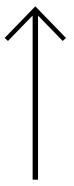
In 2019, the business organises a public relations programme in Manchester. As part of the programme, it places huge bins around the city in which the people of the city can store waste wood which is the raw material to produce SAF for raw material (British Airways Media, 2019). The people also have the chance to call for help to remove the waste and the organisation team will help to remove wood waste. By doing this, the business was able to reach the common people about what the business is trying to do and in the same people had support to remove wood waste. In that process, British Airways was able to collect 23 tonnes of waste which can be used to produce fuel.

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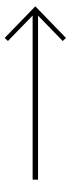
This is another marketing strategy which has been used by British Airways. This is an effective strategy to make sure that the business will be able to reach global customers. British Airways sponsors England Rugby man and women team, Red rose’s team etc. The business was the sponsor of the 2012 Olympics as well (Our brand partnerships | About BA | British Airways, 2021). The business had to spend a huge amount of money sponsoring these events but the coverage which the business gets for this is huge because people around the world watch these events. The ability of the business to attract people has been increased because of this.

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This is another marketing strategy



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Results

The blogs post which has been prepared was helpful to communicate with the targeted customers of the business. British Airways’ project to become carbon-free by 2050 was an effective project which gets approval from the UK government along with funds. The business is planning to develop 3 plants. Waste wood from home and commercial places will be collected and used as raw materials. Carbon will be caught from the atmosphere to use as a raw material. The pricing and position strategy of the business is effective as well. The project which the business launched will help to achieve sustainability in the market.

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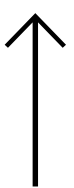
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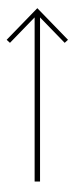
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