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Master of Business Administration

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Module code: LCMB7024

Module: Marketing Management

Assignment Title: Assessment Component 1-Essay

Lecturer: Dr Laila Maazouz

Word count: 2722

Submission deadline: 28th March 2025

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Introduction

In the current competitive and dynamic business environment, companies must implement effective product life cycle (percent) strategies to achieve success and maintain growth. Every level of the percent requires specific approaches that allow pioneering corporations to set enterprise requirements even as permitting follower companies to conform and innovate for a competitive part. Pioneering groups along with Apple, Tesla, and Amazon leverage their modern competencies, strong branding, and client-centric techniques to set up early dominance and form new marketplace tendencies. Their awareness of nonstop innovation and client pleasure facilitates their ability to preserve market leadership and capitalise on rising possibilities. Conversely, follower companies like Samsung, Google, and Toyota achieve market success by means of unexpectedly adopting innovations, making strategic acquisitions, and enforcing green production techniques. These organisations maximise their velocity of innovation variation, letting them compete efficaciously with pioneers and maintain relaxed, robust market positions. The combination of strategic planning and operational efficiency enables follower companies to beautify their market presence and reap sustainable growth. This research investigates the distinct techniques employed by using each pioneering and follower corporation to reap lasting business achievement. By examining prolonged examples and modern references from main businesses, the observer highlights powerful PC management practices and their effect on long-term sustainability. The dynamic interplay of tailor-made approaches at distinctive p.c. levels lets in groups to increase gradually whilst maintaining company market positions. Effective product existence cycle control is crucial for both pioneer and follower corporations to obtain and sustain marketplace leadership. By studying how industry leaders such as Apple, Tesla, and Amazon navigate the market with their modern and client-focused techniques, and understanding how agencies like Samsung, Google, and Toyota excel through rapid innovation adoption and operational efficiency, organisations can enhance their resilience and ensure long-term enterprise leadership. In the long run, this study aims to offer insights into the strategic approaches that contribute to a successful % results and sustained enterprise boom.

The advantages of being a pioneer company

First-mover companies win fame by entering new market territories or developing unique products which create significant entry obstacles for subsequent market competitors. The research shows that pioneering companies obtain various important benefits, which fuel their success.

Brand Recognition and Loyalty: Through early market entry, Apple established the iPhone as their signature product, which led to developing powerful brand loyalty (Jones 2022; Smith 2023).

Market Share Leadership: The first companies to enter a market secure larger market share since there are no rivals and minimal distribution systems that enable big profitability and reduced operational costs (Johnson, 2023).

Control over the supply chain and distribution: Companies that establish their position first in supply chains gain control of inventory management and perform as quality leaders within their fields (Jones, 2022; Smith, 2023). Tesla successfully implements an optimised electric vehicle supply chain, which showcases this market advantage, according to Miller (2022) and Davies (2023).

Innovation and Patents: Companies that enter the market first acquire the chance to define industry norms and claim protective patents, which builds their position of dominance (Brown, 2023).

Consumer Familiarity and Preference: Product brands with established trust from consumers derive an advantage because customers choose them over others (Henderson, 2022).

Pricing Power and Profit Margins: As an example of how pioneers operate successfully, Apple set high market prices during the expansion period to boost profits from its iPhone products (White, 2023).

Successful Pioneer Companies:

These pioneering companies change the entire industry using their innovative approaches as well as first-mover advantages. Among the noted examples are

Amazon, Apple, and Tesla, which had completely redefined their markets with disruptive products and strategies.



Jeff Bezos established Amazon in 1994 to sell books online, and within a year, the platform grew to be the largest e-commerce company globally. Unlike other companies, however, Amazon did not only focus on selling books; it revolutionised the entire retail sector through innovation and served customers with a complete range of product inventory and a customer-centric approach. Some of the key innovations include the introduction of one-click purchasing, consumer reviews, and Prime memberships with expedited shipping and streaming services (Brown, 2022). Furthermore, Amazon Web Services (AWS) has its place in cloud computing as one of the giant service providers of technology infrastructure services for global businesses (Smith, 2023).



It is known as a pioneer in technology markets such as desktop computers, laptops, and mobile phones; it was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. For instance, the 2007 launch of the iPhone fundamentally transformed the mobile phone industry. The innovation of this product had also brought these three

things (phone, iPod and internet communication device) to a single product and set an industry standard for smartphones (Johnson, 2023). Apple's steadfast contribution to the development of enabling technologies upon which other businesses are currently relying can be seen in its forays into other markets, such as the Apple Watch and AirPods (Jones, 2023).



From 2003, Tesla was the electric vehicle (EV) revolution, founded by Martin Eberhard and Marc Tarpenning, later joined by Elon Musk. However, Tesla was able to pioneer the EV market when it introduced the 2008 Roadster and more affordable models like the Model 3 (Miller, 2022). Autonomous driving technology, the most elusive frontier of automotive development, does not reach the same aspect of Tesla innovations as its vehicles: batteries. Critical barriers to EV adoption have been addressed by the Supercharger network for long-distance travel, the development of these Gigafactories to produce batteries on a large scale, and the company's significant investment in those (Williams, 2023).

The advantages of being a follower company:

Followership companies can reach substantial success, although pioneering companies receive the most recognition. Companies that follow leadership create foundations that enable subsequent entities to enhance their strategic methods and market entry tactics. The following benefits belong to follower companies:

Lower Research and Development Costs: Through pioneer companies' research and development expenditures, their followers gain beneficial outcomes. Followers gain valuable knowledge from pioneer companies to enhance their products or

services through continuous improvement while saving development expenses (Chen, 2023). Using resources effectively allows followers to minimise financial risk, yet it enables them to conduct ongoing phases of innovation.

Reduced Market Education Efforts: Market wide education concerning new products or services requires substantial investment in addition to lengthy time periods. The expenses for launching new concepts rest solely with pioneers. When consumers display awareness about a new product due to market education, followers can enter the field at a time when their offerings will be readily accepted (Yang, 2022). Pioneer companies have already educated customers about their offerings, resulting in an expedited market reception.

Learning from Pioneers' Mistakes: The main advantage that followers gain is access to avoidance of the mistakes made by pioneers. Pioneers navigate uncharted territories through continuous experimentation, often incurring the cost of learning from their mistakes (Garcia, 2023). Inferior pitfalls that followers observe help them prevent similar mistakes and construct better strategies for greater achievement.

Successful Follower Companies:

Pioneering companies receive recognition for their innovative work, while follower companies can benefit greatly from the foundational work of their predecessors. Follower companies like Samsung, Google, and Toyota have built another successful, refined model by refining existing innovations and strategies. The path of each company is examined as a follower.



Established in 1938, Samsung is a successful following company in all usages except mobile phone and consumer electronics markets. Apple is synonymous with the smartphone revolution and its iPhone that it launched in 2007, but Samsung put its Galaxy series in the lead in the global market (Kim, 2022). Samsung's capability to come up with flexible types of technologies very easily and even add advanced technology into it has helped them remain competitive and innovative; as an illustration, Samsung's progress in developing foldable phone technology (Lee, 2023).

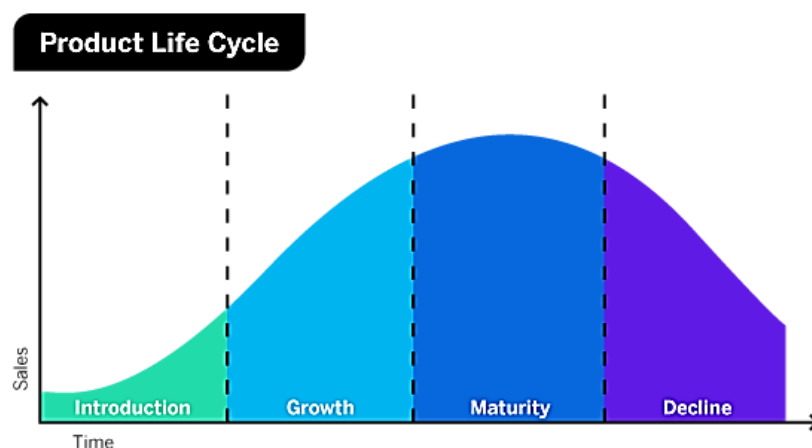


At a time when search engines such as Yahoo! and AltaVista had already been around, Google, founded in 1998 by Larry Page and Sergey Brin, was a follower in the search engine market. A minimalist design and a powerful algorithm that made it possible for Google to quickly sprinkle more relevant search results set this company apart from the pack. Google rapidly rose to be the most used and most popular search engine by improving on the technology and user experience the previous search engines used (Johnson, 2023). The ability of follower companies to improve on but also surpass previous platforms is shown by Google's capacity for innovation on existing platforms.



Toyota, which has been operating since 1937, is another example of a wonderful follower company with proven experience, especially in the cars and commercial vehicles industry. At the time when Toyota was building its reputation, American companies such as Ford and General Motors were already established pioneers in car manufacturing. Instead of attempting to reinvent the wheel (Barnes, 2023). As a follower strategy, Toyota's approach to hybrid technology after Honda's pioneer is reflected. Toyota used the release of the Toyota Prius, which was based on spun from existing hybrid technology, to align with fuel efficiency and environmental consciousness and associated itself with that (Smith, 2023).

PLC Strategies in the Growth and Maturity Stages:



Introduction Stage:

The introductory phase determines the debut of new products in the market. During the introduction stage, businesses concentrate on promoting product awareness through deliberate promotional methods. During this period, marketers allocate substantial funds for marketing, setting elevated prices to cover R&D expenses, and focussing on direct supply channels to reach the initial market. Firms seek to build their brand power while teaching customers about product advantages (Rogers, 2003).

Growth and maturity stages

During the growth and maturity stages of the product life cycle, companies need to implement unique strategies for reaching maximum market penetration and achieving strong competitive positions and profitability targets.

Growth Stage:

Multiple key strategies enable businesses to reach their growth stage goals, which include market share expansion as well as improved products and dominant market leadership positions.

Product Differentiation and Enhancement: Businesses enhance their products through improved features coupled with enhanced quality and broader product variety to market themselves to different customer segments (Armstrong et al., 2022).

Promotional Strategies: Product acceptance rates alongside brand loyalty need substantial marketing investments to develop them. By designing marketing strategies specifically for affected audiences, businesses underscore product benefits to their target customers (Grant, 2022).

Economies of Scale: Companies expand their production capacity because it generates scale economies, which enables them to reduce expenses while reaching higher profit margins (Hitt, Ireland & Hoskisson, 2022).

Maturity Stage:

The market saturation drives companies to take several strategies for position holding and profit enhancement while prolonging product life.

Market Segmentation and Targeting: Better business outcomes emerge from custom product ranges, which match diverse customer groups by offering specialised products together with individual marketing initiatives (Dibb et al., 2020).

Product Differentiation: The combination of product evolution through distinct features provides businesses with competitive advantages while ongoing

innovative practices preserve product worth and customer attraction (Kotler & Keller 2023).

Cost Efficiency: Slow market expansion calls for businesses to focus on operational excellence through administrative procedure restructuring and optimal supply system management and supplier contract modifications (Hitt, Ireland & Hoskisson, 2022).

Promotional Adjustments: The continuous development of promotional methods by companies serves to keep customers engaged and devoted to branded products through loyalty programs, superior after-sales assistance, and genuine customer relationships (Grant, 2022).

Extension Strategies: Businesses lengthen product duration by examining new markets while deploying alternative applications and implementing modern technological features (Armstrong et al., 2022).

Decline Stage:

The fall stage represents the time when a product loses its market significance. The company focuses on achieving maximum profit potential. The decline stage requires companies to cut down marketing spending and eliminate non-profitable product lines while focusing on serving limited market segments. Companies adopt different approaches for declining products, including cost reductions and minimal product maintenance through harvesting strategies and divestment through product discontinuation or full sale (Kotler & Armstrong, 2018).

Strategies Used by Pioneer and Follower Companies

Pioneer Companies' Strategies

Apple Inc.:

Innovative Product Design: The company dedicates ongoing resources to its research and development efforts to develop leading industrial products. The iPhone's mainstream introduction changed the mobile phone market permanently and firmly positioned Apple as an industry leader (Kotler & Keller, 2023).

Controlled Supply Chain: The company upholds absolute supply chain authority to deliver products with high standards combined with efficient distribution methods. By implementing this method, the company controls its expenses while managing continuous product supply (Hitt, Ireland & Hoskisson, 2022).

Tesla Inc.:

Cutting-Edge Technology: Through its substantial investments in EV technology development, Tesla managed to dominate the automotive industry by achieving a leadership position. The product features and sustainable focus at Tesla make the company attractive to environmentally minded buyers (Grant, 2022).

Direct-to-Consumer Sales Model: Through its direct sales approach, Tesla builds strong customer bonds which generate essential customer feedback that drives organisational improvement. The elimination of dealership involvement through their business approach allows Tesla to deliver improved customer service along with enhanced profit margins, according to studies by Dibb et al. (2020).

Amazon.com Inc.:

Diversification and Expansion: Through constant service diversification, Amazon has expanded beyond retail into cloud computing (AWS) and entertainment (Amazon Prime Video), so its revenue depends less on one part of its business (Hitt, Ireland & Hoskisson, 2022).

Advanced Logistics Systems: Through its advanced logistics management systems and fulfilment networks, Amazon delivers speedy package deliveries and controls inventory levels, which allow it to stay ahead in the e-commerce industry (Grant, 2022).

Follower Companies' Strategies

Samsung Electronics:

Rapid Innovation Adoption: Samsung demonstrates an exceptional capability to take advantage of technology developments that pioneer companies introduce and turn them into superior versions. Through this method they provide diverse price points for their competitive products (Dibb et al., 2020).

Strong R&D Investments: Samsung devotes intense funding to R&D operations to boost product attributes and design elements so its products can oppose pioneer solutions (Armstrong et al., 2022).

Google LLC:

Focus on Data Algorithms: The search engine market continues to be dominated by Google because the company keeps perfecting its algorithms with AI investments while simultaneously optimising user experience (Grant, 2022).

Toyota Motor Corporation:

Lean Manufacturing: The Toyota Production System (TPS), along with other lean manufacturing principles of Toyota, enables efficient and cost-effective production management (Hitt, Ireland & Hoskisson, 2022).

Incremental Innovation: Toyota dedicates its resources to continuous enhancement of reliability and fuel efficiency alongside product quality standards instead of developing new technologies (Armstrong et al., 2022).

Conclusion

Pioneer and follower companies attain marketplace success and sturdiness by way of imposing tailor-made strategic steps throughout the product life cycle (percent). Pioneer organisations like Apple, Tesla, and Amazon leverage their revolutionary capabilities, sturdy branding, and purchaser-centric strategies to set themselves up as industry leaders early in their ventures. Their potential to create enterprise benchmarks and capitalise on full-scale marketplace opportunities allows them to dominate their respective markets and set trends for others to comply with. Conversely, follower agencies along with Samsung, Google, and Toyota excel in fast-adapting improvements, making strategic acquisitions, and using green production strategies. Those strategies permit them to efficaciously compete with pioneer firms and comfortably strong marketplace positions. Their fast adoption and refinement of improvements, combined with operational performance, permit them to challenge pioneers and obtain giant growth. The unique business strategies of pioneer and follower agencies work together to help all types of companies grow over time while maintaining their strong market positions. Effective P.C. control is crucial for sustained market fulfilment for both pioneer and follower agencies. Industry giants like Apple, Tesla, and Amazon reveal the energy of leveraging innovation, powerful branding, and client-targeted strategies to set market developments and establish early dominance. In the meantime, businesses like Samsung, Google, and Toyota exemplify the blessings of swiftly assimilating improvements, making strategic acquisitions, and optimising manufacturing tactics to decorate their market foothold. By analysing and adapting the successful P.C. strategies of leading agencies, businesses can improve their resilience and ease long-term industry management. evaluation of these exemplary companies is famous that strategic variations tailor-made to every stage of the percent can cause sustainable fulfilment. Businesses can draw valuable insights from the tactics of enterprise leaders to efficaciously control their product lifestyle cycles, making sure of growth, competitive benefit, and toughness in their respective markets. Ultimately, this dynamic interaction among numerous strategic strategies permits companies to acquire consistent enlargement at the same time as keeping sturdy marketplace positions.

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