

LAVAZZA

ESSAY ON LAVAZZA

LCBB4004

STUDENT NAME :NAOMI BOZIANU

STUDENT NUMBER: 1815963

This paper contains two tasks, task 1A and task 1B respectively. Task 1A consist fo three parts and there is a reflection part in the task 1B.

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Task 1A

Lavazza is a well-known coffee manufacturing brand of Italy. They are known for selling coffee drinks and smoothies, and they have various stores in various regions all over the world. There are almost 90 countries at this time where Lavazza is present. Some of the major countries where Lavazza is currently operating are UK, USA, Germany, and France and so on. This essay will focus on several processes and stages of marketing that will include role of marketing mix, role of marketing to create value for customers and stakeholder's impact on marketing of Lavazza. All of these will be in task 1A and in task 1B; there will be a reflective discussion on tactical communication tools used to generate interest and awareness in this project.

Process and stages of marketing (Including role of the marketing mix)

It should be stated at the very beginning that marketing is a process while many people think this is an event. One company cannot grow and reach its desired level without proper marketing of their products. Marketing helps an organization to attract more customers and helps to earn more revenue. One can state that there are primarily seven stages of marketing. Those are discussed in the following-

Developing a vision before developing a strategy is much essential and should not be ignored. The concerned company namely Lavazza has to have an idea before developing their marketing strategy. This will help them to develop a strategy that will have the ability to work out according to their customers' demands and needs. Focusing on needs of customers is also an essential part. This will help Lavazza to make their marketing plan that will focus on their customers' needs and demands. Main focus point of any business should be their customers' needs and requirements. They should know what their customers think of their products and services, and then they can make plans accordingly (Wijaya *et al.* 2017). Using proper media for marketing is an essential part of marketing. This will help this company to have enhanced growth. In today's time, internet is an effective medium to reach out to people. Through internet, this company can take their customers' feedbacks and thus they can focus on those areas that need improvements.

Adapting an engagement model is another stage of marketing where the marketers of this company have to make a proper connection with their customers as nowadays a maximum number of customers search online for their desired products and their purchasing behaviour is

highly influenced by those researches. Doing workshops, seminars, classes, blogs, slide shares are some other assisting factor in marketing. In addition to these, developing a selling process and a marketing calendar is another essential part of marketing.

Seven P formula of marketing should be used for continuous evaluation of various activities of this concerned company. Seven P formula of marketing mix is capable of ensuring Lavazza whether their business is going on the right track. First **P of the 7P is the product**. This means they should produce their products according to the market demand; otherwise, their business plans will make more likely to be failed (Barrios *et al.* 2016). One can state in short, that products of Lavazza should suit the current market. The **second P is the price**. This means Lavazza has to do pricing of their manufactured products that is realistic enough for present market scenario. Marketers of this company sometimes may have even to lower the price of their products so that people are still attracted towards them.

The third P in the 7P is **promotion**. This refers to various ways and processes; Lavazza will let their customers know about their products and services. This is much essential for any business, not only for this company. This component among all 7Ps significantly contributes to the growth and development of an organization. The fourth P in among 7Ps in marketing mix of this organization is **a place**. This refers to the area or the location where this company will sell their products. This is also much essential for the growth of this company.

This organization usually sells their products all over world. However. They have their branches in over 90 countries. Those countries are such as USA, UK, Germany, India, and Argentina and so on. Therefore it is evident that the marketers of this company have targeted countries where they have assumed that they will be able to attract more potential customers. The next P in the 7Ps is **packaging**. This is also an essential sector in marketing of products of this organization. This being a visual element attracts customer's attention and make them convinced to purchase their products (Gabriel-Guzmán *et al.* 2017).

Positioning is the next P in 7Ps. This refers to people's perception of this company. This applies to people's interest to purchase various products of this company. Therefore positioning refers to the fact of how this company will be able to influence their customers to buy their products. The next P relates to **people**. This is the final P among all the seven Ps in marketing mix. This refers to all those people who are at responsible positions in selling procedures of various products of this organization. This may be the last P among the 7Ps, but this is one of the essential Ps. This is

because in case the people who are responsible for the selling process of various products of this company, the process will not be successful. Therefore they have to be adequately trained and experienced.

Marketing in creating value for customers

Marketers of this organization play a vital role in the overall growth and development of this organization as they are associated marketing of an organization. Marketing of an organization helps to attract more potential customers as the primary job of this department is to reach out to people and influence them to purchase products of an organization. There are various roles of marketing that help a company to create value for their customers.

Conducting campaign is an essential role of any marketing department of an organization. Marketers usually make the identification of different products and services for focusing on over the course of cycle of sale of products (Chiputwa *et al.* 2015). The marketing **department of an organization has to generate those products that do the description and promotion** of various products of an organization. Marketing department of an organization has to make the content and description of their products proper and genuine so that people can get a good understanding of outcomes of that organization. **Monitoring and managing** is another crucial role of marketers of an organization. Nowadays, people are becoming more attracted to social media advertisements. Therefore the marketing department of an organization has to be indulged in monitoring and maintaining social media pages (Boaventura *et al.* 2018).

Internal communication is another essential role of marketing department of an organization. This refers to the fact that employees of an organization have to be well informed about all rules regulations and various policies and schemes of that organization. This will help them to get a better understanding of multiple job roles and targets of an organization. In case an organization is somehow associated with the media, marketers can act as spokesperson of that organization. They can play a vital role in attracting more potential customers using a platform of media. **Doing market research and taking feedback from customers** is another crucial role of marketers of an organization. This is essential for an organization as customers' feedback helps them to know an organization whether their customers are satisfied with their products (Hicks, 2018).

In addition to this, from customer feedback, they can know about different areas in their production process where there they have to implement changes according to their customers'

needs and demands. ***Taking help from outside agencies*** is an essential role of the marketers of an organization. Promotion of products is a necessary part of business of every organization. Therefore, marketers can take help from outside agencies and vendors for several promotional procedures of products and services of an organization (Mojo et al. 2017).

Stakeholder's impact on marketing activities

Stakeholders in an organization refer to every individual who is involved in the business of that organization. Stakeholders of an organization influence the business and market of that organization in anyways. These are such as ***financial, social and operational impact***. Nowadays people are so much involved in social media websites and the internet. Thus, this is easier to influence them with the help of the internet and different social media platforms. Stakeholders refer to all of the employees of an organization, suppliers, partners, and owner.

All of them can use different social media platforms for marketing and for promoting their products and services. This will ultimately lead to the growth and development of that organization (Karin, 2018).

Stakeholders of an organization can influence an organization in operational areas. Employees of an organization are a significant group of stakeholders. They are primary components in any business in case of the operational regions of a business. Employees are responsible for production and

Selling procedures of different items and creations of an organization are complicated. Therefore it can easily be stated that employees are significantly accountable for an organization' growth and development. Besides employees of an organization, managers, suppliers, marketers are other significant stakeholders of an organization. Managers are responsible for managing tasks of different levels of employees; they allocate functions for their employees. Besides, they monitor their employees' tasks and various operations associated with sales and marketing (Chen, M.F. and Lee, 2015). They do the job of making a good reputation of an organization as they represent an organization.

In case an organization's reputation in the market is not right, customers will not be attracted to their products and services. On the other hand, when an organization has a good reputation in the market, customers are more likely to be invited to their products and services.

Business partners are another group of stakeholders of an organization. They too represent an organization differently. Thus they play an essential role in the marketing of products of an organization. Marketers play a significantly crucial role in influencing an organization's business. They do different promotional jobs for that organization through campaigns, advertisements and promotional events. Their primary objective is to change people to buy products and services of their company (Jang *et al.* 2015).

Upper management team of an organization monitors overall business and almost all promotional process that an organization conducts. Thus they become able to evaluate their promotional procedures and become able to identify where they need to implement changes according to customers; demands and needs. They monitor what customers are buying more and what from customers have stopped to become influenced. They bring necessary changes to evaluating these activities of customers and identify what customers demand. Evaluating their customers' demands and needs, they implement changes in their products and make their products desirable for their customers. Thus they play a crucial role in overall growth and development of that organization. They do this through making their customers more influenced to buy their products as they try their best to make products as customers' demands so that customers buy their products and their needs and requirements are fulfilled (Cerutti and Buchi, 2018).

Marketers play a crucial role in influencing customers' purchasing behaviour, and thus they help their organization to sell as many products as possible to their customers. Therefore they become a crucial part in the entire selling process of that organization. In case the marketers fail to promote and advertise their organizations' products and services correctly, they will fail to influence customers' purchasing behaviour and thus fail to change them to purchase their services. On the other hand, when marketers do promotion and marketing of their organizational products correctly, they become successful in influencing customers' behavioural process, and their customers become convinced to purchase their products. Thus, total selling of their organization's products significantly increase and the overall growth, revenue and productivity of that company increase. Therefore they become a crucial part in the growth of their organization through various promotional procedures (Civera *et al.* 2019).

Task 1B

Reflection

I have worked as the project manager in this project. I must mention at the very beginning of this part of the paper that there are different types of tactical communication tools available that can be easily availed. Some of these tactical communications tools are such as *marketing through social media platforms and emails and even text messages, search engine optimizations, advertising, affiliate and video marketing and last but not least, marketing through a display*. I have used all of these mentioned tactical communication tools for influencing others and making them aware and interested in doing this project.

I have used various social media platforms as a tactical communication tool. Nowadays, as people are more interested in using multiple social media platforms, I have decided to use those platforms for making people interested in my project. I have used various social media platforms such as Facebook, twitter and Instagram. There I have posted multiple advertisements about different products of the concerned organization. My primary objective was to influence people to buy products of this organization. I have primarily used the social media platform of facebook because I have seen people using facebook more than any other social media platforms

I have used emails and texts as other tactical communication tools. I have used emails and texts as communication tools because I know that, after social media applications, people use these two applications as their communication tools. I was almost sure that I would undoubtedly influence them through these two platforms, if not all of them but many of them.

Videos I have also used as a tactical communication tool for influencing people because, in today's time, people are becoming more interested to watch videos than that of reading texts. Through videos, I was able to post various advertisements and innovative videos. Many of the people became significantly influenced and grew interest in the concerned project. It should be mentioned that the maximum of the people became influenced because of those innovative videos that I have posted online. In addition, I should also mention that I have used platform television to influence people through posting several videos as advertisements. I chose the televisions for influencing senior people as I have identified that in today's time, the younger generation is more into the internet and on the other hand, the older people are still influenced by television advertisements.

I have taken help of search engine optimization (SEO) because this has become significant in influencing people over the internet. Having a better SEO means people will be able to find the organizational website more easily and with fewer keywords than other websites. I got an advantage here as I have done a degree course in SEO marketing. This helped me to get better trafficking in the website I provided for people and used it as a tool of communication for influencing people.

Lastly, I can state that I have used display advertisements to influence people. This is one well known classical way of making advertisements yet this is one of the effective methods of advertising. I obviously succeeded in influencing people through the help of this concept of display advertisements. I have used billboards and leaflets where I posted the concerned advertisement. As a concluding line, I can state that I became able to influence people significantly to become interested in the concerned project.

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