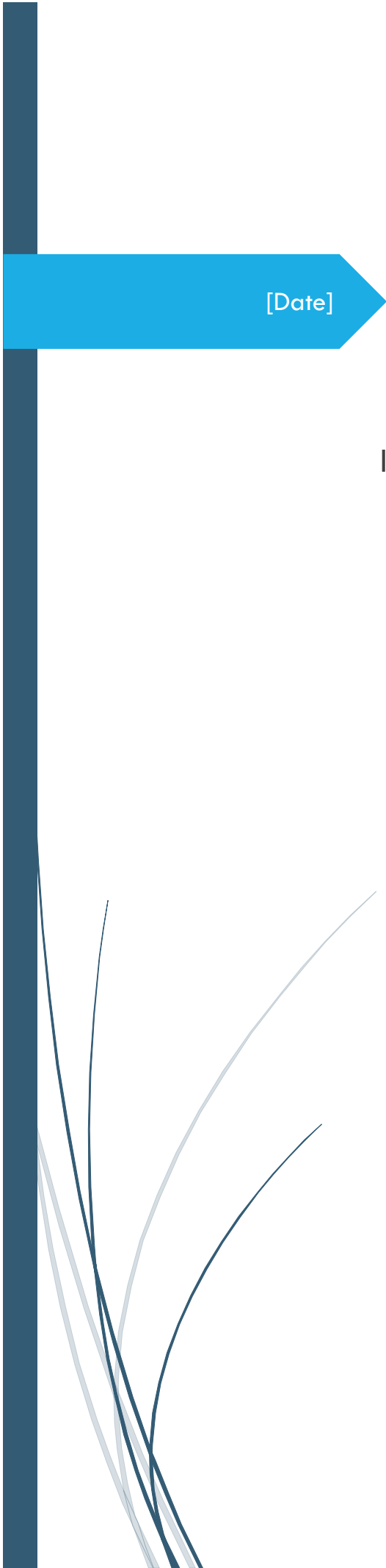


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MARKETING FUNDAMENTALS

[Date]

INDIVIDUAL ASSIGNMENT 1

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1.2 INTRODUCTION

The Marketing is the analytical science that study the process responsible to identify, anticipate, and satisfy customer needs and issues achieving a profit. (Jim Blythe 2006)

The Marketing is a relatively young discipline, the first person that used advertising were the ancient Greeks for commercial purpose. During the years this discipline gets a lot of changes, customers grow, developing new taste, new values, earning different amount, competitors emerge, laws and regulation changes, nothing is really the same from the paste. The main progress of the marketing began during the Industrial Revolution also with the inventions of Tv, radio, Internet, all the media.

During the 1940, in the world of the Business the competition became intense, the goal soon became to persuade the customers, exactly in this moment the industry need specialist in Direct Marketing. The Managers now are involved to find and develop new strategy and planes, starting to create the brands and their awareness, customizing the products and creating a value for the customers. The value for the customers was not the first goal of this industry, in fact in the past the Marketing Industry started the orientation on the production, after in the distribution, then in the competitors to arrive in the results and actual aim regarding the customer satisfaction. (2009. *Journal of historical research in marketing*. s.l.:Bingley, U.K.)

This company is one of the most know company nowadays for many aspects. It started with a simple idea of Travis Kalanick and Garrett Camo, they create an app which orders a ride in quick and real time. All the simple ideas became to solve one problem, the problem for this young Businessman was the difficulty to take a cab in time for their commitments in San Francisco, a busy city. Uber was launched in 2010 and nowadays spread to 503 cities in 73 countries across the world. (Business insider UK)

1.2 MARKETING PROCESS

The process of the Marketing consists in many actions such as: Analysis, Planning, Executing, Pricing, Promoting, searching strategies, Controlling, distribution of goods or services to exchange individual and organisational needs. This Marketing process is organised in this order:



www.marketingprocess.com

The Marketing process start with the analysis of various factors, the external Environment and the internal analysis of the firm. The external Environment contain all the information about Macro-environment and Micro-environment, for the first one includes inflation, employment and monetary and fiscal policy; the second one instead includes competitors, distribution channels, suppliers, customers and the public institutions, the internal analysis include the source of the company, the capacity, the employees, the finance . (module of Marketing Fundamentals)

2. Analysis in mission and objectives.

Every company and Business is concentrate in one mission and so many objectives, in this case the important mission of Uber is to make the transportation "reliable as running water"(Travis Kalanick), this interesting mission is more complex, they really changed the mentality of the people introducing a futuristic way to satisfy a daily issues such as find a way to move quickly and easily only pressing a button on the app. . The CEO and the team of Uber wants to make Uber more so affordable that riding uber can become more cheaper, easier, and quickly than the owner cars., they want to create the biggest taxi network in the world, reliable, safe and convenient transportation company. They want to also create the biggest logistics platform that can connect anyone to either request providing physical delivery of any goods and services. All this objective can reduce the congestion in cities getting more people in few cars offering some extra profit or simply a job for people to work in this big Company. (Travis Kalanick speech, New York 2015,(<https://www.youtube.com/watch?v=pb--rJGgVlo>)

3. Situation Analysis.

The Situation Analysis of a company in term of PESTEL, SWOT and Porter's five forces is too much important to understand what the issues are, the weakness, the external and internal factors of the Business and who are the buyers, the suppliers, the competitors that are in our market.

PESTEL ANALYSIS.

The PESTEL Analysis is the framework used by marketers to analyse, monitor and control the Macroenvironmental factors of an organisation in term of external factors.

POLITICAL FACTORS	ECONOMIC FACTORS	SOCIAL FACTORS
The company after its initial development meets some controversy, in fact they didn't have clear regulations, insurance, taxi licenses and there was political discussion about the minimum wage in the taxi industry, all this problem put uber in bad lights with so many people, most of them drivers, and so many companies of transportation. (Hicks, R., Milner, H. V. & Tingley, D., 2004)	Uber company is concentrating in on new economy of sharing, this means that the company share physical or intellectual resources, in this case drivers to achieve a transportation service physical or about goods and services. This kind of Business offered new career opportunities for people to join it and solve some global problems about the transportation and a cheaper alternative for a drive. (Olson, E. R., 1978)	The app of Uber is easy access platform that help so many people to find a different way to earn money. This company's name is one of the words that was spread more quickly in the last years, obviously after this increasement of request the prices of the paths became more cheaper and the drivers became much, this help the tourism and contribute for the public economy as well.

TECHNOLOGICAL FACTORS	ENVIRONMENTAL FACTORS	LEGAL FACTORS
These factors are so many, for example the people explaining their riding experience sharing stories and encouraging other users to obviously do the same. This cheaper way of transportation fulfilled the need of the people united with the fantastic innovative technology.	factors are interesting in this company, because they are trying to solve the congestion of the traffic in big cities like San Francisco, Paris, London, Dubai and so many, for many reasons Uber is trying to optimize the way of drive reducing the pollution and the cars with just one driver around the big touristic cities.	Legal factors are so many in this case because Uber got problem in some countries, their licence was retired in some cities, especially in Germany, at the same time the leaders of Uber are working hard to ensure that in the next times all would be good and under the approved regulations. (U.S. Government Accountability Office, 2005)

(Bell, M., 1995. framework analysis in transportation industry.)

SWOT Analysis.

STRENGTHS	WEAKNESSES	OPPORTUNITY	THREATS
Well-recognized brand	The idea can be easily copied	Can tap growing in zone where the taxi industry is not available	Increasing of competition that can make lower prices
Lower prices compared with the competitors of the transportation market	The relationship between drivers and the company is not ethically good	This company can really grow in countries where this kind of service is very expensive	Problems in term of new laws, licence and regulations in the different countries.
High standards of quality, verified cars and drivers			

Porter's five forces.

This framework analyses the level of competition and business strategy development and the attractiveness of a company in this factor: competitive rivalry, supplier power, buyers' power, threat of substitutions and potential new entrants.

The competitive rivalry in the transportation industry is very high but the cheaper price, the efficient service, the easily way to find a driver with Uber make all the competitors in very hardly situation also for the spread of the company in all the countries, just Lyft is considered a real competitor of this company.

The power of the buyers is medium-high, the loyalty of the buyers can affect the performance of a firm but in the case of this company, where the price is reliable for everyone and the high standard of the same make a really point of strength for Uber users, billions, that everyday is using the app.

The power of the suppliers doesn't affect directly Uber, this company use his own car for the business, so the only suppliers is about gasoline and petrol, this can change the situation in the case of higher level, for this reason this supplier have high bargaining in this operation.

The threats of new entrants can be easy to penetrate the market with an important investment, also the point about the laws and regulation that popped up Uber threats of substitution is high as well, there are so many organisations and companies working in the transportation, taxi industry, public transport and many others, the only really strength for Uber can be the unicity of the business and the development of the platform after the solving about issue laws and regulations.

(Wilkinson, J., 2013. *Porter's Five Forces of Competition*)

4. Marketing strategy.

The POSITIONING, TARGETING and SEGMENTATION are the essence of the Uber strategy, the positioning is used to attract customers from different classes of the society, the price of the service. The targeting strategy is "cost-based differentiation" in fact use uber is cheaper than a taxi for example and comparing the other ways of transport, the easily using of Uber make an important difference with the other competitors.

The segmentation is the process that divide the market into groups of similar characteristics, in this strategy Uber use a mix of demographic and geographic segmentation like: age, gender, family, occupation, religion and location, languages, values this means that when we do the segmentation analysis we need to make different the countries, the laws the habits of the people, the different needs and so more.

5. Marketing mix decisions.

Uber is very famous nowadays and obviously the company developed a lot of techniques to customize the brand and the products, the marketing mix decisions meaning the 7's P: Products, places, Pricing, Promotion, Physical evidences, Processes and People.

PRODUCTS	PLACE	PRICING	PROMOTION
Uber provides its customers with different kind of service: Uber-moto, Uber go, Uber pool, Uber X, all this kind of services provide and satisfy a specific need, the company enlarged the simple specific aim of transportation by drivers putting more features and more ways to enjoy this app.	Uber was founded in 2009 in America, but growth very quickly and now is present in more than 100 countries, becoming an international company of transportation with a huge valuation of 63\$ billion.	Uber uses Penetration pricing, this strategy is used new entry that comes in the market, in this way Uber can put lower prices for their service destroying all the competitors but with their economic system they can also give a service with high standard of quality.	Uber use a very distinct marketing strategy to develop the loyalty of its customers. In this way the company was able to provide thousand of free rides, discounted rides and referral benefits which later turns into a habit and the company profits.

For a company of goods is tangible talk about their physical evidence but when our Business offer a service we need to control different factors such as: Place, People, Equipment, Communication materials, Symbols or logo, Price. All these factors are studied by Uber, starting from the logo through the price, the advertising, the spread, the account, the employees, the technology. Uber big results using the marketing mix strategy; In this company, the people are doing Business, the drivers and customers are satisfying a need with the same platform, with the same app, in all the world. (Farris, P. W. & Buzzell, R. D., 1980.)

6. Stakeholders and Implementation's impact on marketing activities.

Impact analysis.

The real impact of this company became in countries where the transportation is very expensive, a lot of people involved in this way of Business becoming stakeholders of Uber. All the Implementation of Uber from the developing of the service and the platform impacted all the world with this technologic idea of sharing Business, the employees of Uber are independent by the employers, they decide when work and when not. The technology solves the problem and find solution that can produce money, this company is a true example of how the marketing activities, the study of the market, the implementations of the services (in food, personal trip, group trip, sharing-trip and more becoming a necessity and spread everywhere, this rapidity is rare for a little company with very few employee but the special attitude, way of access and management Uber now is one of the most innovative in the world.



(www.uber.com official website)

7.The role of the marketing in creating value for the customers.

In the actual concept of the marketing, all the strategies, techniques, planes are used for the same aim, CREATE VALUE FOR THE CUSTOMERS, this concept is big and is impossible to classify all the ways that can create value for the customers, as a logo, a name, a story, a celebrity, a concept, but we all now how much the people now are technologic, the easiest way make light our life and Uber is here to exchange this facilitation with money, they create value for the customer satisfaction quickly, easy and affordable. All the strategies that Uber uses creating a value of the company of 63\$ billion so is an example that can teach a lot of future tech-company, in term of how to penetrate a market, how to build a new concept in the social habits, create alternative solution, innovating the way of think. This company create value for different kind of stakeholders, starting from the users, the drivers, also for company of food that are inside this way of business that are developing new technological system to satisfy for example the delivery needs of the customers, through all this marketing processes and strategies of Business. (Gentile, C., Spiller, N. & Noci, G., 2007)

TASK 1B CONCLUSION

After the analysis of this company, the study of the marketing actions and strategy now is clear in my mind how many techniques a company can use to penetrate a market, this company became in a market that was saturated and hard to penetrate but the skills and the strategy used developed a market that now is global. Is important understand all the processes of the marketing especially when a company use the technology to became leader of the market. All the strategy of this company was successful for the Business, my conclusion is also in the main body of this analysis, the only conclusion for me is that is extremely important to have this kind of assignment to understand the global marketing and the business that are the leader of some markets, to achieve the knowledge and the skill as student of Marketing.

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