



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

Kristina Kushlova 1909417

Marketing Fundamentals

Analysis and Evaluation

Dr Rexion Nting

Procter & Gamble Co.



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Table of Contents

INTRODUCTION	3
TASK 1A.....	3
TASK 1B	9
CONCLUSION.....	11
REFERENCES	12

INTRODUCTION

Marketing refer to activities an organization undertakes to promote the selling and buying product or service. It may include advertising, selling and delivering the products to potential customer or other enterprise. Marketing fundamental analysis is based on the technique or method that help for identifying real stock, fair market value. In order to search for stocks that are currently trading at price. The essay is focused on the Procter & Gamble Company which is based on the multinational consumer good corporation. It was founded in 1837 by William Procter. It mainly specialises in the wide range of personal care product and services.

The documentation will discuss about the process and different stage of marketing function within organization. It will identify the significant role of marketing which help for creating value among existing client while engaging with stakeholder, impact on the marketing activities of organization. Furthermore, it will be identified the various tactical communication tool whereas how it will generate awareness and interest towards services.

TASK 1A

1.1 Process and stages of marketing function including role of marketing mix

Marketing is based on the approach of various process that may include in computing of good and service. It is highly beneficial for P&G firm to handle the transaction, deportation and progression of services (Brennan, Canning and McDowell, 2020). Marketing function refer as a role which help for Procter & Gamble to identify and source potentially successful product for marketplace. The organization is mainly operating and promoting them by differentiate from similar products. It is vital role plays within organization.

Furthermore, Marketing function is mainly included the various stage of marketing function such as analysis of opportunities, selection of target market, development of marketing mix and marketing efforts. (Prabhuram, Rajmohan and Johnson, 2020) These are considerations important processes that participate specific marketing approach.

Analyse market Opportunities

In P&G, marketing process is to analyse the current market situation in order to identify opportunities. The organization is initiating the marketing process which mainly focused on the opportunities for long term success (Prabhuram, Rajmohan and Johnson, 2020). P&G has been conducted the effective market research that able to collect information about competitors, general trends and other extraordinary changed occurred in marketplace. In this way, it is useful for organization to find out preference of customer on the basis of age group, geographical location.

Selection of target market

It is one of most common step of marketing function in which target the potential customers. In P&G, it has conducted the analysis of target market and spilt into different units of potential customer (Chaffey and Ellis-Chadwick, 2019). In order to identify the behaviour, characteristic of people. P&G Company is to create potential consumer value in long term and satisfy the need and requirement of segments.

On the other hand, P&G target the age group of 18-40, those are influencing with personal care products. In order to attract more and more customer in global marketplace. Especially when women always conscious about personal hygiene so that P&G target the potential client for providing the better quality of product and service. It can be possible through marketing approach that always support for enhancing the business profitability.

Development of marketing Mix

The Procter & Gamble Company Marketing mix refer to the tactics and strategies which mainly used to achieve goal. In order to utilise the various channel to increase market penetration.

Product: In this element, marketing mix identifies the Procter & Gamble output that are offered to target clients. The organization included the beverage, food in its product mix until increase the awareness among existing client (de Vries and Moscato, 2019). Furthermore,



Procter & Gamble include beauty segment such as safeguard soap, shampoo, post-shave products and other related appliance. Furthermore, Procter & Gamble provide the family care product such as Pamper diapers, Charmin tissue paper. In this way, the organization has expanded its operations.

Place: The Procter & Gamble company vision to provide the better quality of product around the global world. So that they mainly involved in distribution of company's consumer goods (Prabhuram, Rajmohan and Johnson, 2020). Retailer is considered as main venue through which company reaches its potential target client. For example: the retailer stores are generally located to increase the accessibility of client goods from P&G. On the other hand, Company allow the customer to use e-commerce website and reach its target client.

Promotion: This element of marketing mix which primarily used for communication. In order to identify the organization communication tactics in reaching potential customers. P&G make use of various tactics. Advertising server as P&G primary communication which delivering product information to client. For Example-P&G use television, print and online media for purpose of promotion. Personal selling, sales promotion are applied for some product especially for purpose of consumer goods.

Price: this element is based on the price range which applies within Procter & Gamble that increase revenue as well as profit. P&G adjust its price as per the condition of client good marketplace. P&G use pricing strategy for increasing the demand of product and service in global marketplace (Deepak and Jeyakumar,2019). This type of strategy is implementing for particular group and setting particular item. For instance, P&G use pricing strategy in sales to increase business profitability in global world.

Furthermore, it also bringing relevant management theory such as Porter's Five Force that mainly shows competition level. It is highly intensive among different forces. As a result, P&G must give priorities competition in the strategic formulation.



Threat of New entrants

Procter & Gamble's performance is based on the presence of new entrants in the global marketplace. In this way, it evaluates that how new entry influence P&G, consider the effective strategies that lead to moderate intensity of organization. Thus, there is Moderate threat of new entrant in global marketplace.

Threat of Substitutes

There are no substitutes for particular product of P&G. sometimes, it is not suitable substitutes for shampoo, soaps that Procter & Gamble makes. It is mainly focused on the personal hygiene of people so that provide various product and service. It will continue to use item of P&G and customer will not any other substitutes. Thus, there is low threat of substitute in marketplace.

Bargaining power of supplier

In P&G, it mainly includes raw materials, technology, packing for customer. There are huge number of supplier in marketplace. It considers the low Switching price for P&G. The organization purchase in large quantities which make an idea for suppliers. There will be no position to bargain or attempt to influence the prices of P&G products. The bargaining power of supplier is low.

Bargaining power of buyer

There is little product differentiation for product and service which made by P&G. Thus, customer have various option to choose particular products (DEMİRGÜNEŞ and AVCILAR, 2020). The switching price is low. The potential customer is continuously purchase item related to cosmetic and personal body care.

1.2 Role of marketing in creation value for customer

Marketing is set of activities related to exchanging, creating, delivering and communicating that have value for targeted customer. In P&G, the role of marketing is to bring



value to clients, whom the enterprise seeks to identify, retain and satisfy. In order to emphasize the role of marketing in Procter & Gamble.

P&G is one of major player in the term of packaged household product industry, it has followed appropriate policy of quality product at affordable price. In order to attract more customers (Juaned -Ayensa and et.al., 2019). When P&G develop marketing strategy, they make important decision about the direction that enterprise implement marketing efforts. In this way, it is focused on the customer, sales, production and product. As enterprise environment has completely changed over time.

Advantage of marketing

Marketing exists to help P&G understand the significant need and requirement of customer. In the simplest form. It can be useful for measuring the benefits gained from various product and service. So that marketing exchange and also created the more value. On the other hand, Marketing brings increased the sales of P&G when managed in properly. It comes in different way to increase the rate of customer traffic (Mishyna, Mishyn and Parkhomenko, 2019). P&G firm is directly interacting with potential customer such as social media, business blogs, and website and smartphone application. It may increase to promote the product and services. In this way, it become easier for Procter & Gamble firm to understand the demand of customer. Afterwards, company has designed marketing strategy to construct program that deliver customer value. In order to build profitable relationship and also create existing potential customer delight (Prabhuram, Rajmohan and Johnson, 2020). Therefore, customer needs, wants are fulfilled through marketing because it offered to market and satisfy their needs.

As per increasing the brand awareness, marketing efforts result in the cost saving and expenses begin to decline. In P&G, marketing strategy will provide the advantage for customer to check the availability of particular product and service. It can be cost effective to manage or capture value creation for customers.

1.3 Stakeholder engagement and their impact on the marketing activities of “Procter & Gamble”.

A stakeholder analysis is based on the process of identifying the people those are performing significant role within particular project. According to level of participation, interest which influencing and identifying how best to involve with group of people. In order to understand that stakeholder engagement impact on the marketing activities. The stakeholder analysis typically understands the range of technique or tool to identify the specific need and expectation of major interest the environment (Prabhuram, Rajmohan and Johnson, 2020). It often considered the initial step in the strategic planning of marketing on the business level. It allows to consider the requirement of customer and consistently performed different activities. Furthermore, identify the stakeholders such as managers, employees, owner, and government.

Since, stakeholder engagement emphasizes the potential and intention with marketing concept. In order to understand the highly expectation for business which provide inspiration and meaning to server society (Prabhuram, Rajmohan and Johnson, 2020). In order to produce better quality of product and service. In P&G, Stakeholder engagement contribute to either the failure or success of marketing strategies.

Procter & Gamble has an opportunity to establish the trust based relationship with their potential customer, vendors, employees and stakeholder. In order to enhance the resilience as well as business sustainability. While stakeholder engagement impact on the marketing activities which contribute to hold the specific role in the different process (Tyson, 2019). Marketing is related to communication so that stakeholder interacts with other department and sever as integrative function. Afterwards, they can establish the relationship with the marketing which facilitating transactions such as generating sales, investment. The stakeholder engagement marketing advance with organization mission. In order to address its significant objective through ongoing approach. It can be developed as systematic process of communicating, engaging, exchanging and connecting value with various stakeholders.

Furthermore, it is not practical but generally essential to engage with multiple stakeholder group with similar level of intensity. In P&G, internal and external stakeholder are participating in the marketing activities. It might be performed the specific role to provide better service of potential customer (Visser, M., Sikkenga, B. and Berry, M., 2019). Stakeholder directly engaged with marketing team to identify the specific need and requirement of customer. It helps for categorised the existing customer on the basis of preference, demand. In this way, it can be realised that stakeholder directly impact on the marketing activities. It provides idea about the preference of customer so that it become easier for marketing team to target.

An understanding the marketing which require to identify the information about the client. P&G involves the marketing activities such as advertisement, website, telephone, Email and newsletters. These are considered as various marketing activities that always influence customer towards product and service. In P&G, Stakeholder may be interested in marketing activities aspects of entire business performance and management (Visser, M., Sikkenga, B. and Berry, M., 2019). They will make a plan of strategic development which influencing team member to adapt in the marketing processes. In order to identify the demand of potential customer. Therefore, stakeholder engagement directly impacts on the organization to increase productivity and profitability in global marketplace.

TASK 1B

Reflection of tactical communication tool that mainly used to generate awareness and interest.

In my personal opinion, communication is a based on the approach that help for exchanging the information from one person to another. I have understood that internal communication which mainly consider the best practices within organization. It often that find out internal communication among employees (Visser, M., Sikkenga, B. and Berry, M., 2019). I have been focused on the roadmap which consistently create an effective strategic idea that will support for enhancing entire business activities I have feel that people share their innovative



through communication tool. Furthermore, I have believed that organization need to create a plan for using various communication platform such as Email, website and telephone. I have identified various tools which always support for business to find out the preference, demand of potential customers.

As per my experience, I have shared about the internal communication plan with the marketing team that mainly used the platform, tool. In order to directly establish the interaction with customers. According to me, it is important to enhance the awareness among people which require to develop promotional internal communication plan. Initially, I have been selected an appropriate distribution channel as per current business situation. Therefore, I have accomplished the suitable goal and objective. Furthermore, I have believed that overview situation which always promoting need for communication. Afterwards, I have found the desirable outcome which define the business requirement. In order to establish the direct connection between organizational objective. As I always think about the enterprise outcome and also wanted to achieve through communication tool such as website, social media. I have realised that communication tool plays important to achieve business requirement (Visser, M., Sikkenga, B. and Berry, M., 2019) or purpose of developing promotional plan so that I have been created the smart objective in which define business need. Moreover, I have used the communication tool to target the potential customer and provide the information about particular good and services. Sometimes, I have been assumed that communication tool as tactical approach that always support for developing a strong relationship with client. As per my opinion, it can be possible when enterprise implement to use communication tool that provide awareness. In order to develop interest among people.

CONCLUSION

From above discussion, Marketing is based on the process that mainly refers as promote to promote the selling and buying product or service. Sometimes, it can be included the advertising, selling and delivering the products to potential customer or other enterprise. Marketing fundamental analysis is based on the technique or method that help for identifying real stock, fair market value. It has summarised about the different processes and different stage of marketing function within organization. It can be identified the role of marketing which help for creating value among existing client while engaging with stakeholder, impact on the marketing activities of organization. Furthermore, there are various tactical communication tool whereas how it can be generating the awareness and interest towards services.

REFERENCES

Book and Journals

- Brennan, R., Canning, L. and McDowell, R., 2020. *Business-to-business marketing*. SAGE Publications Limited.
- Chaffey, D. and Ellis-Chadwick, F., 2019. *Digital marketing*. Pearson UK.
- de Vries, N.J. and Moscato, P., 2019. Consumer Behaviour and Marketing Fundamentals for Business Data Analytics. In *Business and Consumer Analytics: New Ideas* (pp. 119-162). Springer, Cham.
- Deepak, R.K.A. and Jeyakumar, S., 2019. *Marketing management*. Educreation Publishing.
- DEMİRGÜNEŞ, B.K. and AVCILAR, M.Y., 2020. A REVIEW OF ADVERTISING EFFECTIVENESS WITHIN SOCIAL MARKETING. *Studies at the Crossroads of Management & Economics*. p.421.
- Juaneda-Ayensa, E. and et.al., 2019. Developing new “Professionals”: Service learning in marketing as an opportunity to innovate in higher education. *Studies in Educational Evaluation*. 60. pp.163-169.
- Mishyna, S., Mishyn, O. and Parkhomenko, N., 2019. INNOVATIVE METHODS AND TOOLS FOR PERSONNEL INTERNATIONAL MARKETING DEVELOPMENT. *Economic Studies*. 28(1).
- Prabhuram, T., Rajmohan, M., Tan, Y. and Johnson, R.R., 2020. Performance evaluation of Omni channel distribution network configurations using multi criteria decision making techniques. *Annals of Operations Research*. pp.1-22.
- Tyson, A.W., 2019. A Comparative Analysis of Undergraduate Integrated Marketing Communications Degrees in the United States.
- Visser, M., Sikkenga, B. and Berry, M., 2019. *Digital Marketing Fundamentals: From Strategy to ROI*. Routledge



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David