

Assignment 2

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**Topic: Processes and stages of
Marketing**

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1. Defining the problem:

In a marketing plan making process the most vital part is to define the problem that the customers are facing. It is important to know the outcome of any type of research whether it is scientific or market research, so we should know exactly what are we trying to find. To start the market research first step is to gather information about the problem we are trying to solve and the way by which we will get the information. This gives the company advantage of clear and complete path about solving any problem. For example there are certain problems associated with the launch, like what date is best for launching a product. This is very important because date of the launch greatly impacts the success of a product.

Examples:

App companies:

Considering example of app companies like java launches their apps or updates during holiday season because during it the customers do not really care about the prices of the apps.

Apparel industry:

Most of the companies in apparel industries like Zara, HM, Bershka etc. launch their holiday collections or festive collections which becomes really successful. This is also a marketing technique to attract the audience for buying their products.

Beauty industry:

There are many beauty product companies or mostly every other company uses this technique of launching the products on special occasions to attract the customers like kylie Jenner releases holiday collection during holiday season and the sales of the products increases greatly. She also launches her birthday collection on her birthday due to which the success increases as everywhere this hype is created that it's her birthday collection and is going to be really special.

For defining any problem one can use this strategy of developing which could be asked to our self or the customers to better understand the problem and solve it. After developing questions and getting answers we should get all possible reasons of the problem and information related to it. This information is then classified and only the useful information is shortened down. This is the data which we need in real for solving the problem or the action plan which we need to follow. The questions which are frequently asked are, who is the target customer? what is the target market of a particular product. Other information about the customers is also covered in these questions for example about customer's occupation and what are their likes or dislikes, what they do during free time.

2. Creating a research plan:

The next step after gathering the information by asking questions is making a research plan. This research plan is basically a way to find the solution of solving the problem. It is a very detailed plan which includes the method of solving the problem associated with the target audience or target market. There are few methods which are best suitable for performing this research.

1. Interview:

Interviewing the customers or any other person concerned with the company is being interviewed. To know about the target market and target customers the right questions to be asked during the market research is really important. This actually provides opportunity to make a better marketing technique. We can ask the questions related to attracting the target customers and the way to stand out from other organizations providing the same product. The questions cover a lot of things like how large or huge is the target market, chances of growing or shrinking, the competitors etc. Surveys are performed by the companies to gather the above information and the customers fill these survey forms to provide the information to the company about their likes, dislikes, competitors. There are some demographic questions that could be asked to the customers like their age, gender, location, profession or income. This gives the best result because you are directly asking the customers. There are different types of interviews like panel interview, group interview or one on one. Selection of the right customer to ask these questions is also important.

2. Conducting Survey:

Conducting surveys can also provide useful information like it tells about the choices of customers easily.

3. Running the user test

This is a cheap technique by which one can gather information about how the customers find the information on the pages or what is their response.

Sometimes it happens that there are different researches done to find the solution of a problem and found that this problem is already solved by other person or company. That does not mean that there couldn't be any other better solution to the problem. If this research has been performed and solution is perfectly found then this information could be used by the company for any other research.

Example

Uber first introduced the online taxi system which was running greatly, it was basically a solution to the problem of finding a nearby taxi online through an app. Careem was later introduced with the same concept but with opportunity of targeting other segment by providing better facilities than Uber. Similarly Amazon is running by providing the products of different businesses online. Ali Express of China came up with the same concept but with little changes that it provides products at cheapest rates from China's manufacturers.

3. Collection of data:

Mostly the data that we collect during a market research is quantitative rather than qualitative. One can also get mix data both qualitative and quantitative. For example surveys are performed to check the need of the product you are going to offer. It can provide quantitative data as well as qualitative data depending upon the question asked. The thing to keep in mind while gathering information is that this data should be unbiased and true. Such questions should not be asked which are pressuring the customers to answer what the interviewer already wants them.

Example:

Now a days coffee brands like Nestle are asking questions through YouTube in surveys that which coffee brand is best before starting a video or during watching a video.

4. Analysis of data and result:

After gathering the data that was required to perform the research, a vital step is to analyze this data that has been collected by several ways. There should be a lot of data because sometimes less information makes you jump to a conclusion where the reality is different. Assumptions and biasness should be ignored while performing any data analysis. Writing the overall summary of research is important because it provides you information about the steps you have taken, all processes involved during the research, the result of analysis of data and conclusions. Sometimes a report is not necessary, this summary can provide insight of the study. An action plan is very much important because without it the information gathered is useless. Mostly the point of doing the research comes out to be wrong so you have to test and retest so that you do not assume and jump to wrong conclusion.

5. Converting the research into Action Plan

After the research is done and the data is gathered, analysis of data is performed and results are found, it is time to design an action plan. The problem faced by the companies is that the trend is always changing and so are the interests of customers. In order to provide best services and products to the customer one should religiously perform researches about ongoing trends. Regular analysis of the trends has helped many companies in the success of their products.

Marketing mix:

It is basically marketing tactic which are considered or controlled while performing a market research. It involves 4P's and 7P's. The 4 P's consists of product, price, promotion and place. Marketing mix for services is 7 P's consists of people, processes and physical evidence as well. These are basically the elements that are vital for any marketing plan. One example is to make a high end brand and improve brand image the main focus should be on price and promotion. By constantly promoting your brand the brand becomes famous and customers can feel it's presence like Nokia stopped promoting it's mobiles due to which the brand name died because people don't feel it's presence any more. Continuous advertisement is very much important. The other factor is price, settling

higher price depicts greater quality, so the companies claim to provide best quality and charge high prices for the products.

Price:

Price is what a customer gives in exchange of certain product or service. Reducing the cost is the main focus of every organization and they increase the value of the product they are offering by claiming high quality in return to the price they charge. Pricing a product involves great deal.

Place:

Place involves the method of making the product available to the customers in the market. It consists of all channels which are involved in providing the product in market. This is very much important for success of a product, availability of the products in market plays important role in success of product. The right place for availability of product is considered, which cities or countries are best for providing the products is also important. For example Starbucks coffee shops are only in the big countries and their famous cities while they have very few branches in Australia because they did not succeeded as there is better quality coffee at cheaper rates available in Australia. Due to this reason Starbucks had to shut the shops in Australia, only few are left.

Promotion:

The promotion included advertisement or campaigns ran for promoting a product or service.

PepsiCo Company example:

Product:

Pepsi, Mountain Dew, Aquafina water bottle are products of Pepsi. Snacks like Cheetos, lays and Doritos are part of PepsiCo. Cake mixes and cereals are also added to the list now.

Price:

The transportation expenses, purchase of raw materials expenses, labor cost in making these products. The prices of bottles vary with the sizes of bottles. it consists of 250 ml, 500 ml, 1 litre, 1.5 litre, 2.25 litre bottle. As Wal-Mart is partner or stakeholder, it pressurizes Pepsi to charge low prices. Pepsi uses recyclable and cheap bottles of plastic which greatly reduces the cost.

Place:

It is basically a US company and around 50 percent revenue is generated in United States. It has invested around \$1500 in China and India to expand its sale. Pepsi is acquiring many famous brands of different countries which make it even more successful.

Promotion:

Pepsi has promoted its brand by different ways and one of them was using Pepsi bottles to make light bulbs and installing them in rural areas of underdeveloped countries which lack facility of electricity. This greatly increased the sales. There was another promotion in which you collect some Pepsi points by purchasing different products and these points are used in getting Pepsi bottles. Free tickets were also provided by sending the code on Pepsi bottles on a number. Pepsi promotes by being part of NFI and Super bowl. Pepsi launched bottle packaging of the original Pepsi bottle to emotionally attract customers.

Physical evidence:

It has a website where all information is provided, it promotes safe packaging which is of reusable plastic bottles.

Process:

Fructose corn syrup is used to make Pepsi, potatoes and used to make chips

People:

There are different people involved in organization, the people in promoting the brand.

Role of marketing in creating value for customer:

Marketing plays a key role in creating the value for the customer as marketing claims certain attributes are associated with the product for example high quality. To attract the target customers towards brand marketing is vital. People get interested in your offer because of marketing, it creates the need or sometimes attracts to extra things. For example new Apple phone is going to launch, so the purpose of marketers is to attract audience to purchase this mobile. They will make ads to promote the new features of the phone and innovation offered in this new phone. Marketing basically tells you why you need to buy a certain product, what are your needs and how will this product satisfy your needs. It creates value for a product by providing customers details about the features of product, benefits associated with it even before the product is released in the market. Now-a-days companies perform a full campaign of advertising their product before launch by making ads, giving products to bloggers for reviews and promotion. The message of the marketing continuous even after the product has started selling. The message of marketing is to make customers feel the presence of the brand.

Provides details:

It communicates the features and innovative ideas of a product entering in a market and how it will help the customer or the benefits it will provide. For example Apple shows new

features in the new iPhone like a better camera, screen, large display or addition of a new color.

Creates need for product:

The marketers explain the customers that why they need the new product? what are the features that this product is providing them and no other mobile has provided them. The job of a marketer is to make them believe that this is the best product that will fulfill those needs.

Reaches target market:

It helps to understand the target market and target audience. Marketers reach those segments and hit their weak points.

Stakeholder engagement and their impact on the marketing activities of an organization:

The stakeholders are the people or organizations that affect the success of product in a positive or a negative way. Following are some typical stakeholders of a company;

1. Customers:

Customers are one of the primary stakeholders of a company and the whole marketing campaign depends upon them. The target customers are studied in order to get the information about their needs and wants. By studying their buying behavior we can learn their interests and needs and can fulfill it by providing the accurate product with distinct features.

2. Members of organization:

Members of organization are also stakeholders the success of a product is greatly affected by them. If the members of organization would be satisfied with the company or organization they will make sure to satisfy the customer for the organization. So making the employees happy first is also very important because they are the ones who are dealing with the customers

3. Suppliers:

Suppliers of raw materials are also part of stakeholders. There should be friendly and trust worthy relationship with the suppliers to get best quality material.

4. Distributors:

Having good relationship with them is also very much important for the success of the products because delivering and availability in market is also very much important.

5. Media

6. NGO's

Conclusion

So basically this essay tells about what is marketing, the processes or stages involved in the marketing process, what are the key elements of the marketing mix, how the

marketing provides value for customers and stakeholder engagement in marketing activities.

References:

Kotler, P 2010, *Principles of Marketing; A South Asian Perspective*, 13th Edition.