

Assessment 1

Module: LCBB4004 Marketing Fundamentals

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1. Introduction

In this report, I will be discussing and analysing the Marketing Mix (MM), which, according to Phillip Kotler's Principles of marketing, is "one of the major concepts in modern marketing". The Marketing Mix is a "set of tactical marketing tools" which are blended by businesses and marketers to help achieve the desired response from the target market. The essential elements of the MM are known as the 4 Ps. In 1981, the Extended Marketing Mix was created by Booms & Bitner in which 3 new elements were added. The full, extended Marketing Mix includes:

- **Product**-The product should do its purpose successfully and fit the consumers' expectations
- **Place**- The product should be easily accessible and available to the majority of the target audience/consumers
- **Price**-The product should be of a reasonable price and representing a good value of money
- **Promotion**-Communication tools to allow a business to effectively put out the organisation's message to its target audience
- **People**-Having the right people/suitable staff is a must as all companies rely on them
- **Processes**-Most services require the customer to be present during the delivery of said service, so it is important as it is also what the customer is paying for
- **Physical Evidence**- Almost all services include a physical element, sometimes in a printed form (receipts)

2. Literature review of Marketing Mix Theories

Firstly, a pro of the original Marketing Mix with only the first 4 elements, according to Thabit H. et al (2018), are the important benefits of being a tool for competitiveness and for marketing management. For example, all managers must specify available resources among a variety of needs and the manager of marketing will specify these sources to competitive devices of the Marketing Mix. However, Thabit.H.(2018) also highlights a few strong criticisms of the MM like how it registers customers as passive, not allowing interaction or a relationship between an organisation and its consumers. Moreover, the concept as a whole of the Marketing Mix (defined as a controllable group of variables) has heavily implied that the major elements are the marketers, disregarding other factors such as the consumers or the technicalities of purchasing a service instead of a literal product. Although the simple yet direct structure of the Marketing Mix can help an organisation meet its objectives; it is not helpful when considering building a strong relationship with your target audience.

An article written by Alexandra,T. (2022) says a careful analysis of the elements in the original Marketing Mix model can support a professional when devising a strategy to market a product. For example, when the elements interact significantly with each other, they can be used when planning a new product launch, optimising sales, and evaluating an already existing product. Since the Marketing Mix is an easy-to-understand framework, considering all the elements together is, as Twin says, “one way to approach a holistic marketing strategy”.

According to Will,W. (2021), the Marketing Mix is considered a “traditional” marketing theory, a term used widely referring to advertisements, billboards, and flyers. Williamson also states that all the components of the Marketing Mix create “a solid marketing proposal” yet believes that it can also be drastically improved with the use of contemporary marketing strategies. Marketing Mix is considered to be fairly outdated as it seeks to pull customers no matter the cost, overlooking the customer they are selling to completely. On the other hand, contemporary marketing is a modern strategy which prioritises the customer and their orientation meaning greater support is offered to their consumer base and the range of products is carefully selected to fit the target market’s desires.

In February 2020, Hada,U. said the Marketing Mix is “quite simple to conceptualise” and the components of the model are easy to evaluate, allowing companies to use the model to explore opportunities and to avoid risks with potential consequences.

Furthermore, it's clear structure provides a perception of safety and certainty that supports a company by boosting its confidence when executing plans. However, the MM is a business plan which may prove inappropriate. For example, no matter how carefully analysed, some aspects may be overlooked and cause an unexpected

problem to arise inevitably. Therefore, the management team must be equipped with adequate research into the market in order to accurately prescribe a suitable plan.

However, John, D. (2015), believes pressure on the marketing department of a company has increased due to competition becoming intensive to virtually all types of services/products. Dudovskiy goes on to analyse all elements of the Marketing Mix. For example, the promotion aspect can be used to increase sales, attract new customers, retain current customers, and communicate messages to the target audience more effectively. The importance of the Marketing Mix increases due to the rising competition in markets as it is considered to be an effective tool, where all components (the 4Ps) are of equal importance.

Benson, P.S. (1985) said that the Marketing Mix is an essential part of market theory only when multiple elements are consistent with each other. This means allowing high degrees of interaction between the Ps in order to actually sell the product. For example, if a high-end product is being sold through a low-quality retailer, it would show that product and place had an inconsistent interaction as they were clearly not evaluated with the same level of attention. On top of being consistent, the elements also need to be harmonious together which is shown when reputable companies heavily advertise their high-selling price product, justifying its price.

According to Neil Patel, the original Marketing Mix is a concept which summarises the four basic pillars of marketing strategy. The four Ps are important to creating a successful marketing plan and without them, you will not be able to differentiate your business from others, limiting your profit and not yourself to optimise promotion.

Leila Bergman believes the concept of the Marketing Mix is still relevant today despite it being developed many years ago because it allows a company to work comprehensively with all four elements, creating a balanced and effective tactic which achieves better results compared to focusing specifically on each segment of the Marketing Mix. For example, price is an important factor in a company's profit as you want to sell your product for what it's worth, while also acknowledging a customer's willingness to pay. This ties into promotion as a customer is likely to pay slightly more for a product than its actual worth if said product was well advertised to them. Therefore, the 4 Ps should all be taken into consideration with the same amount of effort and research.

A limitation of the Marketing Mix from Scott Clair, (2017) is that it does not improve the actual campaign performance on its own and many brands struggle to implement the Marketing Mix into a marketing plan. Furthermore, Clair says that the final models are not stable and that they can be a recipe for failure, meaning that they

should not just be implemented on their own but with other marketing strategies to prove to be effective.

On the other hand, Amanda,A.(2022), believes that the Marketing Mix is a set of actions that helps a business decide whether their product is right for the customer, is the right price or is being sold at the right price etc. Amanda also says the Marketing Mix is helpful when considering what your service offers to consumers and helps be proactive in the face of risks, allowing for an effective marketing tactic which eliminates weaknesses.

3. Analysis

Due to the simplicity of the original Marketing Mix and the fact that it creates a barrier in a relationship between the company and their consumer, it was extended from just 4Ps to now 7. This means that products that are services instead of physical things are now included in the Marketing Mix. Furthermore, this gives marketers the ability to adapt in a constantly changing marketing environment by allowing changes/updates to be made in areas like communication or in the place where the product is sold.

4.Conclusion

To summarise, the Marketing Mix is a simple concept. Its four (or seven) key elements that blend to create an effective marketing strategy. They are very important when planning the use of a product, its pricing, selling place and its promotion. However, the Marketing Mix has been criticised for being too simplistic and not useful when creating a close relationship between a company and its target market.

5.Developing the Blog Post

iPhone 13 Pro Max

Product description

The current newest phone produced by Apple is the iPhone 13 pro max, which came out in September 2021.



The iPhone 13 Pro Max has a dramatically more powerful camera with redesigned lenses, a powerful autofocus system and a super-intelligent software too, raising the bar extremely high for all other smartphones. The new Ultra-Wide camera can focus at just 2cm, recording every single detail. Also being made for low lighting, the wide camera adds a larger aperture, capturing 92% more light in photos and videos.

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Moreover, the new Telephoto camera features 3x more optical zoom, perfect for classical portraiture or taking photos from far away whilst maintaining that studio-like quality.

The last addition to the camera is Cinematic mode on the True Depth camera, which allows you to shoot with a shallow depth of field and have seamless transitions between objects with an elegant focus.

More information:

Standing at 6.7", the iPhone 13 Pro Max is encased with surgical steel and has a rounded frame with a ceramic shield that is tougher than any other smartphone glass out there. It has industry-leading water resistance, great for photography in all types of environments and surroundings.

Its 120Hz adaptive refresh display was created to keep up with all kinds of frames and vigorous gameplay.

The colours available are:

- Alpine Green
- Silver
- Gold
- Graphite
- Sierra Blue



The iPhone 13 Pro Max

Although Apple has been making phones for over a decade, easily, the best phone they have produced is the iPhone 13 Pro Max! Here's why:

- The iPhone 13 Pro Max is Apple's biggest phone with a huge 6.7" display that is not only big but of quality
- The screen-to-body ratio is 87.97%, perfect for endless entertainment and endless gameplay
- On top of claiming the title as Apple's biggest phone, the iPhone 13 Pro Max also has the best battery life in the market
- Its 3 cameras are all suitable for any type of lighting and environment, no matter how far objects are from the cameras



In general, the phone is extremely fast and smart with the new A15 Bionic chip, perfect for all uses.

Is it worth the price?

The iPhone 13 Pro Max (as of 09/08/22) costs £1,049.00 whereas the regular iPhone 13 costs £779.

A difference of £270 gives you 0.6" more on the display length and an extra camera for even more varied photography. Understandably, the iPhone 13 has a big price advantage but if storage is a priority to you then the Pro Max model is something you should take a look at considering it comes with 1TB of storage space.



Moreover, the iPhone 13 Pro Max has the newest and most powerful chip, the A15 Bionic, made to handle power-heavy apps and run IOS 15 very well.

However, the colour range between the two is widely different; for example, the iPhone 13 is available in Starlight, Midnight, blue, pink, and red compared to the fewer but more appealing/professional-looking options of Graphite, Gold, Silver, and Sierra Blue of the iPhone 13 Pro Max.



The company Apple, founded in 1976, specializes in tech software and electronics and has been operating in Europe for over 35 years.



This has resulted in massive growth for the economy and over 1.7 million jobs across all European countries. Since the App Store launch in 2008, Europe-based developers have made €20 billion worldwide in sales.

Most of the jobs Apple has provided are in retail with 80,000 people working in Apple stores across Europe while manufacturing is the second largest role provided by Apple with 22,000 people.



Production

In order to make iPhones, Apple buys their components like the memory chip, the camera, etc from more than 200 suppliers around the world.



Foxconn, a Taiwanese company that runs the Zhengzhou facility, covers 2.2 square miles and has the capacity to employ 350,000 workers who earn \$1.90 an hour. For just \$1.90 per hour, Zhengzhou facility employees then go over a mere 400 steps to make one iPhone, adding to the total of 500,00 phones being made per day. This also roughly translates to 350 phones being made per minute.



After the phone is made it is placed in a white fibre box and then onto a wooden pallet which is wheeled to already-waiting delivery trucks.

Where to buy

The iPhone 13 Pro Max is available in Apple stores on top of most electronic retail stores like Currys or Argos all over the UK.



Apple stores offer deals like trading in an iPhone 8 (or newer) in order to get £80-£470 off of the original price and mobile networks like EE offer many contracts to cut down on the monthly cost.

Furthermore, the iPhone 13 Pro Max can also be purchased online on the apple website to pick up in a nearby Apple store or delivered straight to your home for free and on Amazon, eBay etc.



Distribution

Brand-new iPhones bound for Apple stores worldwide are transported to Zhengzhou airport right after leaving customs. The Zhengzhou airport has expanded due to the vast increase in the production of iPhones.

The small size of the phones allows for large quantities to be transported at a time and to stay cost-effective. Approximately, 150,000 phones can be tucked into a wide-body truck's aluminium canisters.



Conclusion

After evaluating the Marketing Mix, I have found that blog-post communication is an effective way to convey your message to consumers. Blogging is a form of virtual communication between a person or company and their target audience used to share information or promote a product. Since blogging is virtual it is accessible to a large portion of the population and easy to produce as well, perfect for all types of businesses and skill levels. Moreover, most blogs have comment sections which means you will be receiving direct feedback, allowing you to eliminate any weaknesses in your product and encourage a two-way relationship between yourself and your audience.

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