

Marketing Fundamentals

Task 1

EE Limited

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“Our vision is to provide the best network and best service so our customers trust us with their digital lives” (EE, 2021).

Background

EE is a telecom organisation, part of BT Group since 2016, that operates in a highly competitive market. It was formed from the merger of two mobile networks Orange and T-Mobile and nowadays has 99% coverage. It has more than 600 stores around the United Kingdom (UK). It has a large number of customers of more than 29 million across the UK.

EE is focusing on the marketing concept, seeking to surpass competition through targeting market, addressing customers needs, integrating marketing and ensuring profitability. EE has efficient monitoring systems in order to design their services and to offer the best products and services to their customers, being always well informed on emerging technologies and services. Continuous research is the key to efficient targeting, evaluating risk, but also to ensure all new changes of policies are followed (Abdul-Hamid et al., 2017).



EE is the largest and fastest mobile network in the United Kingdom, being the first organisation that launched 4G in 2012 and 5G in 2019. EE is able to provide 4G and fixed line connection broadband that help business and personal use (GSMArena, 2020).

Product

Come and discover the diverse range of products and services.

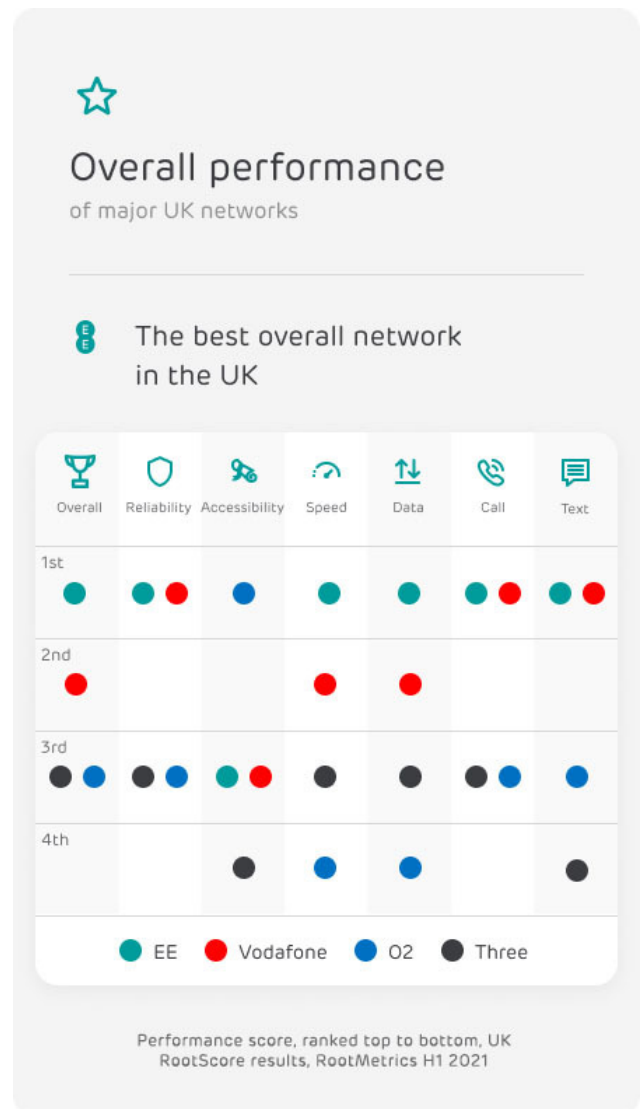
EE is mainly a telecom service provider that operates in the UK and is proud to be a market leader.

EE offers the state's connection from the UK with a large coverage with a signal that you can count on. EE is twice as fast as other competitors with a median speed of 43 Mbps. This data is based on the findings of connection experts. RootMetrics had realised more than six hundred thousands tests in 750 areas across the UK evaluating the superior performance of EE (EE, 2021).

We have various services and plans to fulfil customers needs from SIM only deals to entertainment extras for gaming, music such as Smart Plans, Full Works Plan. Other services that we offer to our customers are Add-ons such as pay monthly Calling, texting and data add-ons, Apple Music, Apple TV, BT Sport, BritBox, Music Data Pass, Device repair, Insurance, Recycle ad Reward (Murphy, 2010).

The products that we sell are SIM cards, phones, watches, laptops, tablets, home broadband routers and smart wi-fi, gaming products and extras such as headphones, speakers, smart home devices, tv and home cinema.

EE is able to provide latest technology on a variety of products as it has close collaboration with numerous big brands such as Samsung, Apple, Google. That is why EE was able to offer to their customers free access on different media apps such as Apple Music, Amazon Prime Video, BT Sport.



Price

The pricing strategies of EE varies in accordance with the products and service offer. In order to grow the business, the organisation has adopted a penetration strategy of pricing to establish their position in the market and to create a customer base.

With the new and distinguished services such as 5G it has adopted a premium pricing strategy because it had the ability to perform better than competition and could gain early profits from it.

EE customers can benefit of customised service at the price that can it suits their needs (EE, 2021).

Place

EE uses three methods to make available their products and services intermediary, sale staff and direct marketing. The association of intermediaries and locations for EE to make available their products and services in the market are complex. EE has a high retail presence in the UK (EE, 2021).



We are very accessible and you can find an EE store very easily in shopping malls, supermarkets, on the high street.

Modern and welcoming shops are designed to ensure the best customer experience.

The products are displayed neatly in order to be seen and tested by the customers.

The variety of offers are promoted in the shop for customers that brows and want to take advantage of the EE deals.

Through direct marketing and making use of the internet EE provides a complex website where customers can get informed on the business activity, the products and services, the deals and offers, the plans. It is an easy to navigate platform and has an array of tools for online shopping. The customers have available information about the ethical sides of the business, sustainability

and CSR activity of the business. EE intends to keep their customers well informed on every part of their business and assist the customer as best as possible (Worley, and Lawler, 2010).

Promotion

EE uses various promotion tools such as adds on Google and social media platforms, magazines, television adverts, direct marketing on their website, in-store through public relations and customer service. Their promotion is also realised by their intermediaries such as Vouchers Codes, Hot UK Deals etc.



EE works towards promoting their business through various channels and that is highlighted in the image brand that is well known by their customers. EE business activity has been awarded in numerous occasions such as the Mobile Industry Award for “Best Business Network” and “Best Consumer Network” (Business Mobile Life, 2015).

People

In marketing, people represent the parties that relate to the EE’s business activity, marketing managers, distributors, sales persons. EE benefits of a knowledgeable and skilful team of people that work towards brand building and performance achievement for the established marketing goals. The people in EE have technical skills, have good selling skills, good product knowledge. This sum of competencies constitute the representation of the services and products of EE limited.



EE considers their employees to be an asset for the organisation and value their contribution to the business activity. EE invests in their people and is committed to create the best workplace. EE has put in place different programs to ensure employees engagement such as feedback surveys, engagement champions, communities programs where employees can volunteer and get involved in

helping their local communities such as Techy Tea Party Programme, Apps for Good, Supporting Fundraising. (EE Limited, 2021).

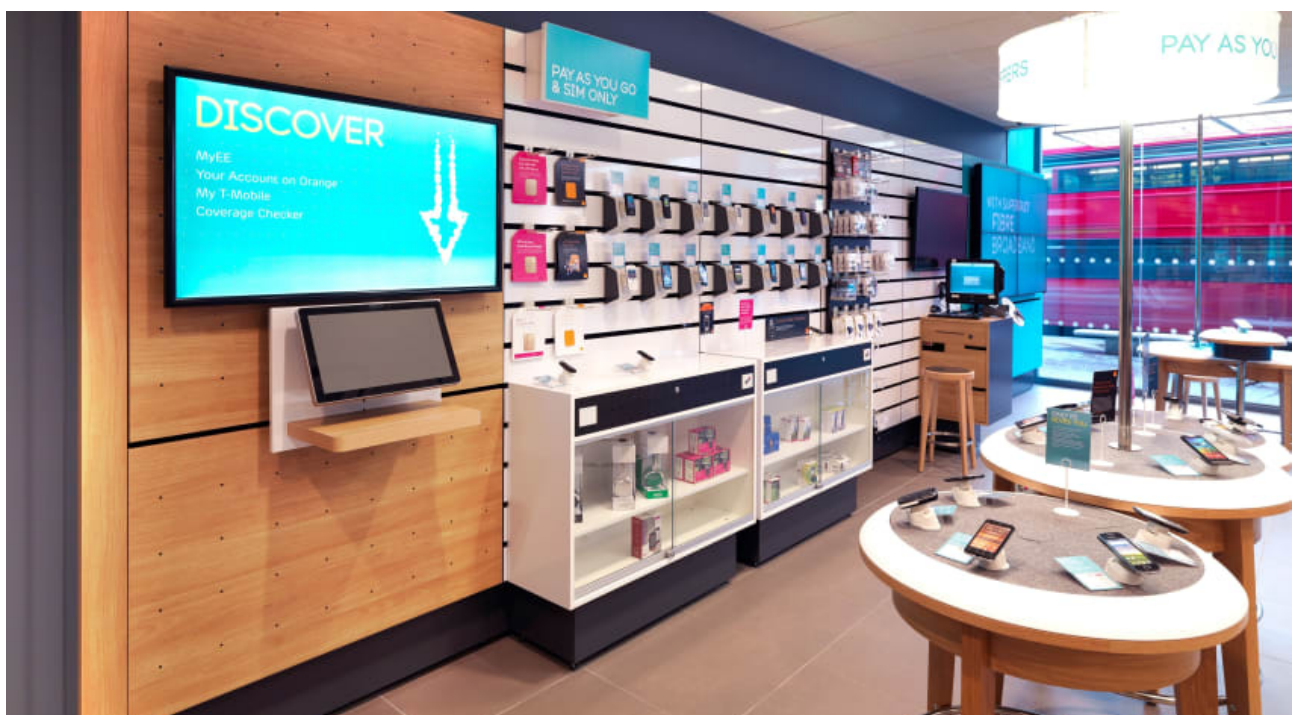
Process

The process in EE relates to the activities of advising and dealing with customers, but also data warehousing and IT processes. Another aspect of the process is the close monitoring of the services in order to ensure high standard services and to provide easy access. This is very important in order to maintain high standard services and to deliver a service without disruptions.

Physical Evidence

The physical evidence offers the customers the image of what EE represents as an organisation. EE is a known and trusted brand and the customers recognise the logo of the company and are familiar with the EE stores. This elements are part of the physical evidence for EE Limited and reflect the quality of the experience that the organisation wants to offer to their customers. This elements have great importance as EE Limited aims for their customers to have a good experience whilst being in their stores (Murphy, 2010).

EE has rebranded their stores to emphasise the benefits of their technologies, the variety of their products and the third party content. It is desired to engage the customer whilst being in the store by showcasing the benefits of the promoted technologies (The One Off, 2021).



Marketing Mix

The marketing mix 4Ps combines four main elements: product, price, place, promotion. The extended marketing mix 7Ps adds three other elements people, process and physical evidence.

EE aims to be an excellent network that is defined by qualitative service provision. It intends to be the backbone in the communication network and for that purpose it puts great efforts in developing marketing plans to achieve its objectives (Farris et al., 2017).

EE focuses on having effective marketing on a broad range of areas in order to achieve its objectives for marketing. The evaluation of EE's marketing mix plan suggests that the business objectives are being achieved and this can reflect in the success of the business. It has been evaluated that EE offers qualitative services and products that customers can rely on and that are continuously working to innovate the service offer for the customer.

In comparison with competition it surpasses in many areas and it has been observed that the pricing strategies, the product development and the promotion has lead to business growth. The high number of stores across the UK is another indication that EE has a great infrastructure to make themselves available to the customers and through the friendly and knowledgeable staff can create the best customer experience (Baines, et al., 2017).

According to Statista (2022) EE is the most popular mobile service provider and this has been consistent for the organisation in the last years. The customer satisfaction is at high levels which means that EE is a great competitor in the market. The market share is a measurement method to evaluate the marketing mix and the achievement of the business objectives. Another tactic is the component ranking and EE has been awarded by RootMetrics as the fastest and most reliable network for 8 years in a row.



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