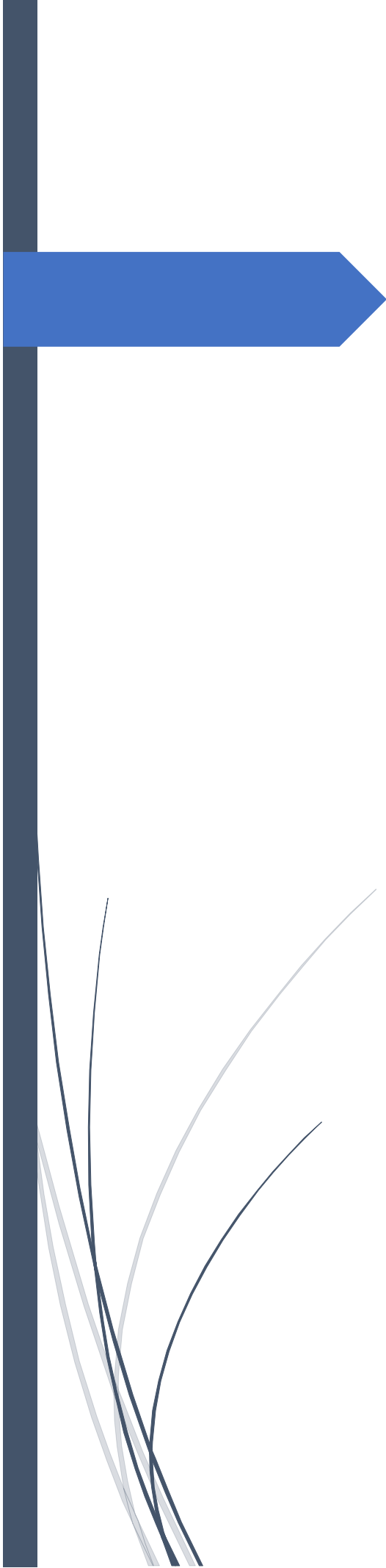


A decorative graphic on the left side of the page. It features a thick, dark blue vertical bar. A horizontal blue arrow points to the right, overlapping the vertical bar. At the bottom of the vertical bar, there are several thin, curved lines in shades of blue and grey, resembling stylized grass or reeds.

# MARKETING FOUNDAMENTALS

|                                            |   |
|--------------------------------------------|---|
| 1.Group introduction.....                  | 1 |
| 2.STORY AND BACKGROUND.....                | 1 |
| 3.BUSINESS OF THE COMPANY.....             | 2 |
| 4.DISTRIBUTION CONCEPT OF THE COMPANY..... | 2 |
| 5.PRODUCTS OF THE COMPANY BLOG.....        | 2 |
| 6.ADVERTISING AND COMPENSATION.....        | 2 |
| 7.GANODERMA LUCIDUM.....                   | 3 |
| 8.GROUP REFLECTION.....                    | 3 |
| 9.REFERENCES.....                          | 4 |

# **BLOG POST REPORT TASK1B**

## **1.GROUP INTRODUCTION**

In this term the group assignment of Marketing Essentials was to write a blog after decided a Business Company. Our Business Company is Organo gold, an international company of network marketing that sell coffe products, tea, and other kind of drinks made with an important ingredient, called Ganoderma Lucidum.

The first thing before made the blog was to understand what the main objective of a blog is also how a blog can be attractive, efficient to help the business or the company to find more customers, more people that want to know about our product or service giving a correct marketing campaign. We understood that a blog is a webpage with open access to everyone where a group a people, individual, or an association chose a subject to write about.

The planning of our blog was not very simple, first because this activity needs to be truthful helping for real the company to give the customers more information about the product, where find it, at what price, if there are some promotion and all the marketing activities present in that business. This kind of business gave us new knowledge about the world of the network marketing that work very different from the normal seller, where you can find a product in the retail store, in the big shopping centre and in the shop that can sell it.

Write a blog about a Business Company is an important responsibility for the blogger, first because the campaign, the concept used, the words, the information, the images, need to be aligned with the real movement and actions of the company, to make clear the customers and visitors of the page the idea and mission of the company.

We planned our blog dividing the objectives, our group first decided the company, after everyone took a part in term of distribution, business of the company, aim and mission, background and history, leadership etc. we tried to make everyone comfortable to be interested in the personal objective to achieve the best result for the blog.

## **2.STORY AND BACKGROUND (Matteo Rubolino 1715315)**

The story and background of the company is very interesting, first because the business idea is amazing and very innovative, the way to earn money in the company is also interesting , we are talking about multilevel marketing, a marketing that give point for the sell and for the orders of the distributors, understand how the new activities online works can give us new opportunity of job that maybe we just didn't know before. This company is very young, was launched in 2008 in Canada and now is earning billions, is very important find the background of the company to give a good impact for the blog post.

### **3.BUSINESS OF THE COMPANY (Jonait Hossain 1714796)**

The business idea of the CEO Bernardo Chua was innovative in term of production, after he discovered the Ganoderma Lucidum, a curative spore that grow in China that in ancient time was used just in rich family because was not easy to find. He found a way to cultivate it and use this ingredient to make this Business of coffe products, according this Business with a trend that is now present in most part of the world, healthy life-style. The business of this company is already present in many countries of the world, they create a very big market helped by the distributors, the events and the top leadership. Organo gold gave many trainings for all the distributors also to help them bringing new people to know the product and the business opportunity of the Company. This efficient method developed the network of the business in the global market.

### **4.DISTRIBUTION CONCEPT OF THE COMPANY (Oana Maria Stavarachi 1714865)**

The concept of distribution for this company is very different from the others, but different doesn't mean more hardly, in reverse this way is easy, efficient and more quickly. The CEO worked in multilevel marketing for many years, after that he developed the system of Organo gold, where the first objective of the Company or the Business is to find more distributors possible, then this distributor creates the global business of Organo with tha ancient strategy in the marketing, word of mouth. The products cannot be found in the retail shop so the distributors find a way to make them know, there are so many advertising online as well, and in countries like America, Canada, Mexico, China this company is spread.

### **5.PRODUCTS OF THE COMPANY BLOG (Eeksha Nawanjani Ruwanpathirana 1709347)**

The product that this company sell is coffe products of different taste, the products that help to sleep and the metabolism of the body and gym drinks full of proteins, vitamins, and minerals, the structure of the company is based on healthy lifestyle and all this product help the body and the life of the people.

During the creation of the post was very hard to find the best way to broadcast the concept of the company in the right way also giving to our blog an attractive approach and an inventive concept of setting, was very stimulant try to be a marketer, better if the company got an innovative concept and process for the activities.

### **6.ADVERTISING AND COMPENSATION (Oana Maria Stavarachi 1714865)**

The customer of Organo gold are also the distributors, and all the customers can become one of this distributors if decide to enter in the system of the company studied to give the possibility of earning money with the orders of the team of the distributors also for himself orders or external orders inside his personal e-commerce page, this system develop 7 ways to earn money and with this 7 ways this company developed his business inside the global market.

The advertising made by the company is in the online market, and the distributors that work across the world contribute in this marketing action, is interesting understand how is possible to create a network marketing business nowadays.

## **7.GANODERMA LUCIDUM (Elena Claudia 1714521)**

The main ingredient called Ganoderma is full of healthy properties that help the process of our body also reducing the possibility to get the cancer, all the production is bio in China where many people work inside the land of cultivation, is very interesting see how the Ganoderma grow and understand how ancient this ingredient is, this objective gave me a lot of knowledge and interest about Organo gold company, this product is very rare and the Business idea of Bernardo Chua realize a important ethical Business concept also, offering help for diseases with a very common habits like the coffe product.

## **8.GROUP REFLECTION**

Every one in the group create a personal vision of the blog post, this is a very good idea because in this way the blog can achieve all the personality from the vision of the group also impacting the guest or the visitors inside the web page, the format need to be different because every part of the blog need to express the personal feeling and strategy that the person think is the most appropriate.

This was the planning action of this blog project, if anyone can find a feeling and a mission for his subject can be very easy to express to the visitors the truthful of the concept, of the suggestion, of the advertising, of the mission of the company. We studied all the marketing strategies and techniques used by this company first to understand properly all the aspect of the business and after to personalize the individual work of everyone.

This blog is a good challenge for everyone to experiment how to be a marketer using marketing strategies of advertising, hype, alternative suggestion, suggestive ideas and all the skills that a professional marketer need to have. The result is the one that we expected, all the component of the group gave a focus approach in the project achieving knowledge about the marketing mix and processes of this activity, understanding how to create a blog about a Business also how to be attractive and interesting for a guess or a visitor that visit for the first time our blog page. We hope to be made a good job with this project maybe creating

## 9. References

Yang, S., Ding, S. & D'Alessandro, S. 01 Sep 2018 In : Journal of Retailing and Consumer Services. 44, 1, p. 24-34 11 p.

Vuckovic, M., Bobek, V., Macek, A., Skoko, H. & Horvat, T. 2018 (Submitted) In : Economic Research-Ekonomska Istrazivanja.

Mehmet, M. & Nayeem, T. 31 Jan 2018 36 p.