

MARKETING FUNDAMENTALS

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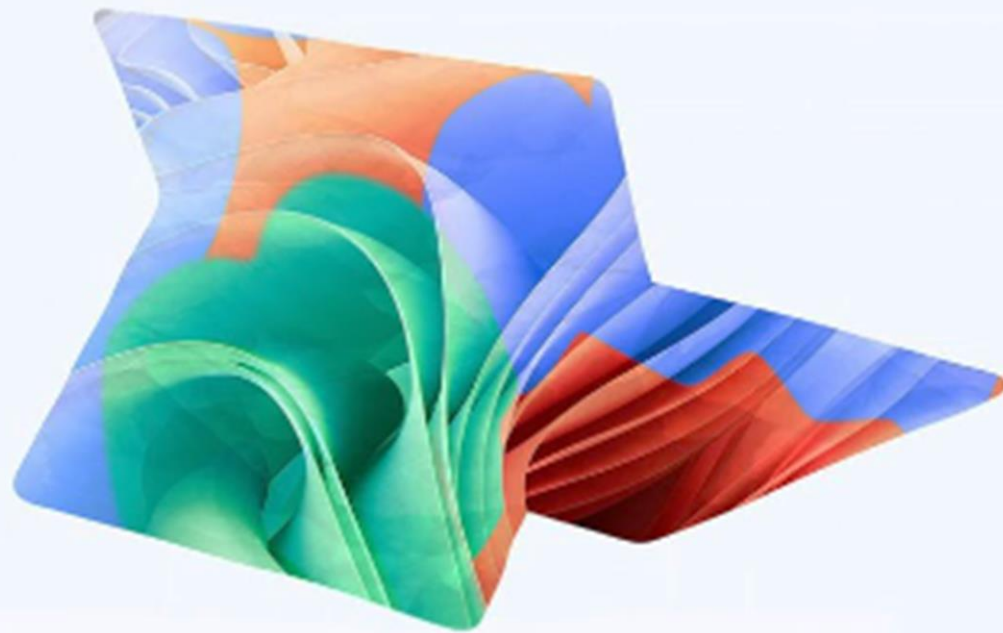
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Company Name- Microsoft

Chosen Project- Launch of Surface Pro 9



Latest Product Line- Qualcomm- powered SQ3

In terms of the product in the marketing mix, Microsoft is launching Surface Pro 9 which mainly specializes in Hello Facial Recognition Camera along with front facing camera. There is inclusion of the Surface Connect Port along with Studio Mics (Dual Microphones). The Surface Pro 9 is mainly included the Qualcomm powered SQ3 SoC which gives all the latest technological innovations involved in the process (Thabit and Raewf 2018). The product is mainly designed for the workaholics and this helps in creating the eco-system which will be providing online storage especially for the different kinds of different files and documents. In addition, the core product is the Surface Pro 9 which provides the best technological innovation and also enhances the overall effectiveness in the accurate way (Kotler and Armstrong 1983).

The actual product is the Qualcomm powered SQ3 SoC which provides the customers with the fastest technological innovation. The augmented product is the discounts or the give-away once it is being launched. The battery life is quite longer in comparison to the competitor Apple along with the improved display (Syafril and Hadziq 2018). For the working people, it becomes mandatory to project the different aspects like optimization of the software as this increases the productivity. The other experience which is being provided is Microsoft Surface Pen along with Ink Experience which will be beneficial for improving the overall effectiveness in the accurate way. In this way, the product which is the Surface Pro 9 will be able to gain the strong base of customers especially the ones who are the working group of people and also enhance the experience of customers in the proper way.



Figure 1 Surface Pro 9

Microsoft nearly takes Apple as most valuable organization with affordable pricing

Microsoft is considered to be one of the most innovative companies in the technology world and this offers the valuable pricing in comparison to Apple Inc. It is noted that Microsoft mainly sets the prices of the products as per the market factors which includes pricing of the competitors along with demand of the consumers. The company is using the Freemium pricing strategy for the Surface Pro 9 that involves offering the product for the free and requiring the payment for the additional level of functionality or the features. In case of the Surface Pro 9, it is quite evident that the market oriented pricing will be quite suitable and this is quite low in comparison to Apple products. Surface Pro 9 is constantly changing the outlook of the customers towards purchasing laptops and they are able to attract the different niche group of consumers like the working people (Solimun and Fernandes 2018).

MODEL	SCREEN	RAM	STORAGE	CPU	GPU	CAMERA	PRICE UK (£)
Surface Pro 9	13-inch Touchscreen	8 GB	256 GB SSD	12th Gen Intel® Evo™ Core™ i5	Inter Iris X Graphics	4K	1,099.00
MacBook Pro	13-inch Retina Display	8 GB	256 GB SSD	Apple M2 chip with 8-core CPU	Neural engine	HD	1,349.00

The Apple Inc is considered to be the premium category of the product and hence, in such scenario, the Microsoft can be capable of offering better functionality along with features at the affordable rate. The Surface Pro 9 is the new launch and pricing has been kept quite lower than Apple Mac Book. This will be the main pricing aspect which makes them quite competitive in comparison to Apple Inc and other competitors present in the market (Pavenkov and Rubtcova 2019). Thus, in this part of the marketing mix, it shows that Microsoft has been constantly reforming the pricing strategies for addressing the changes in overall computer hardware as well as software market especially amid the competitive pressure with the different other technology firms involved in the business.

Where to buy Surface Pro 9



Figure 2 Microsoft Center. Regent St., London

In case of the place or the distribution center, Microsoft has been selling the Surface pro 9 in the physical stores along with online medium. The ecommerce websites like Amazon will be keeping the Surface Pro 9 laptops for sale. The different customers especially the different working people group will be accessing, purchasing along with downloading the software products through the official website along with the online store. In the present, online place is considered to be the major avenue for revenues of the company and therefore, Microsoft will be able to sell the products to customers in the accurate way (Othman et al. 2020). Additionally, the authorized sellers also provide the direct approach towards the sales and marketing of Surface pro 9 and due to this, the product will be available in multiple locations and the customers will be able to have the access without much difficulty.

On the other hand, the Microsoft official websites, stores are considered to be the physical retail stores wherein the different customers can be capable of accessing the variety of the products of Microsoft like Surface Pro 9 or other laptop versions. These stores, which are although limited in number, are the direct approach towards marketing, which enables company for enhancing the brand image along with improving the customer service accurately. The place is the critical element in any organization as this is the way through which the customers can be targeted and this will be beneficial for their growth in the competitive business environment accurately and properly (Microsoft.com 2022).



Figure 3 e-Commerce Companies

Best Microsoft Surface Pro 9 Deals and Promotional Activities

Once the Surface Pro 9 is launched in the market, there will be different promotional tools which can be used by Microsoft for gaining the attraction of niche group of customers in the market. The focus on the effective communication related strategies play the integral role which gives Microsoft the scope to prosper well and reach to the wider range of audiences within a short span of time (Nwankwo and Kanyangale 2022). The biggest expense of Microsoft has always been on Advertising which is capable of enhancing the corporate image of the company. In case of the Surface Pro 9, the Advertising is the key aspect which will be adopted by Microsoft for growing and this will be giving them the scope to enhance their growth against competitors like Apple Inc. In the sales promotion, the company Microsoft will be using the discounts and other incentives for attracting the customers.

The reason behind the same is that as Apple Inc is also trying to introduce Mac Book different versions, hence, it is required to put efforts on understanding the different needs of the clients and manage it effectively. For instance- The customers who are having low budget can be buying the Surface Pro 9 at the discounted rate (Lahtinen, Dietrich and Rundle-Thiele 2020). Even, they will be focusing on Personal Selling wherein the stores of Microsoft and the sales personnel will be presenting the product along with features to the potential buyers who will be the working group of consumers. In this way, the company will be able to bring out the main features of Surface Pro 9 and their sales will be enhancing within a short span of time.



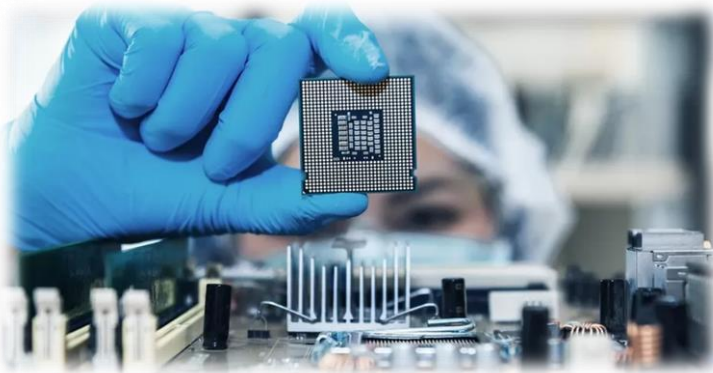
Full Family of Computers Designed for Workaholics

While segmenting the Surface Pro 9, Microsoft has brought in many hardware and software related changes and innovation in this laptop. This has been designed basically for the Demographic Segment who both male and female is belonging from the age group of 25-40 years (Kotler and Armstrong 1983). The workaholics will be involved in this segmentation and as per the psychographic segmentation; the premium customers who are having high income will be targeted. Microsoft will be using the Differentiated Targeting Strategy in which only a niche group of customers will be targeted. The Workaholics will be targeted who are constantly trying to buy the laptops with the latest technology inbuilt in it. With help of this, the Microsoft has been able to fulfill the needs of the workaholics as the Surface Pro 9 is designed with such as the face recognition technique with Qualcomm-powered SQ3 SoC that will be suitable for the growth of the company in the long run. The focus of Microsoft has always been on focusing on fulfilling the needs of the customers and through Surface Pro 9, the company will be able to meet demands of customers and also increase the revenues accurately. These are the ways through which Microsoft has been trying to grow accurately in the market (Chou et al. 2020).



Providing Cutting Edge Technology at Dynamic

As per the positioning, Microsoft has been focusing on the High Quality and the Dynamic Pricing which is fixed as the changes and conditions seen in the market. The dynamic pricing can be taken into account on how much demand is there for the product in the competitive market (Camilleri 2018). Hence, in case of Microsoft, the adjusting prices play the integral role as this gives them the competitive edge to focus on the quality and also gives the customers with the best price in comparison to the competitors like Apple Inc present in the market. The Microsoft Company is able to maintain the optimal balance between numbers of the products sold as well as the profit per product which is being sold.



Hence, in such scenario, Microsoft has been able to progress much more than Apple Inc as they are constantly trying to focus on needs of customers and in this case, it is the niche segment which is being maintained accurately. The cutting edge technology and the dynamic pricing is the key skills which gives them the edge over others. The main element which is focused by Microsoft is to provide the customers with all the qualities in the product which is desired by them and pricing is competitive always from beginning (Al Badi 2018).

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