

MARKETING FUNDAMENTAL ANALYSIS

Nikola Ivov Dimitrov

2010613

Table of Contents

INTRODUCTION	3
Process and stages of marketing	4
CONCLUSION.....	7
REFERENCES	8

INTRODUCTION

The file is on marketing fundamentals, the process and analysis of the same. It lays light on the process and stages of marketing process and how they are related to marketing mix. The organisation taken here for case study is Sainsbury which is a retail organisation dealing in grocery and FMCG and is one of the biggest retailers in the FMCG sector in UK. The file relates the fundamentals to the company through an analysis.

Process and stages of marketing

The marketing process is a strategy which helps in identifying and reaching goals. It also helps to discover the needs of customers and develop the products accordingly. The steps in a marketing process are:

a) **Mission:** The company's mission is to be first identified and understood. It has to be the soul of the company and promoted likewise in the organisation. It explains the ambition of the company to grow and how it can benefit the consumers. The mission statement has to be motivational, one which is aspiring and which can influence customers. The mission statement is the reflection of the company in business as to what is the main motive. The purpose of the business gets highlighted in the statement. Some points which can be assessed are strategic influence of the business, perception of public towards business, and the clarity mission provides on the strategy (Naseri and Noruzi, 2018).

Sainsbury: The vision of the company is to be the most trusted of the retailers where people would love to work and shop. Company's aim is to acquire the talent, diversity and creativity to see that customers receive good amount of service each and every time they visit the shop (Anesbury and et.al., 2020).

It helps in the role of marketing mix in a way that company is catering to its target set of customers which is the product factor which focuses on the target segment.

b) **Situation Analysis:** This step involves evaluation of internal and external factors that can affect the company and market. The macro-economic as well as micro-economic factors

affecting the company help the management realise what will be the decision-making process to be followed by the company. The strengths which can be worked upon and weaknesses which need to be improved upon get clear through this analysis. The company has to make short-term and long-term strategies as per these factors. SWOT analysis and PESTLE analysis are two of the methods used to assess the factors influencing the environment of the company (Naseri and Noruzi, 2018).

SWOT analysis of Sainsbury for example, helps in assessing strengths which can be a product segment doing well within a company, diversification of the company's products to reduce business risk and presence of the retailer in a wide range of area in world.

Weaknesses include company facing loss in revenues due to rising food prices and transaction costs uprisng due to a long chain in distribution.

Opportunities can be to launch company stores in rural areas as rural areas have also seen growth and rise in income which can motivate customers to buy the product (Anesbury and et.al., 2020).

Threats are from competitors who have entered the market in the same field, also threat of cheap products as substitutes also is another factor which influences the company's revenue and have to be addressed.

The situational analysis has a contribution in marketing mix in a way that pricing factor in marketing mix is affected by the competitor analysis and the economic factors influencing the company and the country.

c) **Marketing plan:** As opportunities have been found out by the analysis, this step requires prioritising and mapping of the ones which need to be pursued. The marketing plan specifies the target customers and the aims and objectives of the plan. The marketing plan will list the budget to be spent in the plan. The process of how the company reaches the target customers and forecast of the results are assumed. The plan has to check out the competitor present in the market. The marketing plan has to segment the target market by defining the target audience on factors like geographic, demographic, behavioural and psychographic (Dietrich, Rundle-Thiele and Kubacki, 2017). The goals which have to be set have to be measurable. For that purpose, specific goals which can be measured have to be set. The goals have to follow the norms of SMART(Specific, Measurable, Achievable, Relevant, Time-bound). The marketing budget has

to be set taking in account all the costs which can go in like advertising, product branding, campaigning, public relations, operational costs etc.

Sainsbury has a target market of customers who are of middle class range and thus the pricing has to be kept low to middle. The company makes the marketing plan which suits the tastes and habits prevalent in the target group of customers and thus makes the strategy for instance, the company can go for organic products as is the case with the changing habits of healthy eating within customers. The pricing of the products has to be done in the Sainsbury way which shows a cut in the prices as prices being discounted than other prevailing market rates in the country. This can take care of the competitors influence in the category of products.

Marketing plan relates to the marketing mix as it focuses on product specifications according to the target customer segment and also on the pricing of competitors in the same product category.

d) **Marketing Mix:** The marketing mix basically deals with 4 Ps of marketing- Product, Price, Place and Promotion. The marketing mix is an elaborate approach which considers all the important elements in marketing process (Dietrich, Rundle-Thiele and Kubacki, 2017).

Product: This is what defines the company's offering to the customers. The product design and specification has to be according to the target market. The product should appeal to the tastes and habits of the customers. Also, the product processing and packaging has to be in such a way that it appeals to the customers. The product positioning also has to be taken care of which can differentiate the product from the customers.

Price: The price of the products has to be set according to the customer affordability i.e. the target market. The price can include discounts, concessions as per the season time. This is a strategy used by many retailers and can increase revenue. The pricing is also done whom the company analyses as its competitors considering they have the same target market and the same pricing strategy.

Promotion: Company has to use promotional measures which are in the budget and also suit the requirements of passing on the message to the customers. This can be done through means of

advertising like print and electronic media. In print media, it can be the hoardings, banners and on a small scale in pamphlets and papers. Electronic media like TV, online websites are beneficial in spreading the message to the target customers. Nowadays, social media advertising has become the norm for promotion where companies can get connected with customers.

Place: The location where company thinks to launch the products and display them is the place factor. The products have to be displayed in ambience which can provide a pleasant feeling of shopping experience to the customer. Also, the product can be sold at online websites which has its own customer base.

e) Implementation and control:

The time to put plan in action is done in this step. The customers are informed and persuaded about product and service. This step includes getting the resources to market the product like cash and deployment of people in various functions and managing and monitoring the work. The monitoring of the goals have to be in a way that it helps to check on the progress of the goal planned, the benchmarks set and the sales to be bifurcated in the stages which help to realise the goals set (Benzo, Mohsen and Fourali, 2017).

Sainsbury has a monitoring team of managers which check on the progress of work in the organization. This helps in timely attainment of goals and the strategies being followed which were designed in the previous stages.

CONCLUSION

To be concluded, it can be said that marketing process is like a mission which is set in the minds of the planners and then comes the thought of the acquiring of resources and the way of execution of the plan. The various processes discussed are related with the factors of marketing mix and work together to give a product specification and positioning in the minds of the customers. The last function is of equal importance in which monitoring of the plan made is done to check whether everything is going in the right direction. It is a sum total of these factors which help company achieve objectives within a given time frame.

REFERENCES

Books and Journals

- Naseri, Z. and Noruzi, A., 2018. Content marketing process model: a meta-synthesis of the literature. *Webology*, 15(1), pp.8-18.
- Dietrich, T., Rundle-Thiele, S. and Kubacki, K., 2017. *Segmentation in social marketing* (Vol. 1). Singapore: springer.
- Greco, F., 2018. The Rule of Persuasion in the Marketing Process. *Psychol Behav Sci Int J*, 9(5), pp.1-15.
- Jenson, I., Doyle, R. and Miles, M.P., 2020. An entrepreneurial marketing process perspective of the role of intermediaries in producing innovation outcomes. *Journal of Business Research*, 112, pp.291-299.
- Anesbury, Z.W. and et.al., 2020. Net audiences: a comparison of the Sainsbury Normal Method and the Sainsbury Weighted Method. *Journal of Marketing Management*, pp.1-20.
- Benzo, R., Mohsen, M.G. and Fourali, C., 2017. *Marketing research: planning, process, practice*. Sage.