



University of Wales
Trinity Saint David

BUSINESS MANAGEMENT

Module Code: LCBB4004

Module Title: Marketing Fundamentals - Assessment 2

Lecturer: Zee Zook Internal Verifier: John-Paul Okeke

Critical analysis of the processes of marketing along with the role of marketing in creating value for customers, Stakeholder engagement and their impact on the marketing activities of an organisation

Student ID: Yanitsa Marinova, 2014457

Table of Contents

Introduction	3
Background of ASUS	3
Role of Marketing	4
Impact of Stakeholder Engagement on the Marketing Activities	6
Conclusion	8
References	9

Introduction

The essay has been done along with the critical evaluation as well as analysis in finding out the role of the marketing that has played a role in creating the value for the customers. The essay has covered the case of ASUS which is one of the renowned worldwide leading companies that is producing electronic items in which they are delivering laptops, mobiles and many more. The essay has covered the comprehensive study related to the marketing activities that the company has utilised in creating customer value along with that activities have also been discussed through which ASUS has increased their sales. Additionally, the essay has also analysed the role as well as the impact of the stakeholder that is engaged with the marketing activities that has been conducted by ASUS in promoting their products and engaging their customers as well as in increasing their sales. Based on the analysis, detailed conclusions have also been highlighted at the end of the essay.

Background of ASUS

The study has covered the company named ASUS. They are delivering laptops, mobiles, and many other things with good reliability. Their laptops are easy to approach as well as they are affordable though they offer extremely expedient support. The organisation is passionate about technology and innovation as they have been upgraded with the latest technology and serving their latest innovation in an emerging market. They have been serving an incredible product to their customers because for them, customers are the priority in providing the best product. The core competency of ASUS as they have strived with the product innovation. Every year they have released a new product with uniqueness as they have focused on research and development.

However, they have their design centres through which they have been focused on designing as they have been manufacturing their products. Moreover, the company has

collaborated with many companies to perfect its products. Through these aspects, they have been adding value to the customer's satisfaction. (Yulisetiari, 2019). Further, ASUS has been able to provide a satisfactory service to their customers as they have maintained their services centres to be found in many places all over the world where they have been delivering the parts distribution more easily. Although the company has earned their customer loyalty as they are providing satisfactory products to their customers. The company has been gaining vertical integration through cost advantage as their products have been differentiated from others as they have their designs of the products.

Role of Marketing

The organisation ASUS is known as the 4th largest vendor worldwide. They have been using strong strategies for producing their products in the market. The ASUS has been serving in all the segments in which there is a good competition like a laptop, desktop of HP, Acer, Toshiba, Apple as these are the highlighted competitors for the company. Whereas, in smartphones, they have been serving Samsung, Motorola, Micromax and many more.

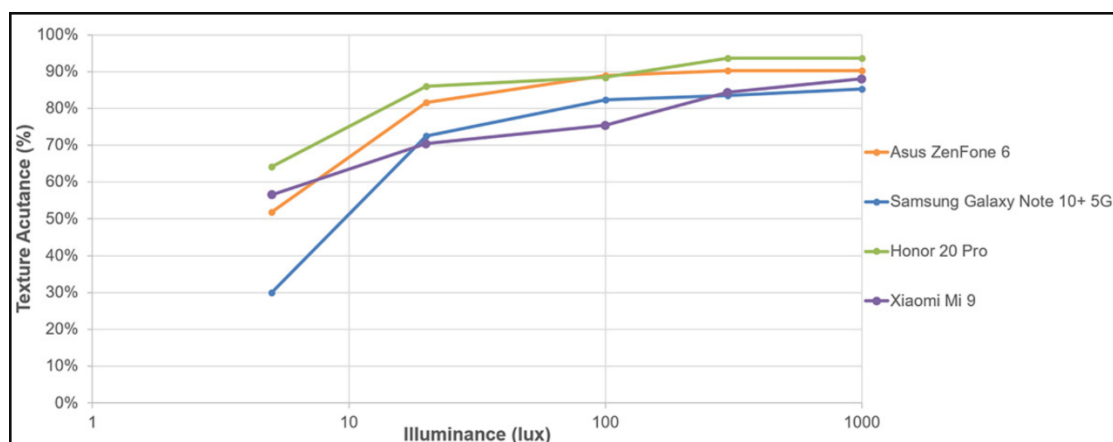


Figure 1 ASUS Selling graph of the phone

Customer value has become one of the mandates for the leaders and the managers of the company to maintain their competency in the rapid current change as well as the highly competitive global economy (Weinstein, 2020). Customer value creation has been declared as one of the main procedures that have been relegated to the sales and marketing department.

The main role of the company is to create the value of their products and services to their customers through sharing the information, educating them about their new products, creating a need for them. The purpose of the company is to satisfy their customers, as their relationship with their customers has been measured in three modes that is communication, commitment and trust. As they have been able to deliver all those three aspects to their customers due to that they have been leading in the market. ASUS has been focused on the age segmentation like the users of the laptops that are mostly youngsters that are going for the college, working areas. Accordingly, their advertisement has focused on the segments only as they have been served on the quality of the sales. Although in reaching the shoppers along with the mass communication the company has uploaded the videos on social media related to their products as well as features while they have been launching their new products. Through this ASUS has been able to reach more to their customers without spending much (Oh and Kim, 2017).

Moreover, the company has also used some of the traditional methods like flyers, banners for their storerooms. Although the company has used techniques like pitching their products on their e-business sites as in that case they have been giving good discounts to increase their customers (Blair, 2020). They have been also organizing big national events like gaming that have increased their brand value towards the customers and also attracts new users. Moreover, for creating more customer value ASUS has been engaged with most of the online sources as well as with social media that are one of the important parts for gaining insights into the customer's

desires, expectations and needs. Thereby, in creating loyal customers the company has been engaged with several marketing activities that are focused on increasing customer engagement by providing them high-quality products at a low cost (Payne et al., 2017). The company has been engaged with digital marketing, also active in social media for reaching more customers. Through consideration of all these points, it can be highlighted that ASUS have utilised their marketing concept while devising the customer value-driven marketing strategy through which understanding of the customers wants as well as needs are targeted and then it is delivered to the customers according to their demands. Compelling with all the demands of the customers the company has been serving the desired value of the customers (Clauss et al., 2019).

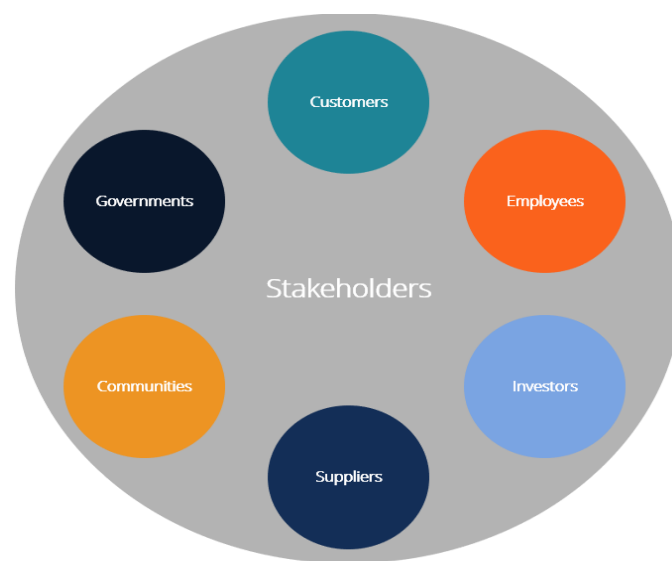


Figure 2 Stakeholders functions

Impact of Stakeholder Engagement on the Marketing Activities

The company has been striving for the engagement of stakeholders as this has enabled ASUS to communicate and understand the viewpoints of the stakeholders. Through this process, the company allows us to comprehend the needs as well as varying with the stakeholders and the extent of their engagement with the company. With the strong engagement with their stakeholders,

ASUS has been able to strive their business high as the company is enjoying their success worldwide (Jonas et al., 2018). In ASUS the employees of the organisation have been earning good income along with the perks as they have been producing competing strategies through which ASUS has been able to compete in an international market. Moreover, the company is serving their technological products through expansion and enhancement. They have been busy keeping their innovation upgraded by improving their product functions every year according to the customer's feedback. Similarly, ASUS has a clear vision that has been derived from an effective strategic planning process. This includes the marketing plan of the company that has helped in making the company successful through stakeholder engagement (Pucci et al., 2018).

ASUS has been engaged with their stakeholders for producing high results through which they would be able to add value to the operations of the firm. By engaging with their stakeholders the company has been able to minimise their potential risk, easily create appropriate plans for their future as well as be capable of enhancing the opportunities for better growth in the fast-changing environment related to their context industries (Wang, 2021). The company has been controlling the suppliers as they have merged with them like silicon image, NVIDIA and many more.

Further, the company has maintained a strong relationship with their suppliers as they are capable of holding the prices of the suppliers by purchasing a large number of units. However, ASUS has been producing their component through vertical integration as they have also formed the partnership with their suppliers for cutting down the cost (Mullabaev, 2017). Moreover, the company has also maintained a good relationship with their buyers as they have removed the strategy of the buyer bargaining power because they have been providing the low cost to their customers. They have also given with the discounts as well through which customers.

The company has empowered their managers and their co-workers to produce good output. The company has also trained their employees as well as managers to produce high-quality work for selling the products (Albasu, and Nyameh, 2017). They have been focused on the requirements of the customers and according to that they have been engaged in making their products according to their demands. In their marketing activities satisfying their customers is their priority, in that case, they have been given exceptional performance, in that case, the company has been serving different types of monetary as well as non-monetary rewards that has increased their motivation level. As the company has less retention ratio of the employees. ASUS has been successful in managing the strong relationship with their stakeholders, along with that they have shown a positive impact on their marketing activities.

Conclusion

The company has been producing a low-cost product with high quality. They have used their components in the production as well as they have also controlled suppliers as they have formed with other companies for getting the perfection in their products. The company has good control in their management of the production due to the headquarters in most of the countries. The company has been declared as the technology core that is concentrated with high competition among the competitors as ASUS has been capable of innovating each year. Moreover, to cut down the cost they have built many factories in the USA, Europe and China so that it can cut down the lead time as well as transportation cost because ASUS have their own supply chain companies in helping them with the distribution of their products.

References

- Albasu, J. and Nyameh, J., 2017. Relevance of stakeholders' theory, organizational identity theory and social exchange theory to corporate social responsibility and employee's performance in the commercial banks in Nigeria. *International journal of business, economics and management*, 4(5), pp.95-105.
- BLAIR, M.H., 2020. a quality management approach to improving the advertising-to-sales track record: new answers to three critical questions. *Master of Marketing Measurement: Margaret Henderson Blair on Marketing Accountability*, p.330.
- Clauss, T., Kesting, T. and Naskrent, J., 2019. A rolling stone gathers no moss: the effect of customers' perceived business model innovativeness on customer value co-creation behaviour and customer satisfaction in the service sector. *R&D Management*, 49(2), pp.180-203.
- Jonas, J.M., Boha, J., Sorhammar, D. and Moeslein, K.M., 2018. Stakeholder engagement in intra- and inter-organizational innovation. *Journal of Service Management*.
- Mullabaev, B., 2017. development of light industry branches in Uzbekistan based on vertical integration. (10), pp.178-184.
- Oh, H. and Kim, K., 2017. Customer satisfaction, service quality, and customer value: years 2000-2015. *International Journal of Contemporary Hospitality Management*.
- Payne, A., Frow, P. and Eggert, A., 2017. The customer value proposition: evolution, development, and application in marketing. *Journal of the Academy of Marketing Science*, 45(4), pp.467-489.
- Pucci, T., Casprini, E., Galati, A. and Zanni, L., 2018. The virtuous cycle of stakeholder engagement in developing a sustainability culture: Salcheto winery. *Journal of Business Research*.
- Wang, R., 2021. Organizational Commitment in the Non-profit Sector and the Underlying Impact of Stakeholders and Organizational Support. *VOLUNTAS: International Journal of Voluntary and Non-profit Organizations*, pp.1-12.
- Weinstein, A., 2020. Creating superior customer value in the new economy. *Journal of Creating Value*, 6(1), pp.20-33.
- Yulisetiari, D. and Prahasta, Y.A., 2019. The effect of price, service quality, customer value, and brand image on customer's satisfaction of Telkomsel cellular operators in East Java Indonesia.