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Effective Marketing Analysis and Evaluation

Marketing refers to the process of promotion, acquaintance, and selling of the product. It is a kind of strategy that enables the companies to get the public view and helps to increase the sales. This strategy brings positive consumer lives and expands the selling market. Almost all organization focuses on the marketing strategy. It is something that finds the market demand and helps the organization to develop their product according to the needs of the people. There are several steps and process of this marketing which enable to build up the reliable structure of marketing (Dodson, 2016).

Several things influence to build up a good marketing strategy. A good marketing strategy is build up by maintaining several internal and external matters. First, a company must have some vision. This vision defines the objective of the products of the organization. What type of products and how they want to present their product in the market place and how they can create a positive impression on their product (Campbell, 2017). For example, Aldi the fastest growing market in Europe has recently entered china. To compete with the market they must show their vision how they think about their product. On the other hand, this vision could be called the recognition of the company also. Aldi has introduced itself as a low-cost quality product seller. So, their vision is to supply products at a low-cost price. Another important process is market analysis. While a company is launching its product it must need to focus on the market and consider several things before launching (Razvan Udroi and Bere, 2018). First, the consumer demand, market price for the same kind of products, and availability of the products. These things must be analyzed before launching their products in the market. This situational analysis helps the companies to find their dos in the marketplace. It provides them the idea that how they should bring changes in their product and how they can make their product useful to the consumers. Aldi has focused on the Chinese needs. Chinese people like fresh foods. They don't want to shop for a week rather they want to get these things daily. So, Aldi has adopted the plan to present them daily foods and with the Chinese branded food. Chinese people want to get branded commodities, so, Aldi must need to adopt the strategy. Third, the process is the marketing strategy, and this is the game changer stage for marketing. A company must need to adopt a marketing effective strategy to promote its products. This reaches their product and impresses the consumers to buy this product and create a positive impression on this product.

There are several aspects relevant to it. a company must need to establish itself as a brand. They should have some dedicated consumers. Aldi has created this vibe among the consumers. Thus, it was seen that people were in the long queue for a long time to buy their product. They have established themselves as the royal operator and engage consumers in their shop. Marketing mixing is the way to select and diversify the products. It must include the product quality, product branding, and diversification of the products. The product must be quality full. And products should be unique and new to the market. This product diversification helps to state the strongest position in the market. Second, product price. Product price must be suitable. Before setting the product price, the market should be analyzed (Kim-Cheyenne Greiner, 2018). Product price must need to have relevance to similar kinds of products. If product price gets higher than specialty for the product must be discussed. There could be some specific features. Consumers can be given special discounts on certain periods of selling and a certain number of products. This strategy increases sales and attracts the consumers to buy similar products of the company. The mode of marketing is another important issue in this case. How products are reached to the people, is discussed. Companies offer different types of marketing strategies, such as direct marketing (Kotler, Armstrong, and Harris, 2019). Some of them use television for their product marketing and some of the organizations use previous data to find interested consumers for their products. The company should adopt different techniques to increase the sell. Sometimes, offering presents with the products also increase sales. For example, when Aldi is suffering from a less sell problem, they offer local wine with the branded wine. That means, if consumers buy one branded wine, they will be offered a local wine free with the branded ones. This strategy helps to increase sales. The place is an important aspect of product marketing. It includes the storing capacity, product transportation, and distribution hubs. Products transportation should be lucid. Because it affects the availability of the products. This transportation also affects the product price. Aldi has taken this initiative that, they have established their own production house and storage in China, which let them have their fresh supply channel and offer the consumers a discounted price for their selling (Sangram Vajre, 2016).

Certain stages of marketing show the easiness of product selling. First, the company should discover its marketplace. They will have to find the proper marketplace for their products. For example, Aldi has established their stores in Shanghai because they have kind of products which has a great demand in Shanghai. This is important to find the exact people of the products. It

increases the sales and lets the company find its selling area. This discovery refers to analyze the market. It includes the marketing strategy of similar products and how they could be chased. The second stage is to plan for marketing (Burnett, 2018). This stage shows the product marketing policy. Companies should analyze the marketing environments, how opponents are doing their marketing, these kinds of things should be analyzed and then an effective strategy should be formed to bring changes in the new product marketing. The company needs to set up their objectives and vision how they introduce their products to the consumers and what is their expectation from their products. They need to adopt a new marketing channel. Sometimes, they need to bring changes to their quality to attract consumers (Wilson, 2019). Implementation is the next part and important part of the marketing stage. Here companies need to focus on implementing their planning. If the company needs to bring changes in quality, it will have to adopt new strategies to diversify its products. Besides, they will have to focus on production cost, marketing channel, and transportation of their products. Quality matters a lot. Quality defines the product. The company should provide the best quality products for the consumers. It is much important for similar kind of product. While the same kind of products must be established in the market, then these quality issues matter a lot. Production cost must in range. Product price should be relevant to similar types of products. If the company does not have proper people for direct marketing, they need to hire additional people for their product marketing. The last step is a measurement of the product selling. Thus, the upper stages are applied and the expected result should be measured. The company needs to measure the sales and their marketing policy. They will have to find out that, either the people are choosing their products or not. They just need to adopt new ideas to bring changes to their marketing strategy. They should measure the public demand for their products and how they can overcome this (Talaya Waller, 2020).

Aldi has developed their ideas in China to establish their store in china. They have found the public interest, through which they can develop their products. They have taken their marketing mixing policy offering their products at low cost. It enables them to attract people. They offer discounts on several products and it creates value for their products. They provide their consumers the best quality products, according to the need of the people. They analyze the consumers and provide them with the right kind of products. They have adopted a proper promotion strategy to bring consumers. They have offered one with one offer to the consumers.

Here consumers are given a free product with the real product. Besides, they have chosen television marketing. They have adopted their own Youtube channel for their product marketing. They provide their consumers with fresh food according to the needs of the people. They have developed their production channel and offer the best quality products in the market. Aldi has brought product diversity in their production. Aldi has targeted the current opponents for their products and providing the best competitive products in the market, which brings changes in their marketing strategy. They have attracted the locals to shop with them.

Marketing strategy is the precondition for production success. Almost all organization has adopted this marketing strategy to attract the consumers. This process of marketing helps to find new ways of developing marketing strategies and become the dominant company in the market. Marketing strategy shows the stages of the marketing policy, how they adopt new marketing techniques to produce the best quality products to the consumers. Good marketing ensures the success of the product.

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