

LEVEL 7 ASSESSMENT SPECIFICATION

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Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Executive Summary

The current paper focuses on the marketing management solutions of Hong Kong TV Mall, which works in e-commerce and digital marketing. It examines the approaches used by the company to execute competitive assessment through target consumer research as well as how this contributes to the accomplishment of marketing goals. It also offers recommendations regarding how marketing strategies affect a company's capacity to succeed or fail, providing a three-year marketing plan for its product. In 1992, Hong Kong Television Limited was founded as a provider of communications services (HKTVMall, 2024). The findings of the marketing management research allow recommendations to develop adequate responses to the problems outlined in the analysis and enhance teamwork in the company to achieve these goals better.

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Marketing Management: HKTVMALL Analysis

Introduction

The choice of the appropriate marketing plan is vital for effective corporate development. Analyzing external and internal information concerning the company's customers, competitors, markets, and products benefits the business. The Hong Kong broadcasting company HKTV Mall offers entertainment and shopping services through its platform under the same name. HKTVmall was established in 2015 as an over-the-top marketplace for leisure and commerce (HKTVmall, 2024). The company's founder and critical stakeholder is Ricky Wong (HKTVmall, 2024). The organization falls into the Broadcasting and E-commerce industry and is a public type of corporation.

Currently, the organization operates the biggest online shopping mall in Hong Kong, offering services including recreational activities, e-commerce, and the optimal possible purchasing experience for customers, which is the company's mission. The organization has changed its business model several times, using HKTV Mall to operate retail. The mall is a pioneer in internet commerce in Hong Kong, and in five years, HKTVmall had around a 10 percent share of its market (HKTVmall, 2024). Hence, the company's success is undoubtedly noteworthy in light of the industry and regional competitiveness.

Situation Analysis

Internal and External Environment

Customer preferences and recent market trends are directly connected. For instance, technological innovations have recently developed a market trend toward online commerce. People prefer to find goods and services online and order the delivery of the products to their homes using the website or the mobile application. This trend and preference have become more evident during the COVID-19 pandemic, and it has been preserved globally and in Hong Kong after its end (Li, 2020). It states that HKTVmall, with its emphasis on the online shopping experience and delivery of the products to the client, is consistent with the international market trends and satisfies the needs of customers in Hong Kong.

PEST and CRM Analysis

PEST analysis shows that HKTVmall's micro and macro environment provides the company with growth opportunities. The political climate in Hong Kong supports business

initiatives, and the legislation is favorable for the development of HKTVmall (Ren and Zhang, 2024). The economy in this region is developing actively, which means that people are interested in buying more goods (Ren and Zhang, 2024). To expedite their business's growth in the servicing sector, HKTVmall purchased the Groupon HK unit in March 2017 and then changed its name to HoKoBuy (Chen, 2021). In partnership with HKTVmall, they have established a strong presence in the e-commerce industry and are quickly becoming the best online shopping destination in Hong Kong. Together, they work with over 2,700 retailers and wholesalers to offer over 182,000 product products on HKTVmall and HoKoBuy (Chen, 2021). From 1,300 in January 2016 to 6,200 in August 2017, the average number of orders placed per day increased (Chen, 2021). These processes illustrate the positive economic and political environment in Hong Kong and the successful performance of HKTVmall.

As mentioned, the popularization of online shopping is an international trend that depends on technological and social factors. Hong Kong's lifestyle is comparatively rapid, and people typically have no opportunities to buy things offline. In addition, the wide use of the Internet and smartphones allows individuals to shop online easily. One of the well-known 24-hour online shopping sites in Hong Kong is HKTVmall, which is popular in the country (Chen, 2021). The target market for HKTVmall is middle-class Hong Kong households earning above 250,000 HKD annually, as they offer a variety of products to cater to most of their clientele (Chen, 2021). This site offers a large selection of always discounted products, making the price lower than that of other online shopping platforms, which helps it draw in more users. It states that both technological and social characteristics of the business environment enhance the development of HKTVmall.

SWOT Analysis

SWOT analysis allows critical evaluation of the current business performance of the organization to make informed decisions while creating a three-year development plan. The strengths of the discussed company are excellent brand recognition in the sector, the extensive proposition of items for sale, and extensive marketing. Customers pick HKTVmall more often than other marketplaces to shop online because of its well-established brand name, which facilitates the rapid expansion of its client base (Chen, 2021). Over 2500 stores of various brands are located throughout the HKTV mall (Chen, 2021). Therefore, unlike other non-specialized purchasing platforms, it offers many diverse products. In addition, the HKTV mail advertises

extensively on various media outlets that are nearly global in scope (Chen, 2021). Television, Google Search Engines, and Facebook are examples of mass media platforms (Chen, 2021). Consequently, a large number of people will become aware of the brand.

At the same time, some weaknesses include poor customer service quality, inadequate delivery planning, and restricted payment methods. There are no hotline communication methods in the mail where clients can voice their grievances about their products or services and receive prompt responses (Yuen, 2024). The mailer offers the option of filling out forms, which ruins relationships and client loyalty. The high cost of mail service, lengthy delivery times, unplanned deliveries, and missing goods are all frequent problems with HKTVmall delivery that erode consumer confidence (Yuen, 2024). PayPal and Pay Me are two of the least used payment methods among the four that HKTVmall offers (Yuen, 2024). Customers are discouraged by HKTVmall's rejecting popular payment methods like Alipay and WeChat Pay.

The opportunities of HKTVmall include the hectic lifestyle of Hong Kong residents and the overall trend for online commerce. In particular, people do not have enough time to shop in person because they work long hours. People like to shop online since it puts nearly any product at their fingertips. SMEs choose the online retail sector due to the significant operating overhead in these markets, including rent and license fees (Ishikawa and Okada, 2021). Being the most popular online retailer in the area, HKTVmall is more favored by SMEs, which expands its network.

The primary threat for HKTVmall is competition with other global e-commerce platforms. The Census and Statistics Department reports that Hong Kong has a lower-than-average rate of growth for internet commerce at 35.8% (Hong Kong Census and Statistics Department, 2024). Even though HKTVmall was the first to enter the local e-commerce sector, it is still not as well-known as other international online retailers, with most orders presently being placed on US giants Amazon and Taobao, which Alibaba owns (Huang and Yen, 2021). It is a reality that compared to many other developed economies, Hong Kong has a lower prevalence of internet retail (Hong Kong Census and Statistics Department, 2024). Rather than shopping on Hong Kong websites, many Hongkongers use worldwide platforms, such as Amazon, for their purchases or Alibaba's Tmall or Taobao marketplaces (Kendall *et al.*, 2019). For this reason, HKTVmall has to propose special offers to its clients to attract and retain them. The information mentioned in the analysis is reflected in Table 1.

Table 1. SWOT Analysis

Strengths: • brand recognition; • extensive proposition of items for sale; marketing.	Weaknesses: • poor customer service quality; • inadequate delivery planning; • restricted payment methods.
Opportunities: • lifestyle of Hong Kong residents; • trend for online commerce.	Threats: • competition with global e-commerce platforms.

Segmentation, Targeting, and Positioning Strategies

Breaking down the target market into manageable groupings is known as market segmentation. Market segmentation divides a market into smaller groups using psychographic or behavioral factors, demands, priorities, shared interests, and other factors to understand the target market better (Frederico *et al.*, 2021). The psychographic division is HKTVmall's method of market segmentation. It is possible to use Google's targeting services to make better customer recommendations based on their interests, age, behaviors, and needs (Frederico *et al.*, 2021). In other words, the use of big data in the targeting strategy is the major component in the market segmentation of HKTVmall.

The company's competitive analysis details potential rivals in the market and enhances the positioning strategies HKTVmall uses. The corporation intends to concentrate on other cities besides Hong Kong for clients, but targeting is generally based on the urban residents. In particular, through the Prime Program initiative, which targets viewers who have access to the station and are regarded as Hong Kong TV regulars, the corporation is also concentrating on its most significant clientele. The company is targeting middle-aged clients and has regularly boosted views on Facebook, YouTube, and other social media platforms (Huang and Yen, 2021); (Leung *et al.*, 2023). In general, targeting is based on the idea that those individuals who actively use the Internet, debit and credit cards, and PayPal are among the company's clients.

The company emphasizes creativity, engagement, and quality content in its positioning strategy. The corporation uses digital platforms like YouTube, Facebook, and Twitter because middle-class homes and income groups are its prospective target market. The business uses its

Facebook profile to draw in and interact with customers. The company encourages customers by displaying products and coupons on its Facebook page, boosting sales (Huang and Yen, 2021). The corporation also concentrates on Twitter as a social tool because it will be wholly integrated with online commerce. The organization has a hold on the B2B channel thanks to its integration of HKTVmall with Twitter, which allows orders to be placed immediately from a Twitter account, which is effective for marketing (Plantinga *et al.*, 2020). Furthermore, the business uses the Snapchat app to notify clients about special offers and price reductions that would be available on merchandise.

Evaluation of the Effectiveness of the Marketing Mix

The combination of promotion, place, price, price, and product that constitutes the marketing mix is used effectively by HKTVmall since it reaches the target market. The organization's primary marketing goals are better customer service and an internet-based shop where customers may buy anything they desire (Jindal *et al.*, 2020). The organization's primary goal is to become the top e-commerce business globally and in Hong Kong. The company also hopes to attract customers worldwide by offering a large selection of products based on their priorities (Chen, 2021). The organization aims to become the world leader in the e-commerce industry, which is demonstrated by its goal to reach a global audience.

By offering the most excellent services, The HKTVmall develops its customers' priorities through various approaches. The corporation emphasizes value-added features to draw clients to its online shopping center. It is a commercial expansion whereby they sell anything from soy sauce to diamonds. It will center on the idea that customers will become visitors to the store. The corporation currently operates 25 distribution centers in Hong Kong for its marketing process alone (Chen, 2021). Furthermore, the company's internet marketing platforms, such as sponsored search, social media, online, and television marketing, are part of its marketing plan (Chen, 2021). A company's media and newspaper advertisements of sales promotions, communications, and direct advertising are also included in its strategies for marketing.

The company's marketing mix centers consumers environmentally friendly goods and services through implementing an integrated communication system for digital marketing campaigns that result in happy customers. The company is utilizing AUTO RIP Technology in its model canvas, which makes it easier for customers to buy music products that are only distributed digitally on cloud-based platforms (Jindal *et al.*, 2020). The company is concentrating

on its one-day delivery service, which enables it to grow its grocery business.

Since joining the eCommerce space, HKTVmall has seen several changes in its marketing mix. Through vertical integration and excellent customer service that ensures all client input is taken into consideration and put into practice, HKTVmall has established a strong foothold in the market. HKTVmall attained vertical integration through the expansion of its logistics and warehousing (HKTVMall, 2024). To reach more people, HKTVmall also launched an online marketplace. To draw more users to the platform, HKTVmall included many things that users may access constantly (Chen, 2021). HKTVmall collected consumer needs through an integrated feedback system and implemented several methods to capture those needs. As a result, HKTVmall successfully drew clients who required quick service and a wide range of products in one place, despite the physical supermarket's close vicinity and the presence of competitors in the market.

Thus, HKTVmall's performance on the market was greatly enhanced by its capacity to adjust to the market's demands. But HKTVmall also reflects the enterprising nature of its co-founder, who thinks offering the most excellent service is the best way to win over a market crowded with rivals. At a time when e-commerce was starting to gain traction in the Asian industry, HKTVmall entered the market (HKTVMall, 2024). It was possible to create a distinct client base by implementing modern supply management to compete with the physical businesses (Enkatesan *et al.*, 2021). Nonetheless, market penetration remained challenging because physical establishments could be found throughout most of the city (Enkatesan *et al.*, 2021). As a result, the majority of consumers still favored in-person purchasing. As a result, the majority of consumers still favored in-person purchasing. A one-click purchase option and other aggressive marketing strategies helped HKTVmall seize market share (Enkatesan *et al.*, 2021). To improve the shopping experience for customers, HKTVmall also made use of Hong Kong's high mobile penetration rate by introducing mobile applications with unique features, including personalized home pages and filters.

Additionally, by keeping the user's payment information, HKTVmall aimed to satisfy the users' requirement for a speedy shopping and payment process by enabling the user to make purchases with just one click. Due to the customizable filter, users could view things that aligned with their needs and tastes (Tzavlopoulos *et al.*, 2019). As a result, the users could buy things that fulfilled their wants and requirements. HKTVmall started an extensive marketing campaign

to inform people about the new features. The goal of HKTVmall was to present their unique shopping experience to clients who they believed would find online shopping convenient (HKTV Mall, 2024). It used an approach to business similar to Amazon's, letting merchants sell their goods through the platform but focusing on product sales by handling payments and delivery.

HKTVmall, however, made self-pickup easier to set itself apart from the competition. The tactic reduced the logistical costs associated with transportation while allowing customers to experiment with more conventional purchasing techniques. The store was also able to sell perishable goods like fresh vegetables and frozen meat because of the self-pickup option. They could get most of the merchandise at one rather than visiting several outlets (Tzavlopoulos *et al.*, 2019). Additionally, HKTVmall invested in delivery services, logistics, and warehousing to support its offline-to-online business approach. HKTVmall established O2O stores to meet offline consumer needs and expedite delivery and customer feedback (HKTV Mall, 2024). HKTVmall aspires to become independent by establishing a solid supply chain and physical stores that offer a traditional shopping experience (HKTV Mall, 2024). As a result, the scope and intricacy of the HKTVmall business model are constantly increasing.

Due to social media marketing strategies, customers can readily obtain things. Thus, all businesses are concentrating on digital approaches to keep them as clients, which is the strength of the company's marketing mix. HKTVmall manages the internal retail market, managing online shoppers' purchasing power. The company's top priority is continually upholding its positive customer reputation since word-of-mouth advertising will eventually bring new business (Sozuer *et al.*, 2020). In addition, the business has a robust support and network service method, which helps to improve its reputation with clients (HKTV Mall, 2024). Since the company's response system is efficient and its employees treat clients politely when they have issues or concerns, the company also receives minimal complaints from consumers regarding its response system.

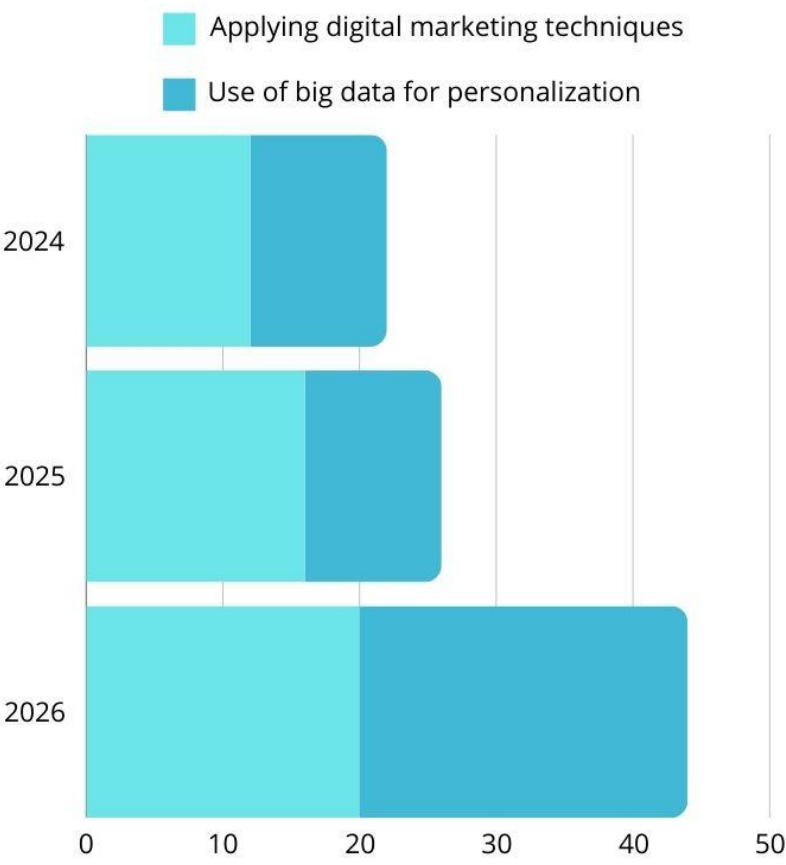
HKTVmall is expanding its physical store network around Hong Kong to take on its rivals, but it is the company's weakness at this moment due to its challenges. Since the project would require them to handle both online and offline platforms concurrently, it is anticipated to present a considerable challenge to the business operations (Chen, 2021). Some problems that could result from the expansion activities can be solved with the help of the soft system

technique (Sozuer *et al.*, 2020). Managing the actual store and the additional staff would be one of the main issues. Moreover, HKTVmall lacks sufficient expertise in managing physical stores because it started as an online business and has not been in the industry long enough to gain many transferable skills. The soft system approach can manage the complex circumstances of increased individual activity.

Recommendations and Conclusion

HKTVmall is the successfully developing company that specializes in e-commerce in Hong Kong. It effectively applies marketing strategies to improve its financial performance and market position. Though, digital marketing needs to become the new marketing paradigm for the company's advancement (Sozuer *et al.*, 2020). HKTVmall is currently utilizing internet marketing to grow its clientele and increase the accessibility of its merchandise, but it should be enhanced. The advice that will be given to the organization for success is that they should concentrate on creating new types of advertisements that cater to potential clients. These commercials will be displayed on the Internet along with various social networking sites, where most of the younger demographic spends time daily. In addition, it is vital to use big data to improve product and service recommendations for clients from Hong Kong (Nautiyal and Mishra, 2023). The Gain Chart in Table 2 illustrates the development of the marketing strategies during the coming three years.

Table 2. Gain Chart



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