

**University of Wales Trinity Saint David**  
**Student: Ana Maria Zinica**  
**ID: 2217284**

## **The Marketing Process**

## Stating the marketing process for the respective business entity Marks and Spencer



**Figure 1: Displaying the marketing mix elements**

Source: (Nguyen-Viet, 2023)

The term marketing can be defined as the systematic process of promoting the products of a business into a larger market sphere that can help the business to increase the overall base of potential consumers. There are four main Ps of marketing that is considered an active measure of any business to get success for long-term survival in the competitive marketplace. However, as per the information that is been provided, the 3Ps of marketing will be covered which can help the respective business entity Mark and Spencer for the sake of preparing an active business strategy to grab better opportunities in the future (marksandspencer, 2023).

**Process-** The term that is been mentioned in the portion stated beside can be defined as the element of service that can help the respective business entity Mark and Spencer to determine the overall experience of the potential consumers in a precise manner. The overall experiences consist of the offerings that is been provided by the business entity to grab the attention so as to earn a higher revenue (Nguyen-Viet, 2023). Other than this, the process element of the marketing mix can help the business to prepare a better strategy that can allow the respective business entity Mark and

Spencer to determine the issues or the challenges that is been faced by the consumers regarding the products. Through deep analysis, the respective business entity Mark and Spencer can also determine the different market opportunities for the sake of reaching the targeted audiences (Darmawan and Grenier, 2021).

*Stating the importance of process for the respective business entity Marks and Spencer*

Regarding the processes in the marketing mix, the operations for the respective business entity Marks and Spencer can have an impact on how well the service that will be offered by them, which includes delivering the product to ultimate customers, performs (Kubicki, 2023). Making ensuring to make the overall procedure of the business activity in the simplest form to do business operations with as a company Marks and Spencer means being punctual, effective, and helpful. This can be illustrated with the help of a suitable example (Kubicki, 2023). For instance, if the respective business entity Marks and Spencer introduces clothing as their new product and enters into competition with the other active clothing competitors in the market. Then, it is up to the business to collect all the relevant data about the likes as well as the dislikes of the consumers. This includes a detailed study of the current market situation of the proposed product that is to be introduced into the market. Hence, through the preparation of the study based on the market, the respective business entity Marks and Spencer can easily determine and prepare an effective business strategy for the sake of creating demand for clothing (Kubicki, 2023). They need to present their product in such a process that can help them to survive in the long-competitive market to grab much better opportunities in the future so that they can expand their business on a much broader scale.

## References

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