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Introduction

The current report will be an analysis of the marketing environment within an organisation. to deliver a better understanding of the study, the focus will be given to One Plus. As an analytical framework of the various marketing activities within the organisation, the report will include a SWOT and PESTLE analysis of the selected organisation. these frameworks along with its component factors are capable of demonstrating the marketing activities and its impact in determining the position of the organisation in the competitive scenario. In addition to the market analysis of One Plus, the study will also an emphasis on the roles and responsibilities of the marketing department in an organisation.

Market analysis of One Plus

One Plus Technology CO., Ltd., also known by its brand name One Plus, is a Chinese manufacturer of consumer electronics. This electronics company, a division of Oppo, is headquartered in Shenzhen. Two former Oppo employees founded the company in the latter half of 2013. (Tien et al., 2020). The founders' goal was to fulfil all of the requirements for android users. Customers wanted their android devices to have strong specifications, a beautiful design, the best software available, and to be reasonably priced. In 2014, One Plus was released to satisfy this demand from android users.

Internal market analysis

Internal analysis of the market can be performed by using different market analysis tools. To effectively conduct the internal business environmental analysis, frameworks such as SWOT analysis, VRIO analysis, GAP analysis and strategy evaluation. SWOT analysis is considered to be a comprehensive tool that aids in the process of differentiation (Essamri et al., 2019). VRIO analysis is mostly performed by organisations to analyse the competitive advantage. In this study, internal analysis of the brand One Plus will be carried out by SWOT analysis.

SWOT analysis of One Plus

- Strengths of One Plus

The flexibility for design and material experimentation ultimately worked in the company One Plus' favour. The experience using One Plus devices is improved by the operating system's stock appearance and the abundance of customization tools for customers (Smith, 2020). The company has undertaken numerous experimental initiatives in the android phone industry, some of which have now come to be seen as brand strengths. One Plus stands out from other

manufacturers thanks to its superior software and operating system when compared to similar smartphones on the market. One Plus devices are renowned for their lightning-quick performance (Ayu and Kuswati, 2019). Any function might potentially be carried out with ease by the devices.

- Weaknesses of One Plus

When compared to similar products on the market, the limited production capacity is the greatest issue. Similar to other brands in the same industry, the high level of rivalry in the smartphone industry is a difficult element. There are a number of vulnerabilities that the brand faces in the market, just like the strengths mentioned previously (Kumar et al., 2020). Some of the flaws are a direct effect of the brand's overall operations and results. This feature is also one of the brand's vulnerabilities because One Plus is a new competitor with a limited track record. One Plus's research and development efforts are being constrained by the financial instability frequently mentioned about it. Being a new company on the market has serious consequences for the brand (Childers et al., 2019).

- Opportunities of One Plus

One Plus can overcome the restricted access to the market for high representative by more effectively exploring the global market. A strategic element associated with the brand is an advanced and improved marketing system. Expanding into a larger market can undoubtedly accelerate the company's growth in a notable way (Lam and Law, 2019). One Plus may concentrate on the types of products that increase customer satisfaction when rivals including Apple are offering wireless charging technologies. New items with innovative features have the potential to draw in a large customer base. One Plus also makes it feasible for advertising and promotional activities to be made available through various marketing channels and for the mainstream to return.

- Threats of One Plus

Governmental rules and procedures that connect the world are making it impossible for One Plus to successfully penetrate the global market. It is difficult for One Plus to establish itself well in the competitive industry because of the high-end competitors with strong financial backgrounds (Olson et al., 2021). One Plus and other recent market entrants are seriously threatened by the technology advancements made by rival companies. Customers have access to affordable solutions on the market, which allows for strong rivalry in the industry.

External market analysis

External market analysis of an organisation is the demonstration of various external influencing factors that determines the overall functioning and performance of the organisation. in context to the activities of one plus, the external environmental analysis is carried out with the help of PESTLE analysis

PESTLE analysis

Political factors

- Strong governmental policies and structures supports the growth and development of brands like One Plus.
- Government stability and trade relations makes it easier for One Plus to enter global market easily (Jayasingh, 2019).
- Favourable tax policies enhance the expansion of brand beyond the markets.

Economic factors

- Moderate interest rates helps brands like One Plus to improve the market entry internationally.
- Higher consumer spending indicates higher purchasing power which benefits the growth of the firm.

Social factors

- The current social scenario that involves lifestyle, buying habits, and consumerism influences the growth and development of the brand (Bassano et al., 2019).
- Understanding of different cultures when entering global market also makes a significant factor in the growth and acceptance of the goods in the international market.

Technological factors

- The development of information and communication technologies plays a vital role in enhancing the market value of smartphones.
- Growth of One Plus is highly determining by its investments in the research and development programs they are involved in.
- Shortened life cycle of products with the adoption of new technologies accelerate the new product development. This encourages the brands like One Plus to accelerate the production and marketing (Istani et al., 2020).

Legal factors

- One Plus ensures a safe and secure working environment for its employees.
- Employee and labor health and safety laws have been followed by the brand.
- To ensure compliance with consumer protection laws, necessary measures are undertaken and practised by One Plus (Khayru and Isaalillah. 2021).

Environmental factors

- Green practices have been adopted by One Plus to win the trust of stakeholders. Continuous ensuring of the environmental norms with the regulatory is carried out by One Plus.
- Environmental regulations to avoid resource depletion are followed by the brand.

Role of marketing department in an organization

Marketing has got a vital role in determining the overall performance of the organization. This is the reason why many of the business firms makes a huge investment in the marketing department. Although investment and technological interventions are a significant part of marketing, they are various influential factors that an effective marketing is relied upon (Lee et al., 2019). This includes the type of business that organization is involved in, the customer segment focused by the organization, the market trends in the present scenario etc. hence to accomplish a good position in the highly competitive market, it is necessary for the organisations to come up with ideas and efficient strategies that could be implemented. The marketing team of a business has the major duties and responsibilities when there is a need of strategic development that is oriented towards growth in a particular direction. The marketing department, that comprises of creative minds and technological intellectuals are able to handle the situation effectively (Kang et al., 2020). In the current digitalisation era, the role of marketing department within an organisation are discussed through this report. Some of the key roles and responsibilities undertaken by the marketing departments in different organisations include

Enhancing communication in the working atmosphere- effectively handling the partnership and integrated activities with different departments within the organisation is an important aspect of the marketing department (Tong et al., 2020). The marketing team within an organisation is also responsible for communicating with the employees and other related departments within the organisation

Building relationship with the audience- the marketing team of an organisation is accountable for creating awareness about the activities and operations of the organisation in different perspectives to the right audiences. This makes customers aware of the new opportunities available for them.

Involving customers- In this context, it is in the hands of the marketing team to maintain the existing customers of the brand and to create new customers by effective strategies. It takes the marketing team of an organisation to identify the various outlets, planning of strategies, creating of innovative ideas and monitoring of competition to efficiently handle the marketing in the workplace (Paul, 2019).

Definition of the brand- this is the overall representation and brand image of the organisation that is held by the marketing team and communicated to the society. this way of definition can evaluate what the customers and partners are expecting from the organisation.

Market promotional activities- as the name suggests, it is the role of marketing team to communicate their products to the customers successfully (Nuriad, 2021). The marketing team is involved in creating materials and activities that has the potential to grab attention of customers towards the brand.

Conducting campaign marketing initiatives- marketing proactively can identify the products and services to focus over the sales cycle process. This will also enable the organisation to communicate the products and services to the customer group.

Recommendations for One Plus to improve the performance

Since One Plus is a new entrant into the smartphone market which is already highly competitive, it is necessary for One Plus to come up with efficient strategies that can compete with the competitors. There are many areas of marketing and competition that One Plus can focus on. They include

1. Enhance the promotional activities by word of mouth

After the launch of one design, One Plus made the customers to become endorser of the brand. The major communication of the One Plus products was through word-of-mouth communication (Kumar and Kumar, 2020). Hence in the future as well, One Plus can focus on this way of promotion of activities along with other marketing interventions.

2. Spend less in the traditional marketing

Rather than focusing on certain promotional activities that are not having a major impact in the consumer minds, One Plus can focus on doing innovative methods. In the initial period of launching products, One Plus was involved in doing a ad during a championship between India and Pakistan. Instead One Plus can focus on innovative digital marketing interventions (Deepak and Jayakumar, 2019).

3. Utilisation of influencer marketing

Although One Plus is involving famous personalities in their advertisements to draw attention of customers, they can involve these personalities in more interactive and attention seeking methods such as campaigns. The integration of One Plus with Netflix India was remarkable. These sorts of collaborations in the future will accelerate the sales and performance of the brand.

4. Focus on exclusivity

With the launching of phones in to the market, One Plus phones were not readily available to the customers through retail stores. The devices were exclusively available through Amazon. But this strategy was helpful in determining the actual demand of the goods and to avoid the stocking of unsold phones in the warehouse (Verma et al., 2021).

Conclusion

This report is a demonstration of the different attributes of the marketing aspect of an organisation. In the digital era, where competition is high, it is essential for all the organisations to come up effective strategies and interventions that can make them unique in the market. this report has analysed the internal external market environment of One Plus organisation. Various marketing tools with its components has the potential to reveal different influential factors that makes significant changes in the marketing environment and activities of the organisation. this report also demonstrated the role of marketing team in framing an organisational structure that enables the organisation to have a good competitive value in the market.

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