

Introduction to Marketing

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Introduction

Marketing is the way to promote the products and services of the company. It helps the company to increase the popularity and it is a combination of different activities. All the activities are done in order to complete the promotion of the company. Promoting the company and the products and services of the company is the one of the most important ways to keep the company alive. In this report various concepts of marketing and promotion will be introduced. Marketing will be explained with the help of different models.

Two organisations one is non profitable and the other is private organisation of UK will be analysed here. Name of the organisations are TLG group and Apple respectively. TLG group means Transforming lives for good society. This company is working in UK for more than 10 years and the main motto of the company is to be present for the needy people and children in the country at all the time. It is working the lives of the people for good. On the other hand Apple is one of the world famous technology companies (Apple (United Kingdom), 2019). Headquarter of the company is situated in California and the company is operating in this market from 1976. Steve Jobs was the founder of this organisation. This company has kept several examples in marketing several times in the market. This report will analyse these companies as per different marketing models.

Task 1

P1 describe how marketing techniques are used to market products in two organisations.

The marketing techniques in the products of the company will be analysed on TLG group and Apple Inc. Different models will be used in this report such as Ansoff's Matrix and Survival strategies.

Ansoff's Matrix

Ansoff's matrix is planning model of marketing and it helps the multinational companies for determining the product and services (Gurcaylilar-Yenidogan and Aksoy, 2018). Different strategies of the organisations can be explained with the help of this matrix of the marketing.

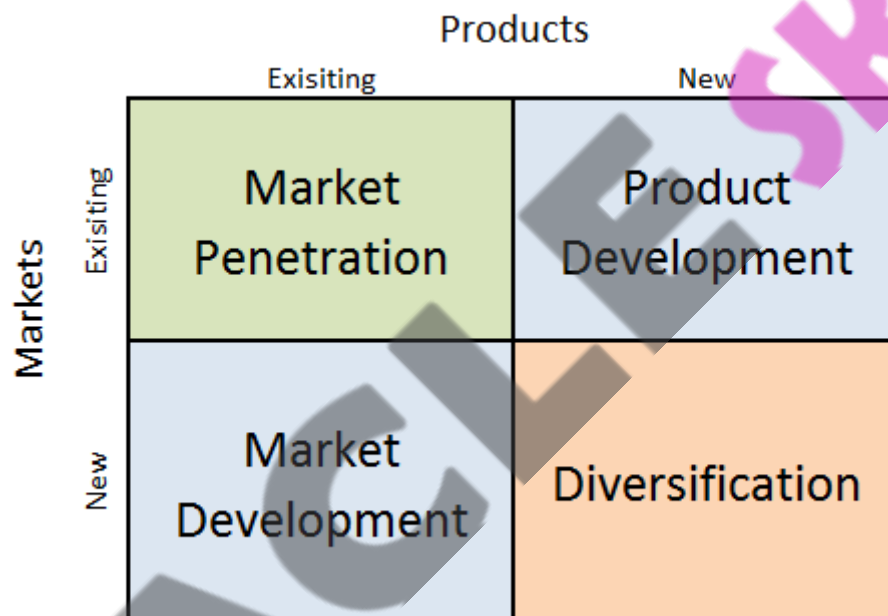


Figure 1: Ansoff's Matrix

(Source: Dudovskiy, J, 2019)

Market penetration

It refers to sell the existing products in the existing markets. It is always beneficial for the company as it is already popular in the existing markets of the country. Market penetration strategy is the safest strategy for Apple Inc. The company is already expanded in all the larges markets and the popularity of the company is huge in all the markets of the company. This strategy is already beneficial for the company.

Product development

This is the strategy of developing new products and sell it to the existing market. Apple is doing this for several times in their company. Speciality of the company is to launch new products and sell it to the existing market (Dawes, 2018). It has made the company more special than the other companies as the company has launched new products in the existing market. The research and development team of Apple is stronger than the other companies and the company always works to update the existing product to make it more convenient to the customers.

Market development

This strategy is associated with selling new products in the new market. Apple has several times expanded its business to new market and it has been successful most of the time in expanding the business of the company into the new market. It is world's largest It company and the expansion of the company has become always successful.

Diversification

This strategy means selling a new product in an entirely new market and it is the riskiest strategy among all the strategies. Apple has not adapted diversification strategy in its company. It can take this strategy if the global market becomes saturated by the existing products of the company.

TLG Group

Market penetration

TLG group is working in UK from the time of foundation and it is basically a service based company and the company is always working on this strategy and the market penetration is the less risky strategy for all the companies (Tlg.org.uk, 2019). This strategy helps the company to get more profit in the existing market. The TLG group is already successful in its existing market and working very much successfully in the market.

Product development

The company has been started with helping the poor and now it has increased its service by providing comfort to the orphans and children. It has done several campaigns on malnutrition of the children and to make the old people comfortable with several services etc.

Market development

TLG has achieved huge popularity from the country. The company has not yet tried market development. At present the popularity of the company will help the company to get more popularity in the new country and new market. This strategy will might be helpful for the company.

Diversification

Diversification will not much work for this company. At the first place, the company is a service based non-profit organisation. Entering a new market with an entirely new idea will not make the company much desirable to the people of the country.

P2 describe the limitations and constraints of marketing.

Marketing has several limitations and constraints as per the legal and ethical consideration. Some of the key legal and ethical considerations will be provided below:

Sale of Goods Act 1979

This act used to be implemented for the rights for the quality of products of the people. This act has been presently replaces by the consumer right act (Which? Consumer Rights, 2019). The act denotes that the customers have the right to get quality product for the money they paying to the seller. Otherwise this act will help then to get the value of the money.

The Consumer Protection from Unfair Trading Regulations 2008

This act helps the company to protect the customers from unfair trading. This regulation also includes some of the banned products for trading. This act has been come to the action to protect the consumers from the impact of unfair trading in the company (Legislation.gov.uk, 2019). It also maintains the standard of the products and the banned products selling are also considered penalized under this law.

Consumer Credit Acts 1974 and 2006

This act deals with the regulations related to the consumer credit and the credit related issues with the consumers (Legislation.gov.uk, 2019). This act helps the companies to get the fair treatment related to credit. If any problems occur related to the credit with the customers or the suppliers, it would come under the consumer credit act of 1974.

Consumer Protection Regulations

This is the overall act for protecting the consumers for any unfair means of trading. The losses of the consumers during trading can be prevented by using this law in the company. This act helps the consumers to get more benefits related to the trading. The unfair trading, under quality product and the credit problem everything can be taken care under this regulation of the consumer protection act.

Data Protection Act 1998

This act deals with the fact of protecting data of the consumers. The data of the consumers and the suppliers should be protected by the company. In case of misuse of any data from the company the company will be strictly penalised under this act. This act helps the consumers to share the data of them with the company and it makes the ethics strong in the company.

Task 2

P3 Describe how a selected organisation uses marketing research to contribute to the development of its marketing plans.

Market Research is the way through which the needs, preferences and wants of consumers are discovered whereby which ad campaigns, advertisement, and other methods are devised through which improved product placement is created (Marshall and Rossman, 2014). In this particular study, the marketing research strategy of Apple will be explored. The various techniques the company utilizes have been explored down below:

Qualitative research - With the help of this method, narrative information is collected. In this process, data is collected through ways such as the opinions, thoughts, and the ideas a person has are given more importance than the number of responses, which are collected from several individuals.

Quantitative research - With the help of this technique, numerical data is given more importance where Apple utilizes its financial resources to conduct surveys. Here large chunks of people are asked similar questions so that it can be identified how a singular enquiry affects a big group of people (Bell *et al.*, 2018).

Primary internal research - Primary internal research helps a company like Apple to make enquiries within the company so that it can know what thoughts and ideas the employees and managerial have about the functioning of the organisation and how the enterprise can make itself better in the long run (Sekaran and Bougie, 2016).

Primary external research - Primary external research is the way through, which enquiry is made into how competitors operate and what external forces in the market affect the working of the product and services that Apple is providing. Through this collected data, how Apple may combat these influences is determined.

Secondary internal research - Secondary internal research is the method through which Apple utilizes financial, historical and other data that have been collected by the organisation in the past and tries to understand what activities have been performed earlier which can help the company perform better later (Neuman and Robson, 2014).

Secondary external research - Secondary external research is a very specific method whereby which journals, articles and other scholarly resources are utilised by Apple so that it can

understand how external writers have assessed the problems of society when it comes to technology and provided any insightful thoughts.

From the above methods it can be identified that Apple utilizes a various combination of research strategies so that it can understand what not only the consumer want but the market as a whole which includes employees stakeholders and other parties that have any interest in the working of the company.

P4 Use marketing research for marketing planning

Once market research has been conducted, a large chunk of data is collected by Apple, which needs to be synthesized so that useful ideas and strategic pathways can be determined (Yin, 2017). There are various accountants, analysts and other intellectual heads within Apple. These heads assist in understanding the marketing information. Historically it can be seen that through market research Apple had been previously able to create a very successful marketing campaign called “Think Different”. There they focused on celebrating various geniuses in multiple fields. Earlier to “Think Different” they had created another marketing campaign in the course of launching the Macintosh. There they focused on how IBM brainwashed the brains of consumers into becoming robots for the company and how the Macintosh would come into the market and changed the way of computing.

In accordance with the type of information that has been collected, several steps towards the marketing plan of Apple can be enumerated here down below:

- It can assist in knowing which marketing campaigns would be more effective through categorisation such as age, gender and other groups.
- Market research can help in understanding what type of packaging design would be effective for the target audience and what would draw the attention for a longer period (Marshall and Rossman, 2014).
- Research can also help the company to identify how to make its user interface much better so that it is extremely simplified in nature and Consumers from various ages can use the product in a simpler manner.
- Finally, through good market research, it can be ascertained that what the satiation point of the consumer is is present within the market. This would enable Apple to realise what is the lifeline of their products and it would assist the company to

prevent from overproducing. This would, in turn, lower the rate of losses of excess production (Silverman, 2016)

From all of the above various methods can be seen that Apple utilizes a various form of market research methods to increase its chances of creating marketing campaigns and television ads that would connect with the consumers at a deeper level. It would help there to be an emotional connect with between the organisation and the customers so that a long Product life cycle is created and the consumers are drawn to the company for a better duration.

Task 3

P5 explain how and why groups of customers are targeted for selected products.

Segmentation and targeting of both the companies will be explained here. The segmentation of the company is done for getting the right group of customers. The companies segment the customers according to different parts (Schlegelmilch, 2016). The types of segmentation in the company will be given below:

Apple

The segmentation and targeting of Apple denotes the core efforts of the company. It is done to attract the right customers towards the company. Certain characteristics of the people get match with the product specification (Andaleeb, 2016). It denotes the right kind of customers for the company. Apple has several products and services and the segmentation for the different products and services will be described below:

Geographic

Apple has been founded in US and the business is expanded globally. The company generally targets the big countries and big cities as it sells the products and services for the prime customers. Density of the geographic areas is urban and the location of the store is situated at the prime locations of the cities such as at the shopping malls and the independent store in corporate locations etc.

Demographic

The company has different product and services for different age group of customers. Apple has one of the most popular items in its bag which is iPhone and this product is made for the range of 20-45 age of people. The iTunes, App store etc. services are for the people with the age between 18-30 mainly. The operating system and the software range of the Apple is for the 20 – 35 age of people. The company makes product for both the gender of the people and the products are more popular within the bachelors or newly married people in other term the young generation.

Behavioural

This product is basically for the people who loves to show their own assets and who are more tends to pretend about the brands (Choi and Kim, 2015). The product is for the hard core loyal customers as well as the switchers also. People who has a tendency of enjoying the sense of

achievement and more efficient use these products. Users of Apple products are generally more determined and ambitious and the people have more potential users than others.

Psychographic

People who generally belongs to middle to upper class tends to use these products, The aspirer, succeeded and explorer generally more likes these products of Apple.

TLG Group

The segmentation and targeting is not much applicable for this company as the company generally does not work for profit. The target customers of the company are the poor, shelter less people. These people are given a new life by this company. This company generally does not use segmentation and targeting much.

Task 4

P6 develop a coherent marketing mix for a new product or service.

In this portion of the report the marketing mix of iPhone will be described for expanding it into a new market.

Product

The product is iPhone. iPhone generally gets launched every years with an upgraded version of it. It is one of the most popular devices worldwide to all the young generation of people. One of the key specification of iPhone is its operating system which runs at a better speed than most of the of the technology companies. The company focuses more on the tech specification. The innovative apps in the Apple Store has made iPhone more attractive to the customers. Due ti the high price of the products many people prefer to buy the older version when the new version is launched.

Price

Apple always follows the price skimming strategy for iPhone. This strategy means the price of the product will increase with every launch of the new version of the product. The research and development and the X-factor of the product allows the price of the product ton be accepted gladly by the customers of iPhone. Though these products are also sold in discounted price but the customers of iPhone generally do not complain about the price of these products. The company follows the cost effective strategy of operation and the minimal cost is spent by the company to launch new product.

Place

iPhone has several types of stores to sell its products. Different stores of the company are I-Stores, independent stores, online stores and the after sales service stores. I-stores are the Apple owned stores that are made by giving a lot of times to get the tech specification in the stores. These showrooms get more products from the company in lesser prices. The independent stores are the high class stores in the shopping malls and these places are combined with different other mobiles too with the iPhone. The online stores are the websites where the products of Apple are available. In these stores the products can be get in lower range. After sales stores are the service stores where the after sales service is given to the buyers of the iPhones and different parts of iPhone are available in these stores.

Promotion

Apple always follows different strategies of promotion of the products. The company follows different tagline with every launch of its mobile. The launch event of iPhone is generally highly dramatic and all the features and the facilities of iPhone are told in the events. These events are the main strategy of the stores. It increases the effectiveness of promotion of the company.

Conclusion

In the above report, various aspects has been in explored in the case of Apple which is a private company and TLG group which is a non-profit company. This particular study has put a high emphasis on various aspects of marketing methods that are used by most of the companies. In the initial parts of this study, various marketing techniques for product growth by these two companies in various Industries have been explored following which the limitations and constraints that exist within the market are elaborated. Following which, market research methods such as primary, secondary, qualitative, quantitative research and other techniques have been discussed. Along with which, the way in which Apple utilizes the market research that has been collected in order to create better product design and the user interface has been explored. Finally, the method through which the target audience for companies is ascertained is investigated with a coherent marketing mix where the seven Ps in the case of a new product has been illustrated.

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