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## **Introduction**

The chosen organisation for this research work is Primark. Primark is a renowned fashion retailer operating in the global markets today. The organisation is known for its latest fashion products (Azad, 2018). Primark has been selected because it is a famous brand in the global market and has an okay -developed marketing department. Marketing is one of the most critical areas of an organisation. This is mainly because this area helps plan and implement strategies that can enhance an organisation's sales, profits, and market share.

Moreover, marketing can also ensure that customer satisfaction is high, and the positive relationships are maintained with all individuals and parties that are directly or indirectly associated with an organisation. The marketing mix of an organisation comprises of several strategies that can enhance the value to its customers.

Following tasks will further elaborate about marketing and its core concepts -

### **The role of marketing and how it interrelates with other organisation's other functional units.**

#### **1.1 Definition of Marketing**

Marketing can be defined as the process of creating a comprehensive plan to satisfy the customer's needs (Azad, 2016). This implies that marketing activities may help an organisation identify their competitive advantage and offer differentiated products or services to the target audience. This may enhance the satisfaction level of customers and hence create a long -term relationship with them. It is a known fact that the competition has augmented in almost all the sectors of the global economy (Kotler, 2012). Thus, an organisation must strategically undertake marketing concepts.

#### **1.2 Marketing Concept**

Besides, it should be mentioned here that the marketing concept has gained immense importance in the contemporary world. It is a systematic process wherein different individuals obtain invaluable knowledge and information about the products and services that can satisfy their needs and wants (Baker, 2014). It includes all those activities that transfer the title of goods and services from the producer to the consumer. It is an essential means through which the business organisations communicate with its potential customers and provide

information regarding its offerings. Thus, it could be very well deduced that the notion of strategic marketing starts and ends with the customers (Blythe and Megicks, 2010). The focus is to ensure that every business activity is as per the customer's needs, thereby generating positive relationships and loyalty. Successful marketing gimmicks focuses on the following aspects to create high efficiency for an organisation

- ❖ The existing and potential customers
- ❖ The target markets
- ❖ Their present needs want and desires
- ❖ The technique to satisfy these needs wants and desires
- ❖ Building long term relationships with customers and generate loyalty

The development of marketing concept was a consequence of the regular failure of other concepts in the field. For instance, the production concept, product concept, sales concept and many more all had their weaknesses. Consequently, the organisations shifted to the marketing concept as this was the only orientation that considered the consumer's interest and worked towards their regular satisfaction. Also, concepts like consumer empowerment go well with the marketing concept and hence this resulted in the success of the marketing concept.

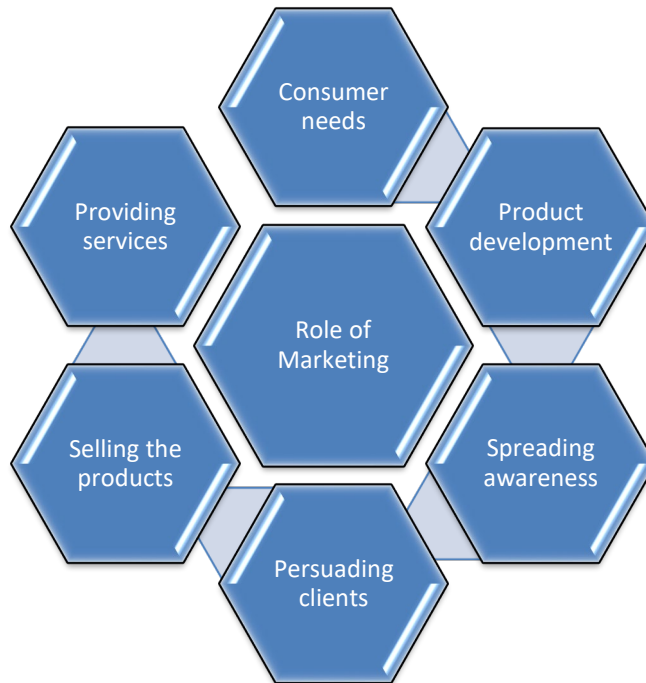
Marketing has gained a lot of popularity ever since the 1950's when the multinational organisations such as Procter & Gamble, Coca Cola, Nivea and many more implemented creative marketing strategies for the target audience (Baker, 2014). Since then, many of these organisations have undertaken different marketing orientations such as the production concept, product concept, selling concept etc. One of the most crucial marketing orientations that have enabled numerous organisations to gain success and sustainable growth is the marketing concept. This concept gained immense popularity because it comprised of three main ingredients. These ingredients were customer centrisms, profit centrisms and an integrated company effort (Kotler and Keller, 2015).

These three ingredients allowed the organisation to smoothly manage its business operations, win the customers' trust, and gain a sustained growth in the market place. Hence, the marketing concept was perceived

to be an orientation that created a win-win situation for the company and the customers (Kotler and Armstrong, 2016). This concept proved to be a saviour for many companies in the 1960s. This is mainly because numerous organisations were either following a production concept and focused only on mass production. Many of them started following the product concept in the 1950s and hence only focused on reducing manufacturing the product and making it better in terms of its attributes. However, all these organisations failed to comprehend the needs of the customers and the society. They failed to comprehend the concept of consumer sovereignty and hence were forcing their products on the consumers. With the marketing concept's help, these organisations were able to associate with the target audience, comprehend their needs, and then manufacture the right products in the right quantities (Kerin and Hartley, 2018). Hence, the marketing concept enabled these organisations to undertake appropriate business strategies.

### **1.3 Roles and responsibility of marketing**

According to Azad (2018), marketing focuses on comprehending the target audience's needs and wants, developing the products accordingly, spreading awareness about the products, selling to the customers, services or offerings and ensuring maximum customer satisfaction. This marketing definition has highlighted five prominent roles associated with marketing function that may help an organisation maintain long-term relationships with the target audience and thereby attain sustained growth. Following is a detailed description of the role of marketing for an organisation –



*Figure 1 – Role of Marketing (Azad, 2018)*

Comprehending consumer needs – A significant role of marketing is to comprehend the consumer needs in the market. It is evident that the consumer needs change very quickly in contemporary times, and hence it is crucial to keep a close watch on the same. The marketing function has to ensure that proper consumer demand analysis is undertaken to comprehend consumer needs.

Developing the products – The next role of marketing is to ensure that products are developed as per the needs of the target audience. For instance, many automobile companies are now dedicated to manufacturing electric cars (Baker, 2014). This is because the consumers worldwide have turned environment conscious and want such cars in the market. Thus, the product has to be manufactured as per consumer needs.

Spreading awareness – Another crucial role of marketing is to spread awareness about the products, services and organisation. This can be done with an effective promotion strategy for the company (Azad, 2018). Over the years, it has been observed that a considerable majority of organisations focus on undertaking attractive promotional strategies with the help of marketing tools such as advertising, personal selling, sales promotion, public relations, direct marketing, social media, internet marketing and many more. This helps reach out to the target audience and spread awareness, thereby persuading them to make a purchase decision.

Selling/store operations as per Primark – Selling is also an important role that is an integral part of marketing. This is an essential role as it results in high revenues for an organisation. An organisation can undertake different strategies such as upselling, cross-selling and suggestive selling to make sure that the best product is sold to the customers for their satisfaction (Needham, 2012)

Customer satisfaction – Another essential role of marketing is to ensure the highest possible customer satisfaction. This can be attained by ensuring that adequate services are provided to the customers even after purchasing the products. Moreover, the organisation has to take proper feedback from the consumers to ensure that their satisfaction level is comprehended (Kotler and Keller, 2015).

Thus, with the help of the abovementioned roles, an organisation can make sure that the marketing function is implemented efficiently.

#### 1.4 Structure and operations of the marketing department

The structure and operations of the marketing department can be different as per the organisation’s need. Following is the structure of the marketing department as per Primark –

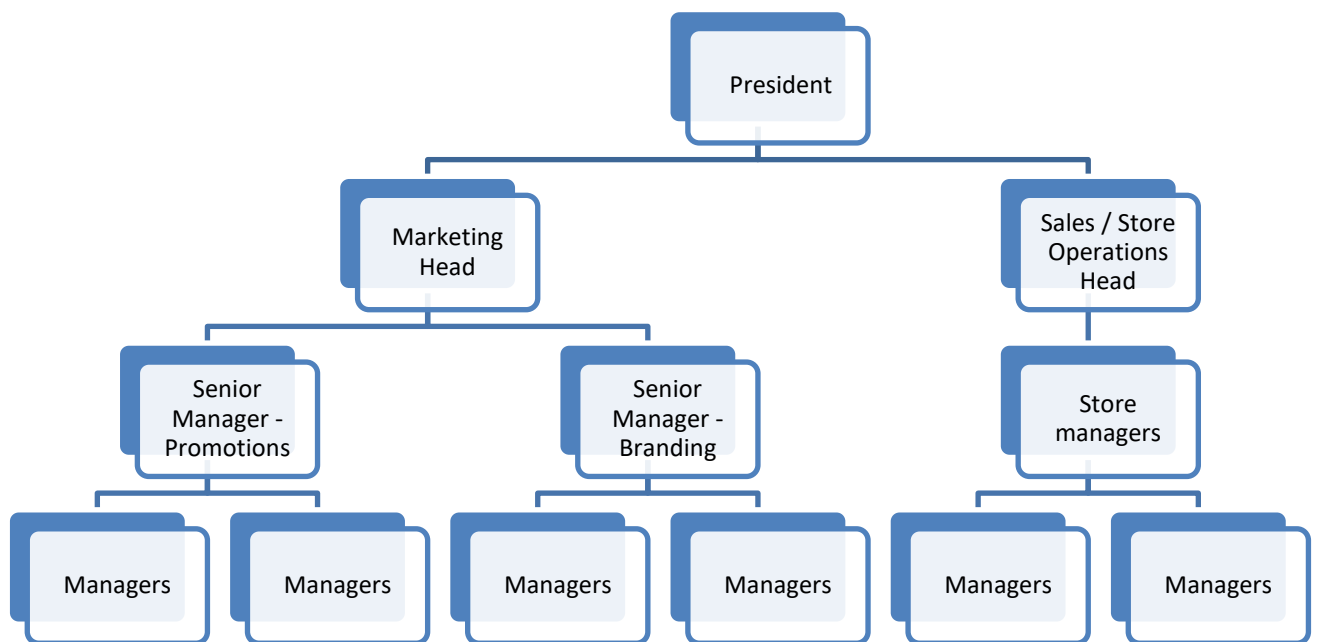


Figure 2 – Structure of the marketing department (Kotler and Keller, 2015)

The structure of the marketing department at Primark is very efficient. All the employees working in this department are highly experienced and understand their job quite well. The organisation has maintained a

simple, functional structure in the organisation to maintain role clarity and coordination. This ensures that all employees understand their roles and are dedicated to attaining their objectives. The marketing department's operational activities are very systematic and ensure that there is proper communication with the target audience. The organisation has divided this department in marketing and sales or store operations. The department's marketing division mainly focuses on the company's promotions and branding activities (Heding et al., 2015). On the other hand, the store operations team is wholly dedicated to selling the products to the customers and ensuring their highest possible satisfaction. With the help of effective marketing strategies, the organisation has undertaken effective promotions and branding to enhance its overall sales.

### **1.5 THE MARKETING PROCESSES LIKE ANALYSIS, STRATEGIC PLANNING, AND MKETING MIX**

According to Kerin and Hartley, (2018) marketing process refers to a process through which, organizations create value for their customers and also to establish strong customer relationship so as to get value from the customers in return. It consists of a web of actions that are carried out by a company so as to satisfy the needs of the customers. There are four elements that make up marketing process, which include; Strategic Analysis, Strategic Planning, Marketing Mix, Marketing Implementation, and Marketing Control.

#### **Marketing Strategic Analysis**

To begin with, the aim of any profit making organization is to continue being profitable and dominance in the industry. Therefore, to achieve this, the organization must have proper marketing strategy that will enable it satisfy the needs of it customers and at the same time remain profitable. Hill and Alexander (2017) define marketing strategy that entails planning, creating, and implementing ways to make the organization to remain competitive over other organizations in the industry it operates in. Having a proper marketing strategy is vital for any profit making organization since it provides an outline and a simplified roadmap for a company to achieve its objectives and goals.

As Hill and Alexander (2017) opine, organizations that seek to remain competitive must clearly identify their mission, survey industry situation, define specific goals and objectives, develop them, and to then implement and evaluate the plan that will guarantee them continue providing quality products they require, and when as when they need them. It is worth noting that the success of any profitable organization is to maintain the

existing group of customers and at the same time creating many others, and this can only be achieved through strategic marketing. In order to do that, three phases which include planning, implementing, and evaluating the strategies.

### Planning Strategic Marketing Process

Hill and Alexander (2017). extrapolates that planning is the most vital phase in strategic marketing process; since it aids in the analysis of internal strengths and weaknesses, competitors, technological changes, shifts in industrial culture, and provision of overall state of the organization. It suffices to note that there are four components that guides the marketing strategy of the organization. These components include SWOT Analysis, which defines the strengths, weaknesses, and threats of the organization, and also to reveal the position of the organization in the industry (Kerin and Hartley,2018). Once the SWOT Analysis has been conducted on the company, the findings ought to be used as the basis for developing marketing plan for the organization. These marketing plans should be measurable and achievable.

### Marketing Program

First step in marketing analysis is to determine what are customers' needs and how those needs can be satisfied by the goods and/or services provided by the company. Therefore, once these customers' needs have been determined, and the decision has been made on which products that will satisfy those needs a marketing program must be developed. Marketing program mainly focuses on the the 4Ps and budget for every element of the program (CITE).

### Set Marketing and Product Goals

Immediately the customers; needs have been determined and understood; the marketing team must set goals and necessary plans should be put in place to achieve them. This will increase the chances of succeeding with the new product (Kerin and Hartley,2018). Kerin and Hartley (2018) also opines that it is also necessary for the marketing manager to find the point of difference, which entails organization's exclusive selling point. Furthermore, the product must have some unique features that would make it appear superior to its immediate substitute in the market. For example, the product could be marketed as being user-friendly, and/or more accessible as compared to the next available substitute.

Positioning of the product is also another goal that the organization must strive to achieve. By strategically



positioning the product in the market, it makes the product to be on the customers' mind and it would be their first choice. According to Kerin and Hartley (2018), emotional and mental marketing prompt customers to associate the organization's product as the savior for their cravings and thus eliminating competition. Finally, it is advisable for the marketing team in the organization to select their target markets for the products being produced by the organization. However, market targeting can only be effectual if the needs of the customers have been identified.

### 1.5.2 Marketing Mix

Marketing Mix is defined as set of tactics or actions that an organization employs to promote its products or brand in the market (Baker, 2014). Marketing mix is made up of four components, which are commonly referred to as the 4Ps. These 4Ps basically stands for Price, Product, Promotion, and Place. Nonetheless, currently, Marketing Mix has been expanded to include three other Ps which include packaging, positioning, and politics. However, for this paper, only the 4Ps, which are commonly known will be discussed as below:

#### Product

A product refers to any good or service that fulfills the needs and desires of consumers. Better still, a product may also be described as a collection of utilities that comes with physical features like volume, design, and/or brand name. Nature of a product affects its perceived value that enables organizations to do pricing (Kotler et al., 2016). It is also worth noting that the type of a product also affects others aspects like placement of the product as well as advertisements. Kotler et al. (2016) opines that a product has a life cycle, which consists of introduction, growth, maturity and delieline, and as a result the marketers must be aware of the product's life cycle so as to come up with strategies for every cycle.

#### Price

Pricing of a product has a direct influence on the sales vulome, and as a result on the profits made by the business. However, there are some factors that determine the price level to be levied on a product; these factors include: demand, pricing trends in the market, cost, and/or government policies (Boddy, 2016). It suffices to note that pricing is usually a reflection of a perceived value of a product instead of its real value. Therefore, this basically indicate that pricing could be set higher to promote exclusion or reduced to create more access.

Boddy (2016) is also of the opinion that pricing requires the organization to make decisions in terms of discounts, basic price, alteration pricing, terms of credit, and/or freight payments. It is also important to note that the marketers should know when and how promotional techniques like discounting would be appropriate or ought to be considered.

### Promotion

According to Azad (2011) product promotion entails decisions that are related to direct marketing or online marketing, public relations, Salesforce, advertising, and advert budgets. Main aims of promotion is to spread awareness to promote a product offered by the company, and also to introduce a new product (Azad, 2011). Promotion serves to persuade the customers or consumers to choose a given product over the other in the market. Therefore, it is worth noting that promotion is an important aspect of marketing process.

### Place (Distribution)

In marketing, place means where the target customers can easily access the product being offered by the company. In other words place entails distribution channel for a product. Therefore, a marketer or marketing manager must ensure that the products are readily available to the customers and at a place easily accessible. It is also important to note that place in marketing also entails placing as well as pricing wholesale and retail shops (Doole and Lowe, 2016). Doole and Lowe (2016) further points out that other distribution channels like company transport vehicles or outsourcing are normally decided on after conducting a thorough cost-benefit analysis.

### **1.5.3 implementation of the Strategic Marketing Process**

Implementation of the strategies developed in marketing process of the company. However, implementation would only work if planning was properly structured and executed. This is when the program can be put into practice through budgeting and sales forecast. Implementation is basically about executing the marketing plan effectively. Implementation will take into consideration every detail discussed in the strategic planning process.

### **1.5.4 Interrelationship between marketing and other departments**

It should be noted that the marketing function is also interrelated with other functions of an organisation. The following illustration will show the relationship between the marketing functions with the other functions of an

organisation –



*Figure 3 – Relationship between marketing and other functional areas (Baker, 2014)*

Research and Development – Marketing has a close relationship with the research and development unit of an organisation. This is mainly because marketing officials have detailed knowledge about consumer needs as they regularly take feedback from the target audience (Baker, 2014). This feedback can be given to the research and development team to develop quality products to satisfy consumer needs.

Sales – According to Azad (2018), the sales function is an integral part of marketing. However, many organisations have different sales and marketing teams to maintain job clarity. There is a clear relation between marketing and sales because the marketing people will identify a product’s core competency and communicate it to the target audience. The sales department will then take over and ensure that the same is explained in detail to the consumers for selling them.

Production – The marketing team also has a close relationship with the production team. The marketing function keeps a close watch on future demand forecasts and then may guide the production unit to manufacture the product as per the same (Kotler, 2012). This helps in manufacturing the right number of products that are required in the upcoming period. Overstocking can result in an extra storing cost for an organisation where understocking can affect a company’s sales or profits. Therefore, the appropriate demand

forecast with the marketing team's help can ensure that the right production of goods.

Human resource management – It is evident that human resource management is also a critical management area today. It helps hire the right people at the right job to ensure highest possible productivity for an organisation (Needham, 2012). The marketing function also has a close relationship with the human resource department. This is because the marketing team regularly needs new officials in their team and hence, they interact with the H.R. officials to explain to them about the qualities of candidates required in the team. With the help of close coordination between these departments, efficient employees can be hired.

Finance – The marketing unit also has a close interrelationship with the finance unit. One of the essential marketing roles is to undertake promotional activities for branding the product (Hooley et al., 2016). This requires regular funds to execute marketing strategies. Therefore, the marketing team has to regularly stay in touch with the finance team to communicate about the upcoming expenses, marketing budgets, and permission from the top management to be released on time. Thus, there is also a close relationship between the marketing and finance team.

### **1.6 Marketing in B2B and B2C context**

Marketing activities are crucial in the B2B and B2C contexts. B2B stands for business -to -business marketing under which one organisation sells to another. On the other hand, B2C stands for business to consumers under which an organisation sells to the end consumers for their ultimate satisfaction (Azad, 2016). In B2B marketing, an organisation may focus on building a relationship with a few clients to ensure that they continuously purchase from the company and earn high revenue. Companies that operate in the B2B segment may not undertake very aggressive branding activities as they are more focused on performing well and spreading a positive word of mouth. This results in high business for them in the future. Undertaking marketing strategies can be relatively straight in the B2B segment as all the prospects have similar needs and hence

In B2C marketing, organisations are more focused on increasing the number of transactions with the customers, thereby gaining the market share (Kotler and Armstrong, 2016). The relationship is also maintained professionally through regular communication with the customers. Companies operating in the B2C segment

are highly focused on branding activities as this helps create a positive perception in the market, thereby attracting the customers. For instance, Primark regularly undertakes branding activities such as sponsorships, societal welfare tasks and many more to make sure that a positive brand image is created in the market (Keller, 2012). The B2C organisations also undertake regular marketing strategies to communicate with the customers and ensure that they are convinced to make a purchase decision.

The above discussion clearly shows that marketing is very much interrelated with many other functional units in an organisation. There is a direct or indirect relation between marketing and many other functional units of an organisation. This discussion clearly highlights that marketing is one of the central functions of an organisation that maintains close coordination in the entire organisation. This not only helps in effective communication in the entire organisation but also ensures that all the internal processes are streamlined. Therefore, the significance of marketing cannot be ignored in today's scenario. Every organisation has a marketing department irrespective of its size, scale of the industry of operation. This department focuses on planning strategies that may enhance value for the target audience and ensure high competitiveness to the organisation (Azad, 2018).

Undertaking practical marketing activities and executing its roles efficiently on an organisation has many advantages. Firstly, it can help maintain proper communication in the organisation as regular coordination is ensured between all departments. Secondly, it helps comprehend the consumer needs, serving them proficiently and hence maintaining a sustained relationship with them (Kotler, 2012). Thirdly, it can act as a competitive advantage for an organisation and ensure high profits. Lastly, innovative marketing tactics can help an organisation become a famous brand in the market and be recognised by all.

On the other hand, there can be several challenges in undertaking marketing activities as well. Firstly, it is difficult for an organisation to develop exciting and innovative marketing activities every time. Secondly, it can prove to be cost consuming for an organisation, as most marketing tactics require a decent amount of money to be invested. Lastly, if an organisation's marketing activities fail, it may harm the entire organisation.

Despite the challenges of marketing, it is evident that marketing is seen as a significant opportunity by

organisations these days. It not only helps an organisation interact with the customers but also ensures that their business objectives are accomplished.

### **How organisations use elements of the marketing mix (7Ps) to achieve overall business objectives.**

The marketing mix is one of the most fundamental and essential concepts in strategic planning of an organisation. It comprises 7 P's that include product, place, promotion, price, people, process and physical evidence (Kotler, 2012). With the help of this concept, an organisation can create differentiation for its brand in the market. This is mainly because these 7 P's are the key offering of an organisation to its target audience.

### **2.1 Marketing Mix elements**

Following is a brief description of the Ps of the marketing mix-

**Product** - Any tangible or intangible offering of an organisation that adds value to the customers and satisfies their need is considered a product (Baker, 2014). Every organisation needs to develop competitive products that have innovative features and attributes. This can assist in attracting customers and overpowering the competing brands.

**Price** - Price is usually defined as the monetary amount paid by a customer for purchasing a product (Kotler et al., 2016). An organisation can use many pricing strategies such as premium pricing, penetration pricing, skimming pricing, discounted pricing, and many more. An organisation can select any of the above pricing strategy depending upon its vision, mission and strategy.

**Place** - This is the channel of distribution through which an organisation sells its products efficiently to the end consumers. An organisation can use direct or indirect distribution to sell products to the target audience. Direct distribution is a format under which an organisation sells its products directly to its customers through retail stores and salesperson (Boddy, 2016). On the other hand, indirect distribution is a format under which an organisation manufactures the products and sells them through wholesalers and retailers.

**Promotion**- Another essential P of the marketing mix is promotions that emphasise reaching out to the target

audience and informing them about the company's offering. Moreover, it also ensures that the customers are persuaded to make a purchase decision. An organisation can be highly innovative in terms of its promotional strategy to impact the customer's mind (Azad, 2011). There are different traditional means of promotion such as sales promotion, advertising, public relations, personal selling and direct marketing. Besides, there are several contemporary sources of promotion, such as social media, app marketing, transit marketing, etc. Combining all these tools makes it very much possible for an organisation to enhance its sales and become more successful in the market.

**People** - This component of the marketing mix seeks to develop positive relations with the employees and customers. An organisation can undertake employee management to satisfy the employees and ensure that they work in a motivated manner towards client satisfaction (Azad, 2016). Besides, an organisation should regularly take feedback from its customers to understand their concerns and maintain positive feedback.

**Process** - This marketing mix element emphasises the company's internal processes such as production, logistics, distribution, etc. An organisation can develop a benchmark for each process to ensure that it efficiently completes it (Doole and Lowe, 2016).

**Physical evidence**- This P ensures that the organisation has a well-designed interior, exterior, and good feel factor (Kotler and Armstrong, 2013). Besides the right product and efficient prices, this component is needed to enhance its overall experience.

## **2.2 Comparison of two organisations**

Different organisations operating in the same industry may have different strategies about their marketing mix elements. The organisations may have different vision, mission and strategies. This may have a direct influence on their marketing mix elements as well (Kotler and Keller, 2015). Apple and Samsung are the two organisations selected for this comparison. Both these companies are known for manufacturing and selling smartphones in the global markets. These organisations have been selected because they have different strategic intent, and hence differences in their marketing mix can be observed conveniently. Following is a brief description of the same –

Apple	Samsung
<p>Apple is known for manufacturing exclusive high-end smartphones sold to the customers willing to purchase the technologically advanced and innovative product, even at a high price. iPhone 12 is one of the latest products from the company that has numerous innovative features.</p>	<p>Samsung has a different approach in terms of its product strategy. It manufactures smartphones for all the income segments. Many of its phones are very basic, while the others are technologically advanced. This ensures that the company targets all income segments and consumers.</p>
<p>In terms of pricing strategy, Apple follows a premium pricing strategy. This is an approach under which very high prices are charged for Apple phones. This helps in keeping the product exclusive and also enhances the profit margin of the company. It is seen that Apple’s target segment is also willing to pay a high price for purchasing its innovative products (Baker, 2014).</p>	<p>Samsung is more inclined towards a competitive pricing strategy in its smartphone segment. The company keeps a close watch on competitors’ prices and uses similar prices to ensure that the customers are inclined towards its products. This helps Samsung in attracting the customers and satisfying their needs at competitive prices.</p>
<p>Place strategy or distribution of Apple focuses on the selective distribution of products through the company outlets and retailers. This strategy ensures that the product is available only at some selected locations to maintain its exclusivity in the market.</p>	<p>Place strategy or distribution channel at Samsung focuses on an intensive distribution of products through the company outlets and retailers. This strategy ensures that the product is available everywhere in the market to purchase quickly.</p>



<p>Promotional strategy at Apple is minimal. The organisation undertakes promotional campaigns during the new product launch and provides relevant information to its new product features. However, the organisation remains active on social media and ensures that regular interaction is maintained. This helps in being connected to the target audience.</p>	<p>Promotional strategy at Samsung is very splendid. The organisation undertakes regular promotional campaigns to remind the customers about its offerings. This includes T.V. advertising, print media, sales promotion, social media, public relations, and other marketing tools. With effective promotions, the organisation has created a positive relationship with customers (Needham, 2012).</p>
<p>In terms of people, Apple ensures that it undertakes effective employee management strategies to maintain positive relations.</p>	<p>Samsung also focuses on employee management and relations with the help of proficient human resource management strategies.</p>
<p>Apple undertakes effective processes about its manufacturing distribution and selling to the customers.</p>	<p>Samsung uses a process blueprint strategy to ensure that all its processes are efficient and are undertaken as per company strategy.</p>
<p>Physical evidence at Apple focuses on product packaging, presentation and overall look of its retail outlets.</p>	<p>Samsung also ensures that its physical evidence is as per the competition that attracts the customers.</p>

### 2.3 Marketing Mix and Marketing Process

Marketing process mainly comprises of analysis, planning, implementation and control. Marketing analysis focuses on analysing the business situation. No business operates in isolation. Several factors always surround it. With the help of marketing analysis, it is possible to evaluate the marketing situation with a strategic

marketing model such as PESTEL analysis, Porter's five forces model and many more. This can assist in comprehending the business environment. Once the business situation is understood, an organisation can analyse its strengths, weaknesses, opportunities and threats.

The next stage is to undertake a detailed planning process. In this stage, the organisation has to plan strategies that may help leverage the strong points and overpower the weak ones (Kerin and Hartley, 2018). This is the stage where the concept of marketing mix comes into the picture. An organisation has to plan all the marketing mix elements in a manner that adds to its advantage and ensures that it provides the highest possible value to the target audience. For instance, if the organisation has conducted a detailed environmental analysis and understood that it faces stiff competition in the market, it should develop a strong product and promotional strategy to overpower the competing brands. On the other hand, if the organisation faces issues because of customer needs and demands, it should focus on its staff training and knowledge through its marketing mix component 'people'.

The implementation stage is highly crucial in the marketing process. There are five main points in the implementation process. This includes building a team by hiring experts. It then focuses on obtaining relevant resources such as money, technology, expertise etc. The next stage is to set a budget for the implementation process. The top management should then evaluate the marketing strategy.

In other words, it can be said that the marketing mix is related to the marketing process. This directly implies that an organisation has to identify its marketing mix and then undertake the marketing process. The above table clearly shows that there are significant differences between the marketing mix of Apple and Samsung. It is evident that both Apple and Samsung are renowned brands operating in the market and have a great brand image (Kerin and Hartley, 2018). However, they are competing for a higher market share and dominance. Thus, two companies operating in the same industry and selling smartphones to the customers have opted for different strategies in their marketing mix. There are two primary reasons behind the same -

Firstly, Apple has always focused on the notion of innovation since its inception. It has always focused on manufacturing products that have some features that have never been observed by the customers. Hence, it

emphasises manufacturing limited but exclusive products for a small number of customers who value innovative products. On the other hand, Samsung believes in manufacturing products for all, and hence it manufactures a massive assortment of smartphones for a different segment of customers.

Secondly, the target audience of both companies is quite different. On the one hand, Apple is focused on selling its products to upper-income consumers inclined towards innovative phones (Hill and Alexander, 2017). This results in a niche marketing strategy for the company. On the other hand, Samsung believes in manufacturing different phones to satisfy the customers' different needs. This leads to differentiated marketing for the company.

Therefore, these two factors have a significant impact on the marketing mix of these organisations. Both Apple and Samsung undertake their marketing processes as per their respective marketing mix elements to ensure uniformity in its marketing operations (Wood, 2017).

### **Task 3 - Develop and evaluate a basic marketing plan.**

#### **3.1 Present and recommended marketing mix for Primark**

Primark is facing major strategic issues in the last few years. This is mainly because the organisation is facing stiff competition from competitors globally. This has resulted in falling sales for the company. Besides, the organisation is also experiencing losses in the last year because of the ongoing pandemic (Maheshwari et al., 2020). Now when the consumers and entire society have accepted the new normal, this is the right opportunity for the company to introduce its marketing plan. This will include a brief discussion on the marketing mix and the company's new changes to overcome the situation. Following is the marketing plan for the company -

**Product** – Primark mainly focuses on selling apparels, accessories, footwear and other fashion products. The organisation has always promised latest and fashionable products to the customers. However, the product strategy of the company is not differentiated (Azad, 2018). It is recommended that the organisation should introduce organic products made of cotton, fibre and other natural material. Since the demand for these products has continuously increased in the last five years, such a new product category can significantly differentiate the company (Maheshwari et al., 2020).

Price – Primark follows a competitive pricing strategy. This is a pricing strategy under which an organisation sells its products at competitive prices to the customers. This strategy has been quite successful for the company in the past. However, looking at the present situation where the customers are not inclined towards purchasing fashion products, it is recommended that the company should change the same (Maheshwari et al., 2020). It is evident that the consumers are more focused on necessity products at present and not fashion products. Hence, the organisation should be focused on using a discounted pricing strategy to influence consumer behaviour and ensure that they are enticed towards the company outlets.

Place – Primark has always focused on a direct distribution channel under which it sells its products through its retail outlets only (Solomon et al., 2016). In pandemic times, not many consumers are willing to make a purchase decision by visiting the retail outlets. The company management has mentioned that Primark has been hit hard by the pandemic because it does not sell its products through online means. There is no presence of Primark online, and hence the consumers are not purchasing products from it. Considering this, it is advised that the organisation focus on selling products through its website and creating a new app through which its products would be sold. This can have a positive impact on the company's sales and profits.

Promotions – During this research, it was found that Primark has not undertaken any major promotional campaign for almost two years. This is not a positive sign as the company's branding get affected by such decisions. It is recommended that the company should introduce its website and mobile app first and then undertake a big scale campaign to highlight all the changes that it is making to its marketing mix (Agnihotri et al., 2017). Promotional tools such as advertisement, internet, social media, sales promotion, public relations and others should be used to communicate the message to the target audience (McDonald and Wilson, 2011). Such promotional campaigns can activate the brand and ensure that the customers are attracted to it (Hill and Brierly, 2017). With the help of the mentioned promotional strategy, the organisation can reach out to the customers and give its message (Ramanathan et al., 2017)

People – Primark has always mentioned that it values its employees and customers. The company undertakes regular strategies to maintain positive relations with both these parties (Solis, 2011). It was also found that the

company maintains regular communication with its employees and customers to comprehend their viewpoint and make necessary changes. Thus, there are no significant changes suggested in this component.

Process – Primark should follow systematic techniques to improve its internal processes. For instance, it can develop and use a service blueprint to ensure how the clients would be efficiently served once they enter the retail outlets (Okumus, Altinay and Chathoth, 2010). This can ensure that it offers an exquisite experience to its customers. Similarly, the other processes such as production, procurement, logistics and distribution can also be streamlined with the blueprinting approach.

Physical evidence – Primark stores have an inviting exterior and a decorated interior. The stores are divided into different sections, and professional dressed officials are deputed to assist the customers if needed. The organisation is doing well in terms of its physical evidence, and hence there are no significant changes in this aspect.

### **3.2 Implementation, measurement and control of the plan**

An organisation needs to implement, measure and control its marketing plan (Brassington and Petit, 2012). The organisation must arrange for three main resources that include money, expertise, and technology about Primark's proposed marketing plan. These three resources can help in implementing and executing the marketing plan efficiently. For instance, organic products can be manufactured with the help of money, workforce and technology. Similarly, the website and mobile app have to be developed to ensure that customers can purchase the products conveniently. Hence, arranging these resources can help in the effective implementation of this plan.

Measurement of the campaign is also essential. Since the company would be investing its time and money in this campaign, it is crucial to measure its impact. Measurement can be done with quantitative and qualitative measures (Hubbard, Rice and Galvin, 2015). Qualitative measures are the ones that focus on understanding and measuring the qualitative aspects associated with the marketing plan. On the other hand, quantitative aspects are focused on measuring the numerical parameters associated with an organisation and its marketing plan.

About the qualitative measures, the organisation can keep a close watch on its brand image and consumer

perception towards the brand (Frost, 2015). If the consumers feel that Primark is doing an excellent job by making these changes to its marketing strategy and its brand image improves, the campaign should be considered successful. On the other hand, if the brand image is not improving much as per the company's research, it should control the entire campaign by making necessary changes to the campaign. The organisation can undertake primary research by interacting with the customers and gaining knowledge about its brand image and consumer perceptions.

Quantitative measurement is quite convenient for the company as it may provide a direct and visible result for the organisation's marketing plan. The company should consider measures such as sales, profits and market share for measuring the success of the marketing plan. These quantitative measures are significant for determining the success of an organisation today. If the company finds its sales, profits, and market share increasing regularly, the marketing plan can be considered successful. On the other hand, if the sales, profits and market share do not show an upward trend, then necessary changes have to be made to the marketing plan. The sales, profits and market share of the company can be easily studied from the company figures. Collecting these figures is not a difficult task, and hence undertaking measurement through quantitative measures can be quite convenient.

Therefore, the campaign's overall implementation, measurement, and control are essential from the company's viewpoint. With the help of an above-mentioned approach, it is very much possible for the organisation to implement this campaign and keep a close watch successfully.

## **Conclusion**

Marketing is one of the essential areas of an organisation. This is mainly because this area helps plan and implement strategies that can enhance an organisation's sales, profits, and market share. Moreover, marketing can also ensure that customer satisfaction is high and that positive relationships are maintained with all individuals and parties directly or indirectly associated with an organisation. The marketing mix of an organisation comprises of several strategies that can enhance the value to its customers. During this research work, the case example of Primark has been discussed. Because of the ongoing pandemic, the organisation

faces major issues as its sales and profits are going down drastically. Considering this, marketing mix strategies have been suggested to the company to improve its business growth shortly.

It is recommended that every organisation be focused on developing a marketing department internally irrespective of their business size. This will help comprehend the consumer needs and ensure that the same is satisfied by selling quality products. Effective strategic marketing strategies can also help an organisation in attaining constant growth. Thus, both small- and large- scale organisations can undertake effective marketing strategies to attain business growth. Challenges of increasing competition, changing consumer demand and a dynamic business environment have been troubling all organisations for almost two decades. With the help of effective marketing strategies, these problems can be overpowered. Hence, marketing should be considered as an integral and essential part of any organisation today.

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