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Executive Summary

Marketing refers to the actions that elevate customer value by motivating them to purchase the organisation's products or services (Kusumadewi, 2019). An organisation with strong capabilities must exhibit strong marketing capacities to effectively introduce its offerings to new markets (Lee and Falahat, 2019). Marketing strategies are part of an organisation's corporate strategy, which refers to the set of choices an organisation makes to develop and capture value across its business over time. As corporate strategy essentially drives financial performance (Sull et al., 2018), effective marketing strategies must be selected to ensure the organisation's attainment of objectives and long-term success.

Marketing strategies improve business performance (Sarkum et al., 2017). This can lead to the attainment of competitive advantage, which refers to whether an organisation performs better in product, service, or price advantages as compared to its competitors (Lee and Falahat, 2019). Marketing campaigns can directly impact customer experience, loyalty, as well as profitability (Slootweg and Rowson, 2018) through competitive positioning, which refers to a combination of the organisation's target market choice and the differential advantage it seeks to develop as a way to secure a place in the stakeholders' minds and the market. There are three primary ways by which an organisation can position itself, which include variety positioning (product-centred), needs-based positioning (identification of target market and designing products or services based on their needs), and access-based positing (segment identification through the commonality of accessibility). Positioning may be based on price, innovation, service, benefits, or corporate citizenship (Abratt and Bendixen, 2018), which can be adopted according to an organisation's priorities and preferences.

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Marketing teams have to be creative and understand new technologies, digital marketing, and social media as well as how to combine one with another. The marketing strategy applied by an organisation must be suitable to its target market. Marketing can be classified into two distinct categories, namely traditional marketing and online or digital marketing. The content of digital marketing is similar to traditional marketing; however, it is available online for specific target groups. Digital marketing strategies are more diverse as compared to traditional marketing and require analysis at a higher level (Slootweg and Rowson, 2018) to aid in planning.

Marketing is about meeting consumers' needs and providing them with benefits. It informs and educates customers about the products or services of a business, including practical information that assists consumers in making purchase decisions (Slootweg and Rowson, 2018). These purchase decisions may be influenced by the product or service price, quality, benefits, innovation, corporate citizenship, or accessibility, all of which are ways by which the organisation can position itself (Abratt and Bendixen, 2018), often indicated in various marketing campaigns.

Marketing strategies include all forms of strategic actions grounded in marketing, such as advertising, branding, pricing, customer value creation, among others (Brege, 2020). Appealing to the responsibility and financial situation of a particular generation is also considered a good marketing strategy. Digital marketing strategies, such as social media strategies, have also been widely used as consumers value world-changing technology and techno-literacy (Slootweg and Rowson, 2018). The use of social media platforms as a marketing strategy helps an organisation establish social relationships in social networks (Sarkum et al., 2017). Today, marketing teams have been very creative and innovative in developing marketing campaigns to attract consumers.

Establishing relationships

Providing solutions
Building opportunities

Focusing on game-changing ideas to get game-changing results

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Who We Are

About Us

PritWaferMouseTrooper is a top consulting firm that specialises in strategic marketing. We help public and private organisations the most critical improvements for their business. Our partnership with our clients helps transform their organisations, integrate technology into their operations, and develop enduring capabilities.

With highly qualified professionals and experts, we combine local insight and global proficiency to help our clients achieve their goals and objectives. We are committed to bringing our prowess and insight to organisations dealing with today's challenges in various aspects.

We achieve the extraordinary through collaboration and innovation. This is where aspirations turn into reality. We believe in our capacity and our clients' capabilities.

Strategic Analysis Brochure

A guide to analysing your organisation's capabilities for success

by

PritWaferMouseTrooper

"Believing in your capabilities is the initial solution. Be a game-changer."

Internal and External Analysis For Strategic Options

Today, organisations engage in strategic planning to enhance their productivity. To enable organisations to attain their objectives, they create, implement, and evaluate their business decisions, referred to as strategic management. The strategic management process involves internal and external analysis: internal and external analysis guides and organisations allocating resources to attain goals. Based on the analysis, the organisation can select an appropriate strategy (Gürel and Tat, 2017). Analysis tools are used to evaluate an organisation's dynamic business environment.

Internal Analysis

The internal analysis allows an organisation to determine its resources and capabilities, which are potential factors of competitive advantage. These factors are then used to identify suitable strategies (Gürel and Tat, 2017). Therefore, it is essential to determine these factors. The approaches used for analysing an organisation's internal environment are: **SWOT, 3C's, and CSF analysis**

SWOT analysis, which stands for strengths', 'weaknesses', 'opportunities', and 'threats', helps determine internal factors in the business environment. This tool helps identify the threats and opportunities in an organisation's competitive environment. It also explores how competition in the environment can potentially evolve and the implications of that evolution for the threat and opportunities faced by the organisation. Internal analysis is focused on strengths and weaknesses, while threats and opportunities focus on external analysis (Gürel and Tat, 2017).

3 C's model, which stands for 'company', 'customer', and 'competitor', is focused on how an organisation develops an effective positioning strategy. Company analysis focuses on the organisation's brand image and positioning, strengths and weaknesses, and how its values affect its business strategies. Customer analysis focuses on consumers' needs and market attractiveness. Competitor analysis focuses on the competitors' strengths, weaknesses, and current positioning to determine opportunities for the organisation (Writz and Lovelock, 2016)

Critical Success Factors (CSF) analysis has been considered a way to enhance the effectiveness of business activities. CSFs represent the factors that are necessary to achieve goals. CSFs vary from country to country based on their operating environment, legal restraint, and policies. Therefore, CSFs are not a standard set of critical indicators applicable to all industry (Silva et al., 2016).

External Analysis

In its operations, an organisation interacts with the external environment. External factors cannot be controlled by the organisation (Perera, 2017). The approaches used for analysing an organisation's external environment are **Porter's Five Forces, PESTLE analysis, and SNW analysis.**

Porter's Five Forces model is a tool used to analyse the most crucial forces affecting the organisation's profitability level and the intensity of competition within the industry. This tool focuses on the five forces (Aithal, 2016), including the rivalry among existing competitors, the threat of new entrants, bargaining power of suppliers, bargaining power of buyers, and substitute products or services (Bobbert, 2015).

PESTLE analysis stands for 'political', 'economic', 'sociocultural', 'technological', 'legal', and 'ecological'. Political factors include government actions, changes in political and national policies, changes in government institutions, political stability or instability, political consequences, the impact of governmental policies, and government support to the organisation and the industry. Economic factors include age structure, age-related factors, gender distributions, population growth, educational levels, literacy rates, consumer attitudes and perceptions, income levels, employment and unemployment rates, poverty considerations, tax rates, inflation rates, exchange rates, the country's disposable income, etc. Sociocultural factors include cultural aspects, traditions, norms, religious beliefs, religious values, and myths. Technological factors include technical infrastructure, technical upgrades, technical competency, and the productivity of technology, hardware, software, and updates. Legal factors include rules, laws, regulations, Acts, principles, and guidelines. Ecological factors include environmental pollution concern, disposable waste mechanisms, industry average carbon footprint, emissions and freeway exits, energy efficiency business processes, eco-friendliness, the environmental impact of business activities, etc. (Perera, 2017).

SNW analysis, which stands for 'strong', 'neutral', and 'weak', is used to assess the organisation's competitive position in the market by assessing its strong, neutral, and weak aspects. This method has been considered influential in the assessment of potential opportunities. The organisation's investigated factors independently according to their specificity of activity and include risk factors (Shtal et al., 2018).

Blog Entry

Marketing today is more than just good products and easy access. Attracting new consumers has become very important, so companies rethink the relationship between consumers' attitudes and behaviour (Familmaleki et al., 2015). Strategic marketing decisions are then made at the corporate level to achieve the company's objectives. These decisions include product packaging design, product price policies based on market segments, and sales promotion.

Companies capitalise on their brand's standing through packaging design to communicate brand personality while maintaining appeal. Consumers have been known to decide whether to purchase an item in 3 to 7 seconds, which is the same time it often takes to note the product packaging. Therefore, companies spend substantial resources on perceptual cues in product packaging design that likely evoke consumers' almost instant response. With thousands of products available in a store, effective brand communication has become the essential strategic considerations (Sundar and Noseworthy, 2014). Although it may cost a lot of time and money, the positive impact on brand perception and profitability is significant.

Pricing is one of the functions of lower levels within the organisation. It is the most visible decision made by management due to its direct impact on the company's performance in the market and overall profitability. Getting the product pricing right is the most effective and fastest way for a company to gain its maximum profit. The right price can help increase profit faster than increased volume, whereas the wrong price can reduce it just as quickly (Hanna and Dodge, 2017). Therefore, companies follow pricing policies for products based on market segments.

Sales promotion, which refers to the techniques used for a short period of time to increase sales (Familmaleki et al., 2015), is one of the preferred marketing communication methods. Companies have been spending much on promotions because it can increase brand loyalty. However, some studies have shown that some consumers only purchase a product because of the promotion and not because they like the brand, which indicates negative purchase feedback (Mendez et al., 2015). Nevertheless, sales promotion offers control and costs much lower than advertising. Its main characteristics are that it provides better value for money as well as tries to induce responses immediately (Familmaleki et al., 2015). This is why many companies have been offering consumers "buy three and get 25% off" for specific products or services.

How strategic marketing decisions affect marketing at lower organisational levels

Strategic marketing decisions do not just impact marketing at a corporate level but also at lower levels within the organisation. For instance, good product packaging design, suitable pricing, and effective sales promotion boost the number of purchases, which can also be rewarding for the production and sales staff. As such, the success of an entire organisation reflects its members' efficiency and the effectiveness of its strategies. There is a direct link between strategic marketing decisions and marketing within the organisation. In particular, strategic marketing decisions affect product functions and communication functions, and the organisation's employee and customer relations. The product functions affected directly by strategic marketing decisions include product planning and development, and pricing. Marketing strategies affect product development directly. Knowing consumer needs allows a company to meet them effectively when designing their products. Marketing strategies should be designed to offer customers the products they need instead of convincing them to buy the products a company already has. Marketing strategies that offer products based on the consumers' needs focus on improving product quality and promoting innovation (West et al., 2015). Such marketing strategies require the company's promotion ads to center on its innovative nature and the high quality of its products. The product development process is flexible. Its success depends on factors like promotion and market orientation that directly affect marketing strategies. The product development process should consider the changing environment and increasing competition. Marketing strategies' success depends on the efficiency of the product development process.

The main aim of pricing is to build value for a product and price it accordingly. It refers to translating the value the product has for the customers at a given time into quantitative terms. Strategic marketing decisions affect pricing decisions directly because when pricing a product, the management considers all other aspects of the marketing mix that are all closely related. The team should also come up with the most competitive prices considering all operational costs. Strategic marketing affects product pricing in terms of demand pricing. Demand pricing rapidly goes up as customer needs fluctuate. Strategic pricing is directly related to marketing and other departments of the company. Organisations promote their financial and economic performance by defining their pricing policies by their internal capacities and their understanding of their customer needs and market conditions such as competition levels and economic conditions. Marketing strategies involve pricing policies a company adopts based on its understanding of its consumer needs (Chernev, 2018). A company decides the prices of its products based on different pricing strategies, including competition-based, customer value-based, and cost-based pricing strategies. Its marketing strategies influence these decisions directly.

Communication is an essential aspect of marketing. Marketing communication is the process of passing company information to the market, within the market, and from the market. One of the purposes of marketing communication is creating demand and other positive marketing reactions, like a positive brand image. Companies choose the best channels in marketing communication and create the most effective messages to boost their sales. The customer is always seeking information on a product before making purchasing decisions. Communication marketing is, therefore, an important part of strategic marketing. Strategic marketing decisions consider the changing dimensions of the marketing environment to ensure the company's sustainability. A company's marketing communication should be in line with strategic marketing decisions. Communication with consumers should aim at helping a company develop a superior unique position in the market. Strategic management requires building and maintain effective relationships with all stakeholders (Sahaf, 2019). Effective communication helps create good relations between the company and its employees, customers, and shareholders. It also promotes creativity and innovation because it gets the most useful information from the consumers and helps in designing products that suit their different needs. Strategic marketing decisions also focus on brand growth. Marketing communication is essential in brand growth as it helps the flow of company information to the market and the spread of information about the brand within the market.

Strategic marketing decisions affect a company's employee and customer relations directly. Strategic marketing decisions determine a company's customer retention levels. Customer retention is crucial to the success of an organisation. Bringing in a new customer costs a company up to 25 times more than retaining the existing one. Strategic marketing aims at customer retention; therefore, the decisions made are meant to meet customer needs in an attempt to increase customer satisfaction. The decisions should serve the company's consumers better than the competitors. The relationship between a company and its consumers determines the consumers' impressions have of the company, and this directly affects the company's image in the marketplace. Market strategies affect customer relations because they are designed with the aim of building a positive reputation for the organisation and its brand. The reputation customers have of a company may be based on brand leadership, product leadership, operational excellence, and customer intimacy. Strategic marketing decisions match matches these company's competitive strategies to achieve customer preference.

Employee relations are also an important factor for a firm's success. One major challenge for companies is employee turnover and retention. Like customers, acquiring new employees is relevantly costly than retaining existing ones. Strategic marketing aims at making a company more successful, and employee retention contributes directly to a company's success. An effective marketing strategy implementation for employees is one that works towards promoting the company's success (Kotler & Keller, 2016). Employees are more highly motivated and are highly committed when working at a successful firm that delivers high-quality products and services. Additionally, customer-oriented marketing strategies improve employee morale because the employees deal with customers who have positive experiences with the company and its products and services. A working environment in which customers are satisfied promotes teamwork and positive employee engagement, making it easy to achieve organisational goals.

Strategic management decisions affect the performance of an organisation directly. A company improves its performance significantly when it has high customer satisfaction levels and produces high-quality products. Effective marketing strategies increase the demand for a brand based on market knowledge and allow a company to plan production that meets the market needs. The marketing strategy also identifies the price its target consumers are willing to pay for the company's new innovative designs. Therefore, strategic marketing decisions help a company plan for increased production and, at the same time, reduce costs by eliminating the features the consumers don't value in a product. Hence, a company's profitability, as well as its performance, improve significantly

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