



**THE TIMES 100**

**BUSINESS CASE STUDIES**

# Marketing



# Marketing



Marketing is...

‘The management process responsible for identifying, anticipating and satisfying customer requirements profitably’

Chartered Institute of Marketing

# Market segmentation



- Splitting up the market into groups of people with similar needs and characteristics
- Products and marketing activities can be tailored to the needs the segments
- Markets can be segmented by age, gender, lifestyle, income and geography

# Market research



Market research is the process of collecting data about customers and competitors.

There are two types of market research:

- **Primary research** – gathering first hand data e.g. through questionnaires and focus groups
- **Secondary research** – gathering existing data e.g. through trade journals and government statistics

# Marketing mix



The marketing mix refers to the elements needed for effective marketing. It is often referred to as the

## **Four Ps:**

- **Product**
- **Price**
- **Promotion**
- **Place**

# Product



- ‘Product’ refers to the **functions** and **features** of a good or service
- Should **satisfy the needs** of the customer
- May have a Unique Selling Proposition (**USP**)
- ‘Product’ also includes a range of factors such as **packaging, quality, warranties, after-sales service** and **branding**

# Price



The price of a product will depend on:

- The **cost** to make it
- The amount of **profit** desired
- Other **objectives** of the business
- The price **competitors** charge
- The price **customers** are willing to pay
  - Is there a high demand?
  - Is demand sensitive to changes in price?

# Promotion



The aims of promotion are to:

- Raise **awareness**
- Encourage **sales**
- Create or change a **brand image**
- Maintain **market share**

Promotional activities include **advertising, sales promotion, sponsorship, public relations and direct mail.**

# Place



- Products should be conveniently available for customers to buy
- ‘Places’ include:
  - Stores
  - Mail order
  - Telesales
  - Internet

The use of  
**e-commerce** (promoting  
and selling on the internet)  
has grown massively over the  
last few years