

Assignment - Unit 2 - exemplar

Introduction: Part 1

Part 1 - of this report - is a Power-Point-Presentation with speaker notes analysing the role of marketing function and the critical analysis of interrelationship of the marketing function with other functional units of a contemporary organization of the authors' choice (preferably an organisation that the author is working for or has worked for).

1.1: Explain the role of marketing and how it interrelates with other functional units of an organisation

THIS PRESENTATION EXPLAINS THE ROLE OF
MARKETING AND HOW IT INTERRELATES WITH
OTHER FUNCTIONAL UNITS OF AN ORGANISATION.

The presentation will endeavour to cover the following:

- ❑ Explanation of the key roles and responsibilities of the marketing function
- ❑ An analysis of the roles and responsibilities of marketing in the context of the marketing Environment. You must use examples relating to your chosen organisation to support your answer.
- ❑ Explain how roles and responsibilities of marketing relate to other functional areas within your chosen business
- ❑ Analysis of the significance of these interrelationships
- ❑ Critically analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation

Study Notes "Marketing is not only much broader than selling, but it also is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view. Concern and responsibility for marketing must, therefore, permeate all areas of the enterprise." Peter Drucker. Further reading : <https://www.marketingteacher.com/marketing-and-functions/>

1.2: Definitions and the marketing concept:

a) Definitions of marketing and the nature of marketing.

THE KEY ROLES AND RESPONSIBILITIES OF THE MARKETING FUNCTION

Carpet-right
URL: <https://www.carpetright.co.uk/>

Have been growing their market share by:

- Investigating
- Anticipating and
- Satisfying

their customers needs by harnessing the high volume of online traffic of customers - with a genuine desire to buy – and converting their intention into hard sales.

THE OFFICIAL DEFINITION OF MARKETING

Marketing

... the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.



Study.com

Study Notes: "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably." Chartered Institute of Marketing (CIM)

There are 4 main elements to this widely used definition that need examining, as these address individual specialism of the marketing function:

Identifying customer requirements: 'Gut feeling' and 'instinct' may have some role in business, but what firms believe customers want may not match the reality, especially in fast changing markets. Indeed, market places are like battlefields littered with casualties of war. The mortality rate of new products is particularly high and the majority of most popular brands are ones that have been in existence for many years. A successful business must understand its customers' needs, wants, habits and attitudes and it achieves this through thorough market research and careful analysis of data.

Anticipating customer requirements: Being 'first to market' with a product or service offers significant advantages, as it allows the firm to develop customer and brand loyalty.

Satisfy customer needs: Goods and services must satisfy customers' needs and wants and be perceived as good value for money. A satisfied customer often results in repeat purchasing behaviour and good word-of-mouth promotion.

b) The development of the marketing concept, including current and future trends.

The development of the marketing concept, including current and future trends.

The marketing concept is a belief that firms should analyse customers' needs and make rational decisions to beat a competitor in satisfying those needs. Many companies have adopted this idea.

- The Production Concept.
- The Product Concept.
- The Selling Concept.
- The Marketing Concept.
- The Societal Marketing Concept.
- Trends in Marketing
- Relationship Marketing



The Production Concept.

This concept is the most fundamental marketing concept. It states that quality and cheap products are the most preferred by consumers. Many managers concentrate on getting high production efficiency, mass distribution and low costs. Customers tend to get interested in low prices and product availability, making producers manufacture quality goods efficiently and strive to cut production costs as output increases to increase supply.

The Product Concept.

It's believed that consumers always favour products with high quality, innovative features or performance. Managers concentrate on making high-quality products then improving them over time. It's assumed that customers admire

well-made products. They can appraise quality. Managers should not applaud their success on a product for so long that they forget to improve its quality. An example is Samsung Galaxy S6 which got replaced by Samsung S7 series.

The Selling Concept.

Consumers and organizations, if left on their own, will apparently not purchase enough of the selling firm's goods. Serious promotion and sale must be carried out because users tend to show reluctance in buying the products and must be coerced. The business has a tendency rather sell what they have than manufacture desired products. The business must grasp appropriate selling tools and tactics.

The Marketing Concept.

This philosophy is against all those previous ones. It stands on a principle that the company has to beat their competitors in producing quality products, a way of communicating to customers, availability of products and their prices. Here, the consumer is king. This concept has four pillars namely; client needs, target market, profitability and integrated marketing.

The Societal Marketing Concept.

The firm determines the wants, needs, and interests of target markets then deliver the preferred satisfactions more efficiently and more than their competitors. Production is also done with the customers' well-being in mind.
Relationship Marketing

This pattern was first developed via direct response marketing campaigns. It emphasises on customer satisfaction and retention rather than the number of sales made.

c) How the external environment influences and impacts upon marketing activity.

1.3: The role of marketing:

a) The structure and operations of marketing departments.

b) Overview of marketing processes that include analysis, strategic planning and the marketing mix.

c) The different roles of marketing within both a B2C and B2B context.

1.3: The interrelationships of functional units:

a) Marketing as a business function.

b) The different roles of business units and the interrelationships between these functional units and marketing.

Introduction: Part 2

The principal objects of **task 2 (a)** - of the report - is to choose any two organizations (preferably from the same industry in the UK) to compare the ways they have used the marketing mix (7ps) and evaluate how elements of marketing mix are used by these two organisations to achieve their business objectives.

The author will endeavour to select those organizations on which facts/figures/information is easily available for comparing and evaluating 7Ps.

The business objectives - will are trying to be achieved - need to clearly mention.

2.1: Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

The 7 Ps marketing mix

P	Description	Carpet-right 2020	Tapi-carpets 2020
1	Product: • Differences between products and services • Importance of brands • Product development • Product lifestyle.	• CR (Carpet-right's) product-range centre around carpets, vinyl, Laminate and wooding flooring, and bedding. • The brand – carpet-right – is targeted as being the right carpet for the right price. • Moreover, the products and services are focused – primarily on lower-middle lifestyles.	• T (Tapi-carpet) product-range are also centred on carpets, vinyl, Laminate and wooden flooring, and bedding; however, albeit, focusing on more affluence customers than its competitor/s. • The brands -Tapi: (French/Greek for a carpet / tapestry) – implies quality and more sophisticated product development / lifestyle.

2	Price: Pricing context, pricing strategies and tactics.	Price position to lower-middle lifestyles: Cost-plus pricing—simply calculating your costs and adding a mark-up Competitive pricing—setting a price based on what the competition charges Value-based pricing—setting a price based on how much the customer believes what you’re selling is worth Pricing tactics focused on bundling, discounting or/and free estimation / fitting /underlay and delivery.	Price position to more affluence lifestyles and include adjacent strategies and: Price skimming—setting a high price and lowering it as the market evolves Penetration pricing—setting a low price to enter a competitive market and raising it later Pricing tactics focused on bundling, discounting or/and free estimation / fitting /underlay and delivery.
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3	Place: Channel management, supply chain management and logistics.	Place strategy outlines how and where the stated companies will place its products and services in an attempt to gain market share and consumer purchases: • Retails outlets: (CR) has store nation-wide, (T) has 19 store adjacent to (CR)'s most profitably units. • Internet: Both organisations have internet presence, which reflect their product position. • Direct sales: Bulk-buyers • Multichannel marketing is the implementation of a single strategy across multiple channels or platforms, thus maximizing opportunities to interact with prospective customers. ... The goal of multichannel is to give consumers a choice, and allow them buy when and where they want to.
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4	Promotion: Integrated communication mix and promotional tools. Promotion or communication mix, which consists of advertising, sales promotions, direct marketing, public relations and publicity, sponsorships (events and experiences), social media and interactive marketing, and professional selling.	Both organisations have different levels - of the following promotion mix - which reflect their product position and financial capability: Advertising involves paying to disseminate a message that identifies a brand (product or service) Consumer sales promotions consist of short-term incentives such as coupons, contests, games, rebates, and mail-in offers that supplement the advertising and sales efforts. In business-to-business marketing, sales promotions are typically called trade promotions because they are targeted to channel members who conduct business or trade with consumers. Direct marketing involves the delivery of personalized and often interactive promotional materials to individual consumers via channels such as mail, catalogs, Public relations (PR) involves communication designed to help improve and promote an organization's image and products. Public relations materials include press releases, publicity, and news conferences. Sponsorships typically refer to financial support for events, venues, or experiences and provide the opportunity to target specific groups. Sponsorships enhance a company's image and usually generate public relations.
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5	People: The different roles of 'people' in marketing, including customer interfacing and support personnel. The different skills, attitudes and behaviour of people delivering the product or service to customers. People in customer service With the rise in the services industry, people have the most important and the most critical job in the world – Customer service. It was as if this P in the marketing mix was made for the proper service to the customer.	<u>Carpet-right's service</u> · You can collect your purchase from your local store. · You can book a free home consultation online or at your store. · You can order free flooring samples here on the website to be sent to your home. · We can recommend independent professional fitters that have all passed the rigorous assessment process set by <u>Which?</u> · Will move up to 5 items of empty furniture, bag up your offcuts and vacuum after fitting, free of charge. But for a small additional fee they can uplift your old floor covering or take it away to dispose of it. Or do both.	<u>Tapi Difference</u> · Amazing choice at a price that's lower than you would expect · Top service and free professional advice · Mobile showroom service · Free measuring and planning · We'll beat any quote · Free 10 year 'fitting satisfaction' guarantee · Free 'wear guarantee' on every floor · 0% APR finance options available · Delivery & Care Package · Uplift and removal service · Whipping service · Additional fitting services · Underlay testing try before you buy
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6	Physical evidence: The tangible aspects of service delivery – visual, aural and olfactory elements. Physical evidence refers to everything your customers see when interacting with your business. This includes: • Physical environment where you provide the product or service. • Layout or • Interior design. • Packaging	High street shops: 328 Stores - with over 300 Carpet-right stores open throughout the UK. Online shopping: URL: https://www.carpetright.co.uk/ Carpet Buying Advice: URL: https://carpetfoundation.com/carpet-buying-advice/	High street shops: 105 stores since its inception in 2015. As part of an ongoing partnership with Tapi -imagicink - have provided a huge range of POS (point-of-sales) solutions to stores across the country. The online hyperlink allows you to view a range of POS prints recently installed for a store in Canterbury. Online shopping: https://www.tapi.co.uk/
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7	Process: Systems and processes involved in delivering a consistent service. Different types of processes used to expedite the marketing function. - Tracking potential customers. - Tablet sales have revolutionised customer engagement	Case study: https://www.summit.co.uk/who-we-work-with/changemaker-stories/carp-etright/ Building a customer base from the floor up Online searches have grown exponentially in the carpet and flooring sector. This was revealed by research carried out by ourselves on behalf of Europe's biggest flooring retailer, Carpet-right. With 460 stores in the UK they had relied heavily upon traditional marketing methods – until 2008, when they recognised the growing relevance and the potential of online techniques. They turned to us to create an eCommerce channel which would transform their business. The results have been dramatic, far outstripping	Case-study: http://www.sci-net.co.uk/documents/tapi-case-study-858.pdf Sci-Net implemented a fully integrated Dynamics NAV ERP Retail Solution which is hosted entirely in the cloud and fully managed in their Microsoft Azure platform, which helped minimise Tapi's IT infrastructure costs. Tablet sales have revolutionised customer engagement as Tapi's Sales Team can move freely around the store to suit the customer, allowing for a faster and more fluid sales transaction. There is now no requirement to replicate POS (Point of sales) data back to our head office. All store information is immediately available for Head Office to see.
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		their expectations, already breaking £1 million a week in 2015. By harnessing the high volume of online traffic, they have identified those customers with a genuine desire to buy, and converted this intention into hard sales. The engine at the heart of this revolution has been the Carpet-right website and our marketing technology Forecaster.	
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BO's	<u>Carpet-right</u> 2020	<u>Tapi-carpets</u> 2020
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	Key Business Objectives: “ Build and maintain anywhere & anytime “ Innovation and sustainability “ Drive short-term profitability “ Reduce costs “ Market share “ Improve speed / time to market “ Build end-to end processes and systems Carpet-right main objects are driven by its down-turn in performance; both in sales revenue, profitability and market-share – due to more effective competition. Their recovery strategy has been based on: Consolidating their lower-middle lifestyle - P2: Price position and P1: Product range. Also refocusing - more on P3: Place and P4: Promotion – by tracking online customers. In addition they have reduced costs – to drive short-term profitability - by surrendered some of High street branches - P6: Physical evidence. Furthermore, to compete more effectively they have enhanced their customer service – P5: People and P6: Physical evidence - improve their shop layouts, interior design and online (website presentation).	Key Business Objectives: “ Build and maintain anywhere & anytime “ Innovation and sustainability “ Increase market share “ Improve speed / time to market “ Build end-to end processes and systems Tapi’s main objectives are driven by a greater focus to gain market share by targeting more affluence customers - to buy their P1: Product - than its competitor/s. And promoting a more sophisticated brand - P2: Price - Brand. also refocusing - more on P3: Place and P4: Promotion – by tracking online customers. Tapi’s had also improved market share by improving - P5: People - Customer service
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	Lastly, Carpet-right's most significant business objective has been to increased sales performance by building a customer base from the floor-up; improving sales by £1,000, 000 in a week – P7: Process – by introducing a "cookies" based tracking system, which captures potent customers	
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3..1: Develop and evaluate a basic marketing plan

Stage 1: Market Analysis

- [Customer needs](#)
- [Markets & market dynamics](#)
- [Company capabilities](#)
- [Competition](#)
- [Collaborators & partners](#)

Stage 2: Market Selection

- [Market segmentation](#)
- [Market selection](#)
- [Segment targeting](#)
- [Product positioninThe Segmentation, Targeting and Positioning modelg](#)

Stage 3: Market Mix

Carpet-right 2020

Product (P1)

- ❑ CR (Carpet-right's) product-range centre around carpets, vinyl, Laminate and wooden flooring, and bedding.
- ❑ The brand – carpet-right – is targeted as being the right carpet for the right price.
- ❑ Moreover, the products and services are focused – primarily on lower-middle lifestyles.

Price (P2) position to lower-middle lifestyles:

- ❑ Cost-plus pricing—simply calculating your costs and adding a mark-up
- ❑ Competitive pricing—setting a price based on what the competition charges
- ❑ Value-based pricing—setting a price based on how much the customer believes what you're selling is worth

Pricing tactics focused on bundling, discounting or/and free estimation / fitting /underlay and delivery.

Place (P3) strategy outlines how and where the stated companies will place its products and services in an attempt to gain market share and consumer purchases:

- ❑ Retail outlets: (CR) has stores nation-wide, (T) has 19 stores adjacent to (CR)'s most profitably units.
- ❑ Internet: Both organisations have internet presence, which reflect their product position.
- ❑ Direct sales: Bulk-buyers
- ❑ Multichannel marketing is the implementation of a single strategy across multiple channels or platforms, thus maximizing opportunities to interact with prospective customers. ... The goal of multichannel is to give consumers a choice, and allow them buy when and where they want to.

Promotion (P4) Both organisations have different levels - of the following promotion mix - which reflect their product position and financial capability:

- ❑ **Advertising** involves paying to disseminate a message that identifies a brand (product or service)
- ❑ **Consumer sales** promotions consist of short-term incentives such as coupons, contests, games, rebates, and mail-in offers that supplement the advertising and sales efforts.
- ❑ In **business-to-business marketing**, sales promotions are typically called trade promotions because they are targeted to channel members who conduct business or trade with consumers.
- ❑ **Direct marketing** involves the delivery of personalized and often interactive promotional materials to individual consumers via channels such as mail, catalogs,
- ❑ **Public relations** (PR) involves communication designed to help improve and promote an organization's image and products. Public relations materials include press releases, publicity, and news conferences.
- ❑ **Sponsorships** typically refer to financial support for events, venues, or experiences and provide the opportunity to target specific groups. Sponsorships enhance a company's image and usually generate public relations.

People (P5) [Carpet-right's service](#)

- ❑ You can collect your purchase from your local store.
- ❑ You can book a free home consultation online or at your store.
- ❑ You can order free flooring samples here on the website to be sent to your home.
- ❑ We can recommend independent professional fitters that have all passed the rigorous assessment process set by Which?
- ❑ Will move up to 5 items of empty furniture, bag up your offcuts and vacuum after fitting, free of charge. But for a small additional fee they can uplift your old floor covering or take it away to dispose of it. Or do both.

Physical evidence (P6)

High street shops:

328 Stores - with over 300 Carpet-right stores open throughout the UK.

Online shopping: URL: <https://www.carpetright.co.uk/>

Carpet Buying Advice: URL:

<https://carpetfoundation.com/carpet-buying-advice/>

Process (P7) Case study:

<https://www.summit.co.uk/who-we-work-with/changemaker-stories/carpetright/>

Building a customer base from the floor up

Online searches have grown exponentially in the carpet and flooring sector.

This was revealed by research carried out by ourselves on behalf of Europe's biggest flooring retailer, Carpet-right.

With 460 stores in the UK they had relied heavily upon traditional marketing methods – until 2008, when they recognised the growing relevance and the potential of online techniques.

They turned to us to create an eCommerce channel which would transform their business. The results have been dramatic, far outstripping their expectations, already breaking £1 million a week in 2015.

By harnessing the high volume of online traffic, they have identified those customers with a genuine desire to buy, and converted this intention into hard sales.

The engine at the heart of this revolution has been the Carpet-right website and our marketing technology Forecaster.

Carpet-right 2020

Key Business Objectives:

- “ Build and maintain anywhere & anytime
- “ Innovation and sustainability
- “ Drive short-term profitability
- “ Reduce costs
- “ Market share
- “ Improve speed / time to market
- “ Build end-to end processes and systems

- ❑ Carpet-right main objects are driven by its down-turn in performance; both in sales revenue, profitability and market-share – due to more effective competition.
- ❑ Their recovery strategy has been based on:
 - ❑ Consolidating their lower-middle lifestyle - P2: Price position and P1: Product range.
 - ❑ Also refocusing - more on P3: Place and P4: Promotion – by tracking online customers.
 - ❑ In addition they have reduced costs – to drive short-term profitability - by surrendered some of High street branches - P6: Physical evidence.
 - ❑ Furthermore, to compete more effectively they have enhanced their customer service – P5: People and P6: Physical evidence - improve their shop layouts, interior design and online (website presentation).
- ❑ Lastly, Carpet-right’s most significant business objective has been to increased sales performance by building a customer base from the floor-up; improving sales by £1,000, 000 in a week – P7: Process – by introducing a “cookies” based tracking system, which captures potent customers

Stage 4: Market Acquisition

- “ Awareness
- “ Interest
- “ Evaluation
- “ Commitment
- “ Referral / Customer loyalty / Retention

4.0: Bibliography