



## **Issue Has Been Arisen Through The Implementation Of Marketing Strategy: Perspective To South Asian Region.**

**Shafiul Bashar**

**Masters of Business Administration**

**School of Business and Economics**

**Changchun University of Science and Technology**

**Jilin, Changchun, China**

**ABSTRACT:** The components of marketing strategies consist of several important functional strategies that are vital to customers happiness and profitability. One of the key factors in ensuring a company remains afloat is having a well-developed marketing plan. A firm's marketing approach either ensures its success or spells its doom. It evaluated how the marketing strategies were implemented in the organization to meet the firm's objectives, which were matched with segmentation, target market, positioning, marketing mix, how to deal with competitors and environmental aspects to meet consumer needs. The research is descriptive in nature, consumers and employs both qualitative and quantitative methods. The findings demonstrate that the corporation exploited all the elements of the marketing mix in its marketing strategies and delivers high-quality items at low costs by promoting them via high-impact advertising. After the work, competitive analysis can give an idea about the company position in the market. Competitive analysis is one of the major tools for studying marketing strategy. We also try to measure the environmental situation of the company after studying environmental analysis in our work. It's quite pointed that, based on the current situation of the market different company and its business is in the market. The outcomes of this research encourage the belief that marketing strategic is a major contributor to the organization's positioning, which is gradually enhanced and customers' satisfaction. The organization, on the other hand, has determined its targeted customers, and its market segmentation strategy is based on geographic location. The efficacy of communication between the marketing department and other divisions is excellent. Even though the firm's marketing methods are excellent, the corporation ran into some issues while putting them into reality. These are: Infrastructure issues, economic issues, intense market rivalry, raw material shortages, seasonality of consumption, sociocultural issues, and the time and expense of consumer creating awareness. The results help leaders make decisions on the role of marketing strategy on the performance of a local economy. Finally, the researcher recommends that the company adopt a long-term strategy and use a more systematic way to gather information about prospective consumers, competition actions, and industry market data.

**Keywords:** Market segmentations, Target market, Marketing strategy, Competitive analysis, Environmental analysis, International market.

**INTRODUCTION:** We understand that marketing differs from the other functional field in that it is a primary concern with exchanges that take place outside of the organization in markets and is a critical part of the success of the company. In order to find and retain clients by creating a competitive advantage, businesses need to develop an appropriate marketing strategy. "Marketing strategy is a marketing logic by which the company hopes to create customer value and achieve profitable

customer relationship.” (Kotler and Armstrong, 2012). Businesses need to closely review and track the environment and their marketing strategies to build consumer satisfaction and long-term relationships with the most appropriate business environment. Homburg (2009) noticed that, A marketing plan is a tool that allows a firm to concentrate on the most profitable prospects and get a competitive edge while working with limited resources. Marketing strategy determines segmentation, target market, positioning, marketing mix, and resource allocation. It includes the selection and analysis of the target market(s) and the development and maintenance of a suitable marketing combination that meets the target market and the business. As wind and Robertson (1983) have shown that, marketing strategy explicitly focuses on the search for economic and consumer advantage in the long term. The marketing strategy acts as a boundary feature between the organization and its clients, competitors as well as stakeholders. Marketing is uniquely capable of determining the customer’s needs and the business ability of the company to achieve competitive advantage. Marketing creates a plan focused on the study of competitors and other external conditions of customers. The marketing mix of '4 Ps' product, price, promotion and place that is usually dealt with by marketing strategies. All of the marketing mix factors allow the business to formulate marketing strategies as competitive advantages (Jain, 1997). Success in marketing is the lifeblood of every company. Everyone agrees that a marketing campaign affects the ability of the company to produce revenues or to remain in operation. International investment in South Asian Region market is currently showing a huge increase and multinational corporations are increasingly attracted to the industry and continue to increase their presence and local businesses are also buying foreign businesses. Some of the companies operating in Bangladesh, India, Pakistan, Nepal, Sri Lanka with different goods like, Haier, Panasonic, Butterfly, Samsung and LG and Sony too. All the companies need to competes with both the current and new entrants of the brewing companies. In addition, industries are allowed to improve proper segmentation, target market and product positioning in order to have a competent marketing strategy that allows the company's goal to be achieved. The marketing plan of the organization must also be checked and environmental improvements need to be changed.

## Literature Review

**Theoretical Literature:** Marketing strategy is described by Kotler and Armstrong (2012) as a marketing logic by which the business hopes to generate consumer value and achieve successful customer relationships. We can understand from the above description that marketing strategy focuses on the objective of a long-term business and maintains long-term relationships with consumers and is a means of achieving the specified goal of the company. Two main questions are involved in marketing strategy: which clients can we represent (segmentation and targeting)? And how are we going to build value (positioning and differentiation) for them? The organization then designs a four Ps marketing campaign that offers the expected benefit to the targeted customers (Kotler, 2012.)

A crucial success for the organization is the recognition of the buyer of the goods and services of every industry and the development of value with the customer at the same time. Marketing strategy determines target groups of market, positioning, marketing mix, and budget allocation. A Marketing strategy involves the analysis and selection of the target market(s) and the developing and maintenance of a suitable marketing combination that meets the target market and the business. Marketing strategies are also the method through which strategic objectives can be accomplished and the four key elements of the marketing mix are usually concerned; product, price, promotion and place (McDonald and Dunbar, 2007) Taking into consideration the above description, businesses rely on marketing strategies for existing product lines or goods by developing an effective business marketing mix that will maintain and fulfill the needs of customers.

**Marketing Strategy Elements:** A marketing plan is a set of many components that are interrelated. The first and most important is the selection of the market, which is fully linked to the choice of the markets to be on action. The basic product of that company sells, i.e. the structure of the product line, the design of individual offers in the line, is part of product planning. The distribution system is another element; the retail and wholesale networks by which is the item goes to that individuals whose actually

purchase that and use it. And the overall communication plan uses to ads remind overall customers of the product through radio, television, direct mail, and public print and personal sales to deploy a sales force to call potential customers, encourage them to purchase, and take orders. Finally, pricing is very important component of any other marketing strategy and is the most important marketing factor for shareholder value formation. The organization must set the product rates to be charged by various consumer groups and decide the margin of commissions to compensate agents, wholesalers and retailers for moving the product to the final customers (Mongay, 2006).

**(STP) Segmentation, Targeting and Positioning:** Michael (2011) suggests that "Almost any marketing textbook will tell you that the STP strategy, that is, segmentation, targeting, and positioning, can sum up the key to successful marketing." The term segmentation of the market relates to the subdivision of a market into a community, similarity or affinity. This is a part of the consumer segment that shares something in common. STP marketers aim to define certain segments of the market, directly marketing efforts in the segmentation that marketers think their own business can satisfy better than its rivals, and positioning their product offering in order to attract the target segments.

Actually, there are unique needs, desires, resources and habits for any customer. As it is not difficult to have the individual characteristics of each client, group of marketers clients to market groups by followed they have in general. These very common features allowed all clients in this segment to build a marketing mix consistency. Andrew (2010) Successful use of STP (segmentation, target market and positioning) leads to market segmentation of groups that are homogeneous by necessity, those categories can be given priority by their positional return and one or more are then selected to be served-it/they become a target market-and to do just that a marketing mix is chosen.

**Bases for Segmentation:** On the basis of the following fundamental consumer attributes, markets may be segmented:

**A. Demographic Segmentation:** In demographic segmentation, variables such like as age, size of the family, gender in the family cycle of life, religion, education, ethnicity, generation, income, nationality and social class divide the market (Kotler, 2007). Popular demographic variables are gender, age, income, form of housing, and educational level. Some brands are directed at women only, others at men only. Downloads of music appear to be aimed at young people, whereas hearing aids are targeted at older people. Levels of education also identify market segments.

**B. Geographic Segmentation:** Segmentation of Geographic involves the market into dividing regional units such as countries, states, provinces, nations, neighborhoods or cities (Kotler, 2007). This is perhaps the most popular type of market segmentation in which, by attracting a restricted geographic region, businesses segment the market. Corporations, for example, may prefer to sell their products in some nations, but not in others. There are several ways of regional segmentation (Urban vs. rural, north vs. south, seacoasts vs. interior, warm vs. cold, humid vs. dry, high elevation vs. low elevation, and so on).

**C. Behavioral Segmentation:** In segmentation of behavioral, on their base of their awareness of, towards to the attitude, used of, or reactions to the commodity, marketers always divided buyers into different groups (Kotler, 2007). The segmentation of behavior is based on real consumer behavior towards goods. There are some variables of behavioral include: sought of benefits, use rate, the loyalty of brand, customer status: potential, daily, first time etc., buying readiness, the occasions: buying-boosting events and holidays.

**D. Lifestyle or Psychographic Segmentation:** Psychographic or Lifestyle Segmentation is a segmentation approach that aims to identify individuals according to their beliefs, views, personality, attributes, desires, and related elements. The essence of the approach makes the approach dynamic, as it changes components, life style will also be altered, and segmentation based on this method must be dynamic (Koyade, 2014).

**Selection of Target Market:** When the organization has defined the prospects for the consumer sector, it must determine how many and which to target (Kotler, 2012). The market to be served has to be recognized in the target marketing selection according to the above definition after segmentation. Targeting is the segment's actual range. A group of clients with similar goals or characteristics that the company chooses to serve. Market segmentation exposes the market segment opportunities of the organization, according to Kotler, et al., (2010). Thus, as Kotler (1999) said, target marketing requires three main steps; the first is market segmentation, the act of defining and profiling separate consumer groups that may require separate goods and/or marketing mixes. Market targeting is the act of selecting more than one or one market segments to join, is the second step. The third stage is the positioning of the market, the act of identifying and communicating the core distinct market benefits of the goods.

**Positioning:** "In the factory, products are created, but brands are created in the mind," a positioning expert says (Kotler, et al., 2010). How to "position yourself" in the competitive environment is one of the most very important strategic decisions in a business faces. The alternatives are generally articulated in terms of product position from the main point of view of the marketing function: the combination of features design of product, pricing, delivery, and promotional/ communication approaches that distinguish the product and related services of the business from competitive offers and makes it almost appropriate for various market segments (Ghose, 2008). Similarly, as Cravens and Piercy (2009) suggested, the 4Ps (product, distribution, price, and promotion) marketing program strategy chosen for each market goal implements the positioning plan to ensure favored placement while allocating financial, human, and production resources as effectively and efficiently as possible to markets, consumers, and goods. The uses of Positioning is of ads to encourage people to build in their minds a mental picture of your product (Kotler, 2007).

## **The Review of Empirical Literature**

**The Marketing Strategy Influence on Market Share:** Moggahadam (2012) in his study title 'The marketing strategy influence elements on Market share of firms in the case of polymer sheet manufacturing co.'" The core theme of the study was to investigate the variables that affect its sales. The results indicated that the marketing strategy consists of market share determined by product, price, promotion, and location strategies. The consistency, variety, distribution service and product specification of the product strategy enhanced the market. These results suggest that companies need to deliver a higher quality product, and in this competitive environment, this problem needs more focus. In the changing market context, the investigator found that it is critical for a corporation to anticipate the drivers of market share.

The commodity content that has a direct effect on the quality of goods is one of the essential elements of quality. Various types of products with special requirements in size, color, cover and thickness are required, as noted by the industry. Customers need after-sales service and knowledge, particularly about the application of this type of product to various manufacturing processes. Managers who want to maximize market share need to boost quality, launch new products or a range of products, apply size and color requirements to consumer requests, and recruit specialized after-sales support personnel.

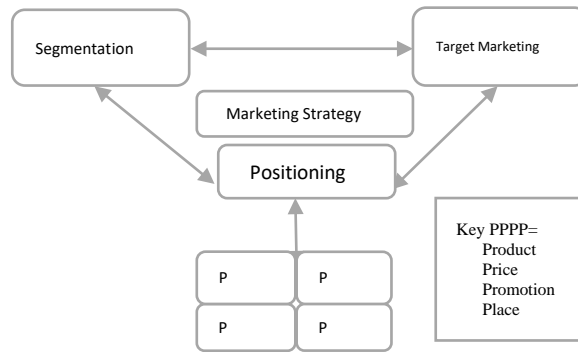
**The Marketing Strategy Practice:** Abeselom (2013) prepare a research with a title of “Assessment of marketing strategy practice in Ethio Telecom”. This analysis uses a mix of secondary and primary information sources. The primary information was gathered via a closed-ended questionnaire provided to marketing department workers and informal interviews with the company's top management. Using a survey, the respondent was selected and 50 functional questionnaires were obtained from 52 questionnaires and interview questions were forwarded to 3 company chief executives and used for paper review. The study finding revealed that the primary reason for the consumer to buy the products and services of the company is because the customer has no choice to buy from other rival companies, the quality of the company's product and service was rated below average, the price of the product and service of the company was affordable, the availability and accessibility of the company's product and service is strong, communal.

Among the problems of inadequate communication, the structure problem in the marketing division, lack of teamwork and the efficiency of the network are the key problems facing the marketing plan implementation. The study generally shows that the marketing factor is the main determinant of marketing strategy. The marketing mix also contributes to increased consumer commitment and increases the sense of connection. On this basis, it is recommended that Ethio Telecom review its marketing strategy and re-examine its current output against the issue.

**The Competitive Advantage of 4P'S for Marketing Mix:** Meera (2012) also develop a research and the title was “Marketing mix of 4p's for competitive advantage”. The marketing mixes are, according to the report, the fundamental variables before a new product or service is introduced. These different components should also be prepared by the companies and are product, price, promotion and venue. The main purpose of the article was to explain the significance of the relationship between different components of the marketing mix in order to gain market competitive advantage. The research focused on a wide perspective of the 4P's Marketing Mix, since today's largest problem for marketing professionals is to build an optimum marketing mix that addresses both consumer loyalty and organizational goals. So, in today's world, a business that can build an optimum marketing mix can certainly achieve its specified organizational target and satisfy customers.

**Firm's Performance and Strategic Marketing:** Akinyele (2011) conducting a study to find the effects of the Nigerian oil and gas industry's strategic marketing and company results. The hypothesis in his analysis was formulated from the problem statements stating that, “The organizational structure and strategies adopted do not affect the market share of Nigerian oil and gas marketing companies” As can be observed from his study, the overall findings imply that strategic marketing is a way of industrial positioning in a competitive setting, and that it aids in the development of new goods and services for current markets. These findings, as well as other significant findings from the research, are presented. The theory stated by the inspector has been dismissed. The results suggested that market share was positively influenced by the organizational structure and strategies implemented by gas and oil marketing industry.

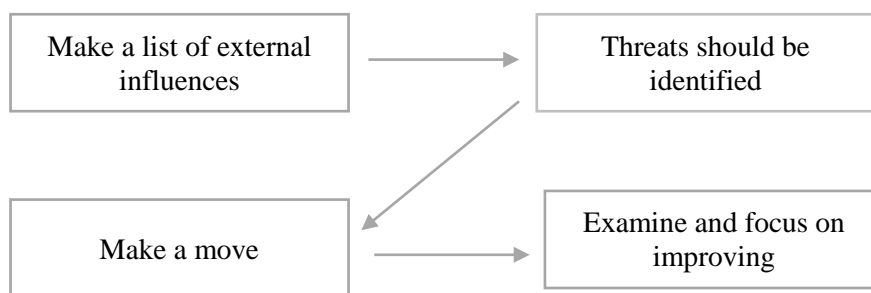
**The Marketing Mix Effect for Attracting Customers:** Nazari and Emami (2013) named “The effect of marketing mix in attracting customers: case study of saderat Bank in Kermanshah province”. Since author tried to examine the bonding among combining marketing attracting customers and elements using the survey method to the bank in Kermanshah Province, the research was descriptive in nature. In the study hypothesis said that “Marketing mix elements and the relationship between bank customers are significant”.



Formwork of Marketing Strategy Roger Brooks Bank, 1994,pp.1014

**Environmental Aspect:** The environment is continuously changing, and that this is true for both the corporate world and the physical world around us. Managers use a continuous practice called environmental monitoring to prevent being "caught by surprise" by unforeseen occurrences that might damage their companies. Monitoring the environment is a large, broad-based process of acquiring, evaluating, and disseminating data with the goal of formulating plans or methods. The procedure includes gathering both quantitative and qualitative information. Companies also check while deciding whether or not to enter a specific industry. Environmental factors have a critical role in the success of enterprises. Firms are affected by all day-to-day factors, which may alter the decisions of the management team. To remain competitive, companies must monitor the market and trading circumstances constantly. As far as strategy is concerned, a firm can use a number of ways, although some methods are more popular. PESTLE studies are used most commonly because they are comprehensive environmental assessments. In addition to considering factors outside the corporate environment, the PESTLE research takes into consideration several other variables. The procedure has a series of variables for each stage. Any industry can be directly or indirectly affected by these variables.

Performing a PESTLE analysis is a good way to start. Using the analysis and determine particular external threats and how they influence your sector or business follows a four-step procedure.



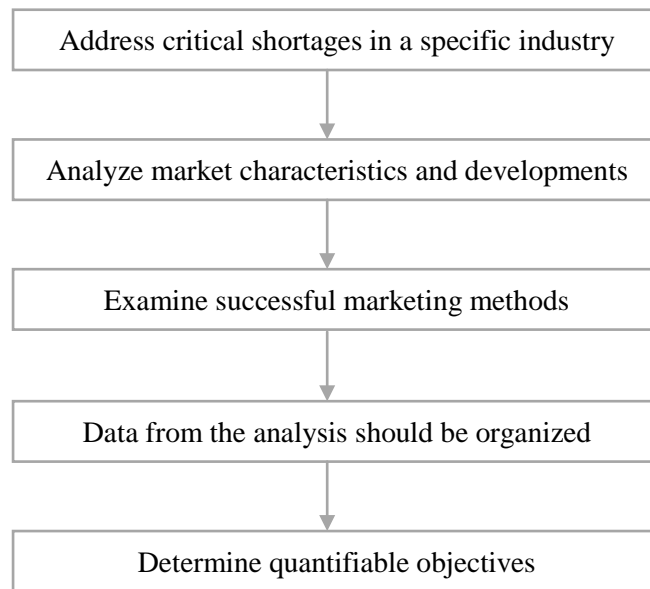
Four-Step Procedure

Investing decisions of both worldwide firms and private companies are affected by national politics. There are additional important factors, such as the political atmosphere and long-term viability, that impact both companies cost and long-term survivability. The federal government has an excellent record of keeping ethical agreements it has struck with its international partners. The governments in power have taken steps to bring the laws and regulations of previous administrations into line with current practice. The potential market attractiveness of a country or geographic area is greatly affected by the country's and region's economic characteristics. Organization must take into consideration several of the economic factors of the industry it is already in, as well as the market it is interested in joining. The country's

economic demand is rising, as evidenced by the greater GDP growth rate. Organization may make use of this tendency by increasing its identifying and focused on emerging markets are crucial elements of successful product line development. One market to begin is to track changes in customer product buying behavior and developing value propositions. Changing demographics and the socioeconomic hierarchy, increasing the number of women employed, socioeconomic conditions have a substantial impact on national economic activity, as well as the country's culture and values, the working population's talent availability and consumer demands are also taken into consideration. Authorities are viewed differently by diverse cultures in different parts of the country. In order to have a clear understanding of the audience's attitude toward authority, company should first do market research on its own products and services. Technology is quickly redefining the business models all over a broad array of industries. Technological breakthroughs powered by artificial intelligence, machine learning, big data, and artificial intelligence are being used to foresee consumer behavior and design applications for customer success, marketplaces are emerging as critical suppliers of services in the 21st century, some of the macroenvironmental factors that are affected by technology include and so on. Market conditions, rules, and processes may all be regulated by legal problems. If the legal system is inadequate, he may encounter a number of issues, ranging from customers' requests to government seizures. Many countries' systems of government are measured by how independent the court is. As customers are concerned about the environment, these concerns are getting attention, regulators, and Politicians of both parties. More than 20% of species on Earth are projected to be extinct by the end of the century due to climate change and species loss due to altering habitats. Finally, Revenue, profitability, and business performance are all study in the depth of assessments. Employing environmental analysis if any organization want to stand the best selections of their company. The type of analysis you should do is determined on the nature of your business. Organization need to develop new technologies, because the previous statement we saw that the consumers loyalty, they are still believing on the company and expecting somethings new.

**Competitive Aspect:** Porter (1990) discusses that is every business has competitive strategy; the competition is official or unofficial. There is a system of 4 main variables that can be formulated into a strategic strategy for businesses. The first is focused on the weaknesses and strengths of the organization and, in relation to its rivals, identifies its assets and abilities. This main aspect includes financial capital and professional skills. The value of the workers of the firm is another key factor. This element offers the inspiration and need for the organization to actually take the plan into action. Together with the strengths and disadvantages, it establishes the internal limits to which the organization can effectively adjust its strategy. The branch and the surroundings determine the external conditions. The potential for growth and challenges to the enterprise settle the market with the possibilities and risks. The last main factor is society's aspirations, government policy, social obligations and the growth of the standard. The strategic strategy of a business is selecting a favorable market, according to Davidson (2001). There are two key problems and all of them have to work, otherwise it doesn't make sense for the industry to join the industry. The 1st one is long-term profitability and the variables that decide that. The 2nd one is the components what influence the position of market of the company.

A company's marketing strategy should include a competitor analysis. Companies can detect market trends and development opportunities by researching the competition. A competitor analysis is a tool that organizes and groups competitor information and evidence. A competitive analysis is the method or technique that marketing experts can use to evaluate their marketing strategy or company plan to those of their competitors. A graphic structure for a marketing competitive analysis can be created using this concept. A competitive study gives thorough information about a company's competitors' revenues, business strategy, and marketing initiatives. A framework organizes the information gathered throughout the analysis. There are numerous advantages to conducting a competitive analysis. A marketing or finance expert can benefit from doing a competition analysis and collecting research in the accompanying directions:



A SWOT analysis is a method that you may use to examine and make judgments about a subject both personally and professionally. You will look into both internally and externally elements in this study. You will look into both internally and externally elements in this analysis. Strengths (positive) and weaknesses (Negative) internal elements exist within your company and can be adjusted or thought to be caused. External factors are opportunities (positive) or threats (negative) aspects that exist outside the issue you're examining and then the business can't modify or control in any way.

**Internal Strategic Analysis:** You have some impact over internal company strengths and weaknesses, therefore it's important to consider both.

**Strengths:** A strong brand, a dedicated customer base, a stable financial position, and cutting-edge technology are all positives. One could employ an out-of-the-box method that beats the market, such as a fund manager who has devised a proprietary trading approach. Next, the business will need to decide how to use the new data to convince new investors to join the company.

**Weaknesses:** A company's fundamental weaknesses hinder it from realizing its greatest potential. Examples of areas in which a firm has to change in order to be competitive include a terrible brand, high turnover, enormous levels of debt, an inadequate supply chain, or a lack of money.

### External Strategic Analysis

Opportunities and dangers that are external to your company are referred to as external Strategic. The opportunity to grasp opportunities as well as shelter oneself from troubles is available, but you can't change anything. Another characteristic is competitors, raw material cost, and customer shopping behaviors.

**Opportunities:** Opportunities are defined as aspects in the external environment that can help a firm maintain or gain a competitive advantage. Examples of a car manufacturer exporting its automobiles to a developing market include Toyota and Hyundai. If a government lowers tariffs, boosting sales and market share is a possible outcome.

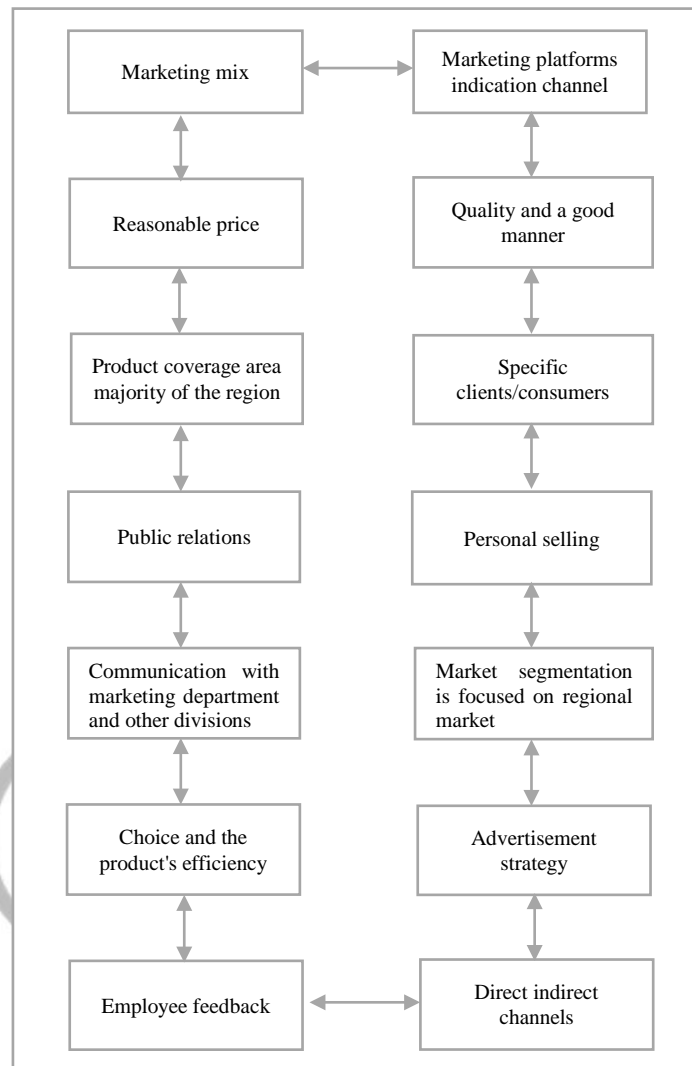
**Threats:** A threat is an opportunity that poses a danger to a firm. An instance of drought, such as one that occurs due to insufficient rain, poses a risk to a flour mill as it might lead to less agricultural output. A primary challenge that comes to light is the higher material costs, increasing competition, and a restricted labor supply.



Finally, monitoring your competition can assist you in identifying gaps in the target market. This might learn how to develop a business design for a specific product or service. It's critical to learn something about market trends and patterns while developing a marketing plan or business plan. It has the ability to reveal the wants and interests of clients. This might assist you in developing a successful development strategy for company target market. Analyzing successful competition efforts might help you figure out what is working in your industry. You can also use this data to design or improve your own strategy. Companies might use a competitive research to help them set specific targets. Marketing departments can use competitor data to develop clear, desired outcomes goals for the coming month or year. Organization could keep investigation and competitor information organized. This makes it easy to spot patterns and gaps.

**Strategy Implementation:** The aim of this analysis was to evaluate the marketing strategy of MNCs. The study's key goal was to determine how consumer segmentation, focus targeting, pricing, and marketing mix are utilized to improve, retain, and draw buyers, as well as how these tools are consistent with the company's marketing plan. The marketing strategic planning process generally entails identifying aims and goals, developing a corporate portfolio plan, and eventually developing a new business plan for the organization. "The political activities, jockeying for authority, disputes, and communication issues" that happen when decision making is "often ignored or assumed away" in marketing. The accompanying investigation hence, endeavors to consolidate these three methodologies in clarifying the essential arranging process. Authoritatively, such a methodology is valuable because it shows that system detailing is the aftereffect of consolidating bit by bit arranging, governmental issues, and instinct. The accentuation will be on the initial two phases of the essential arranging process, for example, deciding business mission, and defining objectives and destinations. It needs, the company's marketing combination tactics used all four elements of the marketing mix. The main explanation for a customer's purchase of a company's goods is because of the customer's choice and the product's efficiency. The company's commodity was rated as having very high quality and a good manner, and the price was reasonable. The company's marketing platforms included both overt and indirect channels, with indirect channels accounting for the majority of sales. Company's product availability and consumer accessibility are praised as excellent, and the company's coverage area includes the majority of the region. Need to confirm the best advertisement strategy practices include media, banners, and exhibits. Personal selling is a kind of promotional tactic that comes under successful. Advertising, product marketing, and the most successful techniques are public relations of a company's promotional practices, and personal selling is one of them. Specific clients/consumers who have an interest in consuming accessories and other intermediaries are the company's target customers, and the company's market segmentation is focused on regional place. The effectiveness of communication between the marketing department and other divisions was ranked as excellent. The overall marketing practices of the firm are accurate, according to employee feedback. Infrastructure issues, economic issues, intense competitiveness, raw material shortages, seasonality, socio-cultural issues, supply shortages, and high promotional program costs are also major obstacles to the strategy's execution.

Implementing marketing Strategy based on Environmental and Competitive Analysis:



Concerning marketing system definition, advertising directors need to comprehend that in a market-arranged association there is a basic requirement for all offices to be client-centered. The promoting division on account of its comprehension of client needs and the market is in a situation to fill in as a valuable asset in assisting different offices with characterizing the way where they can be client-centered. In this way, marketing might have to help administrators in the finance department, for example, understand that shareholder esteem investigation which centers around how a business makes an incentive for its investors is made a lot more straightforward when the clients are happy with the promotion program. The top administration might well assume an exceptionally accommodating part in such a manner and as such advertisers need to assist with garnish chiefs comprehending the drawn-out benefit of being market-arranged.

**Recommendation:**

Marketing approach is implemented successfully by staff and administrators, it has several flaws. As a result of the review, the report proposes the following points:

- The strongest marketing approach is to clearly use all of the population's criteria. By targeting middle-aged consumers within a certain age range. This is because consumers in this age range

believe inconvenience is more important than stress, thus they avoid problems that give them stress. Policies used to be stress-free when targeting these individuals.

- When creating advertisements, they should pay greater attention to the social media channels mentioned in this study, as they have proven to be quite efficient in grabbing the attention of customers. Coordination of numerous promotional resources, such as event support, corporate social responsibility, and advertising, to build brand loyalty.
- In order for establish a name, they must master the current kind of advertising by incorporating platforms that are presently available to consumers. Another strategy to direct market traffic to themselves is to use live streaming and product introductions. Currently, there is a strong demand for daily necessary equipment's, as well as a stock scarcity. As a result, the organization can do better to close the distance between demand and supply needs, and realize that they should no need to take their consumers' loyalty for granted, and that they must follow continuing campaign and campaigns to meet consumer demand and remain ahead of their rivals.
- The Marketing Mix(4Ps) Analysis has the honor of assisting the organization in developing and implementing effective marketing efforts to satisfy and reach the company's target markets. As a result, in order to effectively contend with its rivals and have the most benefit to its consumers, the business must actively modify the sub elements of each marketing mix.
- Expanding indirect sales networks by offering incentives and acceptable credit terms on goods from the manufacturer to the ultimate customer. I discovered that there would always be someone to call when you needed help navigating their side as a first-time user, but there was never anyone to call when you needed help navigating from their side as a first-time user, and I believe that if this issue was addressed, there'd be more consumers per day than there are now.
- The strongest approach for being successful and growing is to pursue productive marketing campaign practice. Businesses will need to keep an eye on the changes that would shape the market in the coming years, as well as consider the obstacles, in order to transform the business into opportunities.
- In addition, the company should take a longer-term perspective and aim to adopt a more systematic method to obtaining knowledge regarding prospective buyers, competitor behavior, and business market intelligence. For businesses to gain a competitive edge, marketing strategies has become increasingly relevant.
- Warehouses should really be created in all districts of the countries in which they seek to establish themselves, as this will reduce shipping costs to the consumer, allowing the products they purchase more inexpensive.
- Organization should endeavor to make their websites user-friendly for older people and showroom owners, not simply for potential consumers who aren't necessarily the most visible.
- We discovered that the cost of items and the time it takes for things to arrive boost client happiness. They prefer buying products but are hesitant because most of the products are similar to those of other companies, including the price. As a result of the pricing of these goods, they are unable to patronize or are forced to compromise, making it difficult for them to continue buying the same or other goods twice.
- On the other hand, organization should do market research on a daily basis in order to fully understand and stay informed about industry trends, customer fulfillment, and the amount and reach of the expanding market.

- They should adhere to the marketing concept, which focuses on recognizing and meeting the wants and aspirations of target consumers. In this way, both current and hidden wants will be addressed.
- The analyst evaluated the organization's communications strategy practices as part of the study project. As a result, the analyst advises that in the future, the company's overall communication approach be examined by including consumers and intermediaries.

**Conclusion:** Considering the analysis issues, a number of outcomes were drawn based on the study's results. The methods by which the marketing goals can be met are referred to as marketing efforts. Company need to use marketing strategy elements to meet consumer demands and accomplish marketing objectives; these elements include market segmentation, target buyers, pricing tactics, and marketing mix strategy elements. The marketing mix includes product strategy, pricing, promotion, and location/distribution strategy. These are essential for successfully implementing the marketing campaign, and they are inextricably linked since each combination has an impact on the others. As a result, all of the combinations are needed for the business to meet its customer's needs. Promotion campaign is also an important method for implementing the company's business strategy. Advertisement, product selling, market promotion, and public relations are some of the company's promotional instruments. The methods by which a company makes its products accessible to consumers are referred to as distribution methods. The company's logistics infrastructure is genius and decides the product's marketing reach as well as the consumers' accessibility to it. As a result, product distribution is excellent, and consumers can obtain the product virtually anywhere in the world. The majority of the retail sales are made by intermediaries. It also contributes significantly to the company's product's usability. The practice of segmenting a business based on certain commonalities, resemblance, or kinship is known as market segmentation. Customer factors such as geographical, regional, behavioral, and psychographic or lifestyle segmentation are often used to classify it. However, geographic position is a significant type of segmentation variable used by the organization for certain segmentation bases. Aside from geography, the business market segmentations is dependent on the availability of infrastructure such as roads, electricity, telecommunications, communities, and religion.

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