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**AL TAREEQAH**  
Management Studies FZE

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SWISS BUSINESS SCHOOL

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## MARKETING MANAGEMENT

### SBS MBA/MSc

### Assignment – Bahrain 2020

STUDENT ID

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UNIT TITLE / CODE: Marketing Management

NAME (in Full): Khaled Adam Mustafa Barnawi

#### GENERAL INSTRUCTIONS

- All assignments are to be submitted **7<sup>th</sup> May 2020** on to [examinationboard@atmsedu.org](mailto:examinationboard@atmsedu.org) and cc to [azrafatima@atmsedu.org](mailto:azrafatima@atmsedu.org), [assignmentsubmission2019@gmail.com](mailto:assignmentsubmission2019@gmail.com)
- If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS
- Assignment once submitted to exam board is final for marking.
- Total 100 marks

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## **GUIDELINES FOR ASSIGNMENT**

1. If assignment is Question & Answer based then.
  - Introduction is needed for each question.
  - Question has to be answered based on the mark allotted for each question with references if any idea or information is taken from other source.
2. If assignment is case based then,
  - Executive summary
  - Table of content
  - Body of assignment (questions related to case need to be answered)
  - Conclusion / Recommendation if any
  - References (in-text + citation) to be used

**Total Marks\_\_\_\_/ 100**

## **Marketing Management Assignment Structure – Marketing Strategy (Brand)**

For your brand of choice please prepare a marketing strategy on the below guidelines. This should clearly reflect the marketing mix – product, place, price, promotion and packaging as discussed in the class. The learnings on Brand Equity in the class should be the emphasis of the assignment.

Please note the brand should have linkage in the UAE – must be an existing brand or a brand that intends to be introduced in the UAE.

1. Executive Summary – summarizing points 2-8.
2. Brand Overview – describe the current status of the brand with a brief historical background. Also define the brand's current state on the Product Life Cycle.
3. Competition Overview – Define competition
4. Target Market – Define who is being targeted
5. Segmentation – Demographic, Behavior, Psychographic
6. SWOT – on brand or industry
7. Market Research if any carried out – if no research carried out then suggest a need if any
  - 7.1 Product – BCG matrix. Also include packaging plans if any.
  - 7.2 Place – Choice of retail strategy
  - 7.3 Price – penetrative or skimming or competitive
  - 7.4 Promotion – pull or push strategy including choice of medium – digital or traditional
8. Conclusions and Recommendations – suggestions for change in current practices if any to make it more effective should be discussed.
9. Appendix – Any other information you may provide.

## **Executive Summary**

Careem was founded in 2012 and is basically a car for hire company that has been recently bought by the famous American Uber. It is basically a vehicle for hire sort of service company with headquarter office located in Dubai. It is undeniable that Careem's service is considered to be an essential on everyone's smart phone. We all need to travel from A to B everyday basis. Careem is basically operating in more than 100 cities and 15 countries mostly in the middle east. I am choosing this company and service because it contributes to the developments of the countries where the company is operating. When Careem was founded in 2012, the founders made sure to follow and study the product life cycle which involve research and development because the product life cycle is an essential marketing concept and tool which can help companies understand how to market their products.

### **Question 2:**

I would also like to mention the fact that Careem service has gone through most of the product life cycle because at first the research and development was implemented properly and then the product was introduced to the 15 countries in the year it was founded. Careem service then grew afterwards becoming one of the most used cars for hire apps in Saudi Arabia and the UAE. Right now, after it was purchased by the American giant Uber, Careem is in maturity stage where it is well known by everyone.

### **Question 3:**

As we all know, in marketing there is always a competition among the key market players. There are basically four types of the market competitions. The first type is monopolistic competition which happens when there is just one seller in the market that sells the product and service. The monopoly competition is usually unhealthy and it allows the seller to overcharge the consumers. The second type of the market competition is oligopoly competition and this usually takes place when the market place is dominated by two or more companies. Oligopoly competition is still unjust and it also leads to higher prices for the products and services just like the monopoly. The third type is perfect competition and it takes place when there is a big number of buyers and sellers in the market. And lastly, imperfect competition. Admittedly, in the beginning there was not many companies in the market offering services like Careem did because technology was no that advanced and the idea was good to be implemented by the founders. In 2012, the competition was very sharp between Careem company and Uber company and in the end Uber decided to buy Careem for more profit and I believe it was the right decision.

#### Question 4:

Target market is basically concerned with the number of potential buyers and consumers which the company seeks to sell the services and products to. In regards to Careem, the market target is basically the people who do not have a vehicle for transport. For example, in Saudi Arabia there is a lot of women who do not have a driving license thus they do not have a car for transport which means they are potential targeted buyers for the services that are provided by Careem company. In fact, nowadays Careem offers a subscription service where people can pay for trips to and from work on a regular basis and this is just perfect for the daily commuters who do not own a car. Careem is also helpful when an individual needs a ride to and from the airport which can come in handy.

#### Question 5:

The market segmentation has four types which can assist organizations divide and classify the potential customers into smaller groups depending on some factors and characteristics such as income, class, age, behavior and psychology. From the demographic point of view, Careem is basically targeting those who are aged 18 to 25 because usually at this age the individual cannot afford to have a car and for example in Saudi Arabia there is no alternative to cars. Careem also targets people aged 50 to 80 because at this age the individual is considered to be old and driving can be tiring for them. When it comes to behavior it is really crucial to talk about the lifestyle and usage and consumption. The lifestyle is important because some people are interested in sports like football and whenever there is a big football match, it is important for Careem to seize this opportunity and provide great offers, discounts and rides to and from the football stadium. The same can be done for the events whether they are musical or cultural. It is really important for Careem to capture those golden opportunities.

#### Question 6:

SWOT analysis is very useful business concept which can help you evaluate strength, weaknesses, opportunities and threats. In this part of the assignment I will apply SWOT analysis to Careem to evaluate the company and the service. For starters, let us discuss strengths. Nowadays Careem service is more significant than the traditional taxi because almost everyone has access to the smart phone and access to the internet. The second element of SWOT is weaknesses in Careem service. Careem's main weaknesses are inaccuracy of the navigation map and sometimes the pickup location is not very accurate. Third point is opportunities possessed by Careem. And these opportunities include having the fourth-generation internet and the advancement of technology nowadays. The fourth point is threats affecting Careem. Nowadays there are many threats because there are many competitors and applications like hunger station and Mrsool competing in this line of industry.

### Question 7:

In the realm of marketing it is essential to consider the five Ps of marketing which are product, price, promotion, place and people. For starters let us discuss product of Careem company which is transportation of goods or people from one point to another. It is also crucial to consider the BCG matrix for growth as its an essential business concept which is used to evaluate the strategic business brand portfolio into four categories. Second P is place which indicates the place at which the service is taking place or sold or made. Careem service should be able to reach all people wherever they are in the city. Third marketing P is the price which is concerned with the pricing strategy and this involves promotions and subscriptions as well as offers for the customers. When the price is determined it is crucial for the company to recognize its position. Careem has always been using the competitive pricing method given the fact that there are too many competitors in the market nowadays. The fourth P is promotion and it is related to the activity that let the business be known by the customers and this includes advertisements, public relation activities. I would also like to mention that Careem conducts its business heavily digitally. The advertisements are digital and the promotions and offers are digital too. And lastly the fifth P is the people, which refers to the human element of the business which includes staff, sales managers, customers and consumers.

### Conclusion and Recommendations:

In conclusion, I believe Careem not only dominated the transportation business but also changed the way people think. Before people never used to buy services and products digitally. But now because of Careem people use their credit card for payments and make request for trips to and from airports and workplaces. To my mind, the service is revolutionary and it changed the way people think. I recommend Careem to operate in more countries because it is currently operating in only 15 countries which can be improved.

### Referencing:

Market Business News. 2020. *What Are Marketing Principles? Definition And Examples*. [online] Available at: <<https://marketbusinessnews.com/financial-glossary/marketing-principles/>> [Accessed 4 May 2020].

Smallbusiness.chron.com. 2020. *Market Segmentation Variables & Characteristics*. [online] Available at: <<https://smallbusiness.chron.com/market-segmentation-variables-characteristics-69263.html>> [Accessed 4 May 2020].