**Assignment#01- MGT-301-Solution Student ID = BC220205310**

Q1: Which marketing concept/philosophy is used by D&F sneakers? Justify your answer with valid arguments.

**Solution: -**

If we focus on Key points in D & F Company’s case are,

1. D&F company recently introduced sneakers made from recycled plastic.
2. D&F is getting raw material from an organization that is stopping from plastic waste on beaches.
3. D&F is focused on Environment Protection.
4. D&F is focused on Saving ocean Wild life.
5. D&F is focused on Building good brand image

Above key points show that D & F company is focused to adopt Societal Marketing Philosophy.

Societal Marketing Philosophy:

Societal Marketing is the philosophy which is based on societal welfare.it emphasizes organization to make marketing and strategic decisions by keeping in mind the long-term interests of society, the organizational needs and consumer wants.

It identifies that organizations should not ignore the society’s welfare while achieving its missions and goals .an organization should have environment friendly strategies and should ensure that proper acts and laws are implemented.

Philip Kotler who introduced the concept of societal marketing, defines it as

“the societal marketing concept holds that the organization’s task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer’s and the society’s well-being.”

Q2: Write down the benefits of marketing philosophy used by D&F Sneakers.

**Solution: -**

By adopting societal marketing philosophy D&F company will have many benefits, some of them are mentioned below:

1. It will help to build a better image for D & F company.
2. Due to better image of company sales of company will increase and that will help to increase the market shares.
3. Due to cheaper raw materials product cost will decreases and profit will may increase.
4. Company will compete effectively with competitors.
5. Company will raise the living standard of peoples.
6. This philosophy will Help company in customers retention and Long-term relationship.