**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 that D & F company is considering in his decisions are,

1. Introduced shoes from recycle plastic
2. Raw material is from plastic waste on beaches
3. Environment Protection
4. Saving ocean Wild life
5. Building good brand image

These key points show that D & F company is adopting Societal Marketing Philosophy.

Societal Marketing Philosophy:

Societal marketing philosophy is to putting human welfare on top before profits and satisfying consumer wants. Societal marketing is a 3-dimensional marketing concept and these dimensions are social welfare, individual welfare, organization profit.

Philip Kotler 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.”

Societal marketing concept in short is:

Better Business = Society First + Their Needs

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

**Solution: -**

By using Societal marketing philosophy D & F company will numerous benefits and some of them are mentioned below:

1. It will help to build a better image for D & F company.
2. Sales of D & F company will increase and that will help to increase the market shares.
3. D & F Company will compete with competitor’s better.
4. This philosophy will Help company in customers retention and Long-term relationship.
5. D & F company will raise the living standard of people in society.
6. Cheaper cost of raw materials will decrease the product cost and profits may increases.