

Programme Name: \_\_\_\_\_\_\_\_**BCS HONS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Course Code: \_\_**MKTG 1010** \_\_\_\_\_\_\_

Course Name: \_\_\_\_\_\_\_\_**Basic Marketing**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assignment** / Lab Sheet / Project / Case Study No. \_**1**\_\_

Date of Submission: \_\_\_\_\_\_**7/31/2020**\_\_\_\_\_\_\_\_\_\_\_\_\_

**Submitted By: Submitted To:**

Student Name**: Dipesh Tha Shrestha** Faculty Name**: Gaurav Ojha**

IUKL ID: **041902900028** Department**: LMS**

Semester**: Second Semester**

Intake**: September 2019**

1. **What are marketing mix and the four Ps? Also give a real example to explain what marketing mix and the four Ps are**

**Answer:**

The term 'marketing mix' is a foundation model for businesses, historically centered around product, price, place, and promotion. The marketing mix has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market. The **marketing mix** refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements. The 4Ps of marketing is a model for enhancing the components of your "marketing mix" – the way in which you take a new product or service to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand.

A marketing mix is typically made up of "the four Ps": price, product, promotion, and place. It may also include packaging, positioning, people, or other factors. For example, if a company is providing a service rather than a product, there may be three additional P's to consider: physical environment, process, and people.

Price refers to how much the product is worth. This is a factor of production costs, competition, consumer demographics, supply chain, and pricing strategy.

Product refers to the item or service for sale. It is a factor of performance, features, design, competition, and production issues.

Place refers to where the product is sold. This is often a factor of Internet web site listings, shelf placement, signage, retail or wholesale channels, distribution, and geography.

Promotion refers to the work companies do to make people aware of the product or service. That might mean advertising, media coverage, contests, word-of-mouth, direct marketing, social media campaigns, or other efforts.

Physical environment refers to the service's evidence in the market -- either through a physical storefront presence or space in the minds of consumers.

Process refers to the system under which a company provides a service, collects payment for it, and pays expenses associated with it.

People refers to the individuals tasked with supporting the product, either as service providers, customer service, marketers, or in other capacities.

Cost, consumer wants and needs, communication and convenience are sometimes considered part of the marketing mix.

The four Ps of marketing are the key factors that are involved in the marketing of a good or service. They are the product, price, place, and promotion of a good or service. Often referred to as the marketing mix, the four Ps are constrained by internal and external factors in the overall business environment, and they interact significantly with one another. The 4 Ps are used by companies to identify some key factors for their business, including what consumers want from them, how their product or service meets or fails to meet those needs, how their product or service is perceived in the world, how they stand out from their competitors, and how they interact with their customers.

**Product**

The company put significant importance in ongoing research to understand the constantly evolving market and consumer dynamics. This knowledge has helped the company develop more innovative new products that fulfill consumer needs. Through this research, it became clear that younger consumers wished for a more specific product that addressed the skin needs of their age category. The need was for a product that offered a beautifying regime for daily use rather than a medicated product that targeted specific skin problems. The latter were abundantly being offered by competition. The product was subsequently redesigned to meet these specialized requirements.

From the company’s perspective, some of the changes helped meet its commitment to the environment which included more efficient packaging to reduce waste, the use of more natural products and the use of recyclable plastic.

**Price**

An effective pricing strategy takes into account the product’s perceived and actual values. The final price should be based on both these in order to make the product attractive to both buyer and seller. After its relaunch, Nivea Visage Young was priced a little higher than before to account for the new formula, better packaging and extended range of products. Since the product as being bought by mothers for their daughters, it remained low enough to remain good value for money. Effective pricing means that sales from this product account for nearly 7 percent of all Nivea Visage sales.

**Place**

When a company makes decisions regarding place, they are trying to determine where they should sell a product and how to deliver the product to the market. The goal of business executives is always to get their products in front of the consumers that are the most likely to buy them.

In some cases, this may refer to placing a product in certain stores, but it also refers to the product's placement on a specific store's display. In some cases, placement may refer to the act of including a product on television shows, in films, or on web pages in order to garner attention for the product.

**Promotion**

Promotion includes advertising, public relations, and promotional strategy. The goal of promoting a product is to reveal to consumers why they need it and why they should pay a certain price for it.

Marketers tend to tie promotion and placement elements together so they can reach their core audiences. For example, In the digital age, the "place" and "promotion" factors are as much online as they are offline. Specifically, where a product appears on a company's web page or social media, as well as which types of search functions trigger corresponding, targeted ads for the product.

Therefore, This above explain what marketing mix and the four Ps are.

1. **Discuss the difference between Selling and Marketing Concept.**

**Answer:**

**Selling Concept:**

The philosophy here is that the customers if left alone would not buy enough of the company s products and hence companies must undertake a large-scale aggressive selling and promotion effort. This concept is used when companies find themselves with an overabundance of products that they have to sell in order to deplete their inventories.

This concept is practiced more profoundly in case of unsought goods (that people seldom want to buy) like insurance products, encyclopedias etc. The seller’s aim is to sell what they make rather than make what will sell in the market. The company has to push their products through aggressive personal selling, persuasive advertisement, extensive sales promotions (like heavy use of price discounts), strong publicity and public relations.

But hard selling carries high risks. It assumes that customers who are coaxed into buying a product will like it and if they don’t, that they won’t bad mouth it or complain to consumer organizations and will simply forget about their disappointment or dissatisfaction and will buy again. But with so many buying options and high degree of cognitive level, the buyers cannot be taken for granted in that way. The danger is that the focus on “making the sale” overshadows the focus on building long-term relationships with customers and the dissatisfied customers may bad-mouth the product to a great extent.

Marketing concept:

The role of a mutually satisfying exchange is central to the marketing concept. The marketing concept holds that the key to achieving its organizational goals consist of the company being more effective than competitors in creating, delivering and communicating customer value to its chosen target markets in order to satisfy the customers at a profit. Three features of the marketing concept are customer orientation, coordinated effort by all departments within the organization to provide customer satisfaction and emphasis on long-term profit.

The marketing concept describes an ideal state of affairs. It exists when an organization focuses all of its efforts on providing products that satisfy its customers. The customer is the focal point for how each area of the organization is run. Products are created with the goal of satisfying customers’ needs and wants.

All departments within the organization should be organized around the marketing function anticipating, stimulating and meeting customers’ requirements and work together toward the goal of customer satisfaction. They closely coordinate their efforts both to satisfy customer wants and achieve the organization’s long-run goals.

When an organization is attempting to implement the marketing concept, it has a market orientation. An organization is market oriented when it generates market intelligence on its customer needs, disseminates the intelligence across departments, and then responds organization-wide to the information. Organizations adopting the marketing concept are committed to market-focused and customer-driven philosophies.

In summary, the differences between the two are;

* The selling concept focuses on the needs of the seller while the marketing concept focuses on the needs of the buyer
* The selling concept works to turn products into cash while the marketing concept works to satisfy the customers' needs through the product
* In the selling concept, competition is predominantly centered on sales while in the marketing concept the competition is centered on consumer satisfaction
* Marketing is about customer satisfaction. It starts with customer needs and demand and ends with customer satisfaction. It is a customer oriented approach. Sales, on the other hand, is about selling what the company produces. It doesn’t care about the need of the customer but about the profits.
* Marketing is about providing quality products and consumer satisfaction. Selling is about generating by maximising sales and is a money oriented approach.
* In marketing, emphasis is given on the wants of the consumer.Whereas in selling, emphasis is on the company’s products.
* Marketing is different from selling because here the company first determines customers’ needs and wants and then decides how to deliver a product to satisfy these wants. In selling, it is the other way round.
* In marketing the emphasis is on innovation in existing technology and providing better value to the customer by adopting a superior technology. Selling emphasizes on staying with existing technology and reducing costs.
* Marketing views the customer as the very purpose of the business. Selling views customer as a last link in business.
* Planning in marketing is long-term-oriented in today’s products and in terms of new products, tomorrow’s markets and future growth. Planning in selling is short-term-oriented in terms of today’s products and markets.
* Marketing follows customer oriented approach and selling uses production oriented approach.
* Consumer determines price and price determines cost of marketing. In selling, cost determines price.
* Marketing makes use of long-term strategies to get sales – examples, value-added service, customer education, meeting objectives. Selling makes use of short-term tactics to get sales – examples are free gifts, discounts, rebates, bribes, etc.
* Marketing is an indirect activity whereas sales is a direct activity.

**Comparison Chart**

| **BASIS FOR COMPARISON** | **SELLING CONCEPT** | **MARKETING CONCEPT** |
| --- | --- | --- |
| Meaning | Selling concept is a business notion, which states that if consumers and businesses remain unattended, then there will not be ample sale of organization's product. | Marketing concept is a business orientation which talks about accomplishing organizational goals by becoming better than others in providing customer satisfaction. |
| Associated with | Compelling consumer's mind towards goods and services. | Directing goods and services towards consumer's mind. |
| Starting point | Factory | Target Market |
| Focuses on | Product | Customer needs |
| Perspective | Inside-out | Outside-in |
| Essence | Transfer of title and possession | Satisfaction of consumers |
| Business Planning | Short term | Long term |
| Orientation | Volume oriented | Profit oriented |
| Means | Heavy selling and promotion | Integrated marketing |
| Price | Cost of Production | Market determined |