

Executive Summary:

Comprehensive Overview of a Student Marketing Project

Contributors :

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Project Target Period: 2023/08/09 – 2023/08/11 (Two months)

Cooperated Company :

Manima Electronic, representing Maadiran Company with the code 500888 in Mashhad, Iran, specializes in the repair and installation of two TV brands, XVISION and TCL. The company generates revenue through various services, ranked in descending order of profitability :

1. Out-of-guarantee repair fees 2. Guarantee repair fees 3. Installation fees.

The funding for the second and third sources is provided by Maadiran's central branch, whereas out-of-guarantee customers are required to cover the costs independently.

Marketing Research :

After conducting surveys among existing customers and performing market price analysis through field research, a comprehensive assessment of the company's strengths and weaknesses was undertaken :

Strengths: 1. High-quality services 2. The reliability of Maadiran 3. Prompt service support.

Major weakness: Higher service fees than unofficial centers of TV repairment in the city. (Manima Electronic had the highest service costs among the five repair centers in the respective area, as identified through field research.)

After this assessment, strategic measures were formulated to address and capitalize on these identified factors.

Defining The Strategies :

Under the guidance of the supervisor and with the concurrence of the company's management, the marketing team chose to categorize customers into three distinct segments. As the most effective strategy, we have opted to implement SMS advertisement campaigns targeted at potential customers.

Customer Categories :

1. Out-of-guarantee customers
2. Customers with a guarantee
3. Customers with more than three devices (either with or without guarantee).

Implementing The Strategies (Target period: 2023/08/09 to 2023/08/11):

Utilizing customer information from the first and third customer groups, we initiated targeted SMS campaigns. In the SMS content directed at the first group, emphasis was placed on highlighting the superior quality of the company's services, along with cautionary information regarding counterfeit and substandard materials often associated with unofficial repair centers. For the third group, following consultation with the management, we dispatched discount codes, providing an average reduction of 15%. In addressing the second group, customers with a guarantee, an algorithm developed through Python was employed to filter and identify clients exhibiting the highest potential for requiring repair services.

The Algorithm Created Through Python :

Using the Pandas library, the algorithm analyzes customer behavior sourced from an Excel file. It identifies TV models with the highest rates of repair reports and estimates a specific timeframe within which these models are likely to require repairs post-installation. Utilizing this information and considering the designated project period, clients with the highest potential for requiring repair services were discerned. Subsequently, these targeted clients were engaged through a strategic SMS campaign.

Results :

Short-term results: An increase in the final profit of the company by **31.9%** in comparison with the same period in the last year.

Mid-term and Long-term results: It is speculated by the team that targeted clients who were not engaged with TV problems at the time of the project, will contact the company as soon as they find themselves in such trouble. Additionally, sending discount codes and reminding the clients about their TV backup company, increases the rate of satisfaction among them.

Dr. Azam Ghasemi

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Manima Electronic

Management

