

Marketing Foundations : Theory to Practice

(Week 1)

Note: Please go through the PPT before this part.

STRATEGY FOR MCDONALD'S MARKETING MIX (4 P'S)

McDonald's employs the four pillars of marketing mix, which are as follows:

Product: A product is a tangible item or service that a firm provides to its customers. Packaging, guarantee, and appearance are all characteristics of a product. It is also the physical and non-physical part of the product, consumers have the right to spend their money in any place and any time, its very important to not this when presenting them with the menu. As a result, McDonald's places a high priority on producing a menu that people demand. This is precisely what market research reveals. Customers' needs, on the other hand, fluctuate throughout time. What is trendy and appealing today may be obsolete tomorrow. Customers' tastes are constantly monitored by marketing. Due to these changes McDonalds has decided to evolve they stopped the production of old products and invented new ones that with satisfy the different needs of different customer at any given time and these plans is a long-term plan i.e. changes like this will continue to happen in the nearest future.

A business should have a good collection of at any given time, each in a distinct stage of development. Some of McDonald's offerings are becoming more popular, while the Big Mac is probably reaching maturity. It researched customer behaviour in the United Kingdom and created a whole new menu. McDonald's examined customer behaviour in the United Kingdom and created entirely new menus in comparison to its international offerings. McDonald's is always evolving its offerings to meet the changing needs and tastes of its customers. McDonald's brings a well-known brand, world-class food quality, and exceptional customer-specific product features to the table.

Place: place is the location where good and services are produced, but when it comes to Marketing Mix place is not only stereotyped to where goods and services are produced, it generally involves the monitoring of the process of how goods and services are transferred to a consumer, the distribution channels make up the majority of the space. It also involves making sure the products are being delivered to the consumer at an appropriate time, At the exact location and the right quantity. Each visit to McDonald's is associated with a particular level of enjoyment and satisfaction. It provides a clean setting, pleasant ambiance, and excellent service. McDonald's has now begun to offer internet access at locations that also play music. They also provide play places for children while their parents spend valuable time together.

Price: The price charged is heavily influenced by the customer's perception of value. Customers create their own mental image of a product's value. To a consumer the product is more than just what he is buying, the product causes the buyer psychological implication, the risk of employing cheap pricing as a marketing tactic is that the buyer would believe that low

price equals inferior quality. When settling on a pricing, it's critical to understand the brand and its reputation. Reducing prices has a great disadvantage, when prices are reduced, fellow competitors will come down to your level or even more than that and this will result in no additional demand. By reducing the price, you are cutting off the profit to increase sales which might result in negative outcome if the competitors react Same way as you. Pricing is the most important pillar of marketing mix because it is used to make more income, the remaining four are business -related charges. The suitable demand supply equation must be considered while setting the price. McDonald's came up with a clever comeback. To boost total sales, McDonald's uses value pricing and bundling methods including "happy meal," "combo meal," and "family meal."

Promotion: All sorts of marketing communications are covered by promotions. Advertising is one of the strategies used. Advertising is done on TV, radio, in the movies, online, and so on. Building market advertisement is totally different from the normal advertising, the normal advertising involves paying media owners to publicize your product and without the Payment it won't be publicized. Sales promotions, point-of-sale displays, and merchandising are examples of other promotional strategies. The product will use a variety of promotion methods to successfully communicate product information, as shown above. A comprehensive grasp of the customer value assists in determining whether the promotion expense is worthwhile. The product advertising has three major goals: to make consumers aware of an item, feel good about it, and remember it. The right message must be delivered to the right audience via the appropriate medium. It will be advertises on television, billboards, and bus shelters. You Deserve a Break Today, so Get Up and Get Away- To McDonald's" is one of McDonald's most renowned marketing efforts. "Food, people, and fun" "I'm really enjoying it" McDonalds uses these five promotion tools (advertising, personal selling, sales promotion, public relations, and direct marketing) to integrate a marketing communication program that allows the company to access communication channels clearly and consistently so that messages and products can be easily transferred to customers.

SWOT Analysis of Zepto

Overview:

Zepto is indeed facing losses but it is only natural for a fledgling enterprise in their early years of operations to incur some loss. While Zepto has suffered losses, it is still in a better situation than Blinkit and Dunzo, which have suffered losses of INR 1,019 Cr and INR 464 Cr respectively.¹ The quick commerce industry has a customer base that is not very devoted, so even if delivery time increases by a few minutes, customers will still go where they can obtain the best deals. Zepto has to strike a balance between discounts and deals and keep their delivery time between 10 and 20 minutes. Blinkit is their sole main rival at the moment in this market. They need to start penetrating into newer cities if they want to distinctly emerge as the leaders of quick commerce.

Zepto has to diversify its revenue streams and stop relying solely on a limited range of sources. According to the founders of Zepto, they are planning to open a Zepto café that will provide popular brand's coffee and tea. If it were to become a reality, it may be successful since metropolitan city's youth run on caffeine, and hitting up chaayos or blue tokaievery time you feel like drinking one is impractical. If Zepto wants to make this business a success, they will need more funding. Since Zepto has already established a reputation for itself and everything associated with that name would benefit from its goodwill, their marketing costs shouldn't be too high.

Zepto, as well as any other rapid commerce start-up, solely receives criticism for how it treats delivery guys. Due to the shorter time constraints these workers must adhere to, they may drive rashly, increasing the chances of accidents. Zepto, however, refutes these criticisms by pointing to their advanced technology, which enables the driver to arrive at the destination both securely and on time.

SWOT Analysis

Strengths

- **Excellent usage of technology:** With the assistance of www.locus.sh Zepto records its customers' geographical data, traffic dynamics, delivery time, and so on. They gather and evaluate this data to determine whether more dark establishments are needed in the region to meet the 10-minute objective.
- **Being true to their objective:** Zepto ensures that their customers' expectations are met by delivering goods in 10 minutes. Zepto achieves their aim 90% of the time, which contributes to brand loyalty.
- **Strong financial support:** Zepto is well-funded, which allows it to expand and grow into a

market leader. They currently have a total funding of \$360 million.

- **Competent Workforce:** The effective management of Zepto is in the hands of highly skilled and experienced professionals. They are Zepto's most valuable resource since they are wellinformed about the market. Palicha and Vohra, the co-founders, did a fantastic job in creating their team.

Weakness

- **Reliance on retailers:** Zepto's business strategy is primarily dependent on other businesses and their inventory. When a retailer's stock is unavailable, customers may be forced to select a higher-priced substitution or go without buying that item from them.
- **Fluctuating customer base:** To keep their clientele, Zepto must find a balance between their discount strategy and keeping their delivery time under 10 minutes.
- **Net Income:** Zepto's operational costs are high. They need to grow their sales while decreasing some of their expenditures to make their business profitable.
- **Nothing Unique:** Zepto's business strategy is not very unique, and any company may enter this market and replicate it.

Opportunity

- **Infiltrating further into existing locations and entering fresh cities:** One way they can outperform their competitors is to grow their business as quickly as possible.
- **Various Business Ventures:** Zepto has developed a brand identity for itself, which they can now utilize to enter into other sectors and diversify their revenue stream.

Threats

Heavy competition: Zepto is in a league with big names. Customers swing from one app to the next like a pendulum. Because there is little consumer loyalty, Zepto must continually stay on top of their game.

Exploitation of delivery boys: There are several sceptics of the quick commerce industry. Delivery boys are exploited in the name of quick delivery and are subjected to extreme strain, increasing the likelihood of an accident.

Case study of Nano Car

To understand the marketing segmentation.

<https://www.youtube.com/watch?v=tpSoejz8Cbl>