

Aayush Shah  
19BCE245  
SEE Dec-2022  
4 December 2022

# Elements of Marketing

## 2H5OE55

### 1A) Marketing Mix of 'APPLE' :

Apple Inc.'s marketing mix (4P) results from the alignment between the company's marketing strategies and the condition of the global market. The company's marketing mix involves strategies and tactics pertaining to the implementation of marketing plans to capture target customers in the information technology, consumer electronics, digital content distribution, and online services industries. The focus of the marketing mix is on the 4P variables, namely, product, place, promotion, and price. In this business case, the marketing mix is specific to the technological nature of Apple's business.

#### Apple's Products (Product Mix)

This element of the marketing mix determines the outputs of the technology and online services business. Apple's product mix includes goods and services that involve or are classified as information technology. However, the company continues to expand its product mix, creating the possibility of adding non-IT-related products in this 4P element.

#### Place or Distribution in Apple Inc.'s Marketing Mix

This 4P element involves the selection of appropriate places or venues through which Apple distributes its products. This business case considers company-owned locations, as well as other parties that the company authorizes to distribute its technology goods and services.

#### Apple's Promotions (Promotional Mix)

Also called the marketing communications mix, this element of the marketing mix determines the communications tactics that the technology company uses to reach its target customers. Apple products are promoted through different communications channels and parties. In addressing this 4P element, the company emphasizes its premium brand image and the premium quality of its consumer electronics and related products.

#### Apple's Prices and Pricing Strategies

This element of the marketing mix sets prices, price points, and price ranges for the company's consumer electronics, online services, and related products. The following pricing strategies are in Apple's 4Ps:

- Premium pricing strategy
- Freemium pricing strategy

### **1B) Strategies adopted by Amazon during covid-19 :**

#### **Increase Sales Through Affiliate Content Site Partnerships**

It's an excellent time to form partnerships with Amazon affiliate content sites!

How to make up for lost revenue

In order to make up lost affiliate revenue, many content sites would love to form direct partnerships with Amazon sellers

What could be better for a struggling content site than the opportunity to receive compensation directly from the sellers they support? By connecting with Amazon affiliate content sites that promote similar (or competing) products, you'll have the opportunity to work out an arrangement that can benefit you both.

#### **Eliminate Unnecessary Spending or Ask For a Discount**

It's always a good idea to eliminate excess spending, but if your revenue has taken a hit, this step might be especially important right now

Look through your bank and credit card statements to identify any expenses that aren't currently driving your business forward. For example, maybe there are a few monthly software subscriptions that you don't really need. Or, perhaps there are some less expensive alternatives that will satisfy the same need. Depending on your previous spending habits, you might be able to substantially reduce your overhead just by going through your records and cutting costs that don't make sense for your business.

With consumer confidence down, some premium brands may want to offer products at a lower price point to capture value-conscious shoppers

If Amazon is driving significant sales for your business, double down on your efforts. If you're struggling on Amazon, perhaps build your brand through other channels

#### **Adapting to Supply Chain Disruptions Caused By Covid-19**

Supply chain disruptions were one of the first major threats to businesses resulting from Covid-19. With many companies reliant on the production, transportation, and storage of

physical products, the sudden pandemic sent thousands of businesses scrambling to respond to shutdowns and delays.

## **2A) Product Mix of Tata group of companies :**

Brand loyalty and Innovation in its products are what separates Tata from the other brands present in the market. But, cash is what strengthens the financials and motivates its community. This key responsibility is what marketing fulfills, turning its target audience into loyal customers.

### **1. Product mix of Tata**

Tata Group has 29 listed companies operating and growing in numerous sectors, under the principal investment holding company, Tata Sons. Freedom from this holding company has proved to be effective for the companies and has boosted innovation.

### **2. Price mix of Tata**

Tata group has several subsidiaries and has a board of directors independent to make decisions for their own companies. But, there is a common underlying pricing policy that they adopt. They believe in charging prices for their products lower than that of the industry average penetrating the market.

### **3. Place and Distribution mix of Tata**

The Tata group has spread its reach to 100 countries across 6 continents providing its innovative projects and taking India to greater heights. Its effective product and pricing strategies have gained market share for its products not only in India but also in the international markets.

In addition, strategic alliances, M&As with foreign companies have given it access to the global markets where it can manufacture its products and render services with ease.

### **4. Promotional mix of Tata**

For Product, Place and Price strategies to come into fruition, promotion is a must. Tata follows unique promotion techniques for its products to attract its target audience

## **2B) The product strategy adopted by Maruti Udyog for cars :**

Marketing Strategy of Maruti Suzuki analyses the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies like product innovation, pricing approach, promotion planning etc.

These business strategies, based on Maruti Suzuki marketing mix, help the brand succeed in the market.

Maruti Suzuki marketing strategy helps the brand/company to position itself competitively in the market and achieve its business goals & objectives.

The product strategy and mix in Maruti Suzuki marketing strategy can be explained as follows:

Maruti Suzuki India has a diverse product portfolio and is present in such categories of cars as hatchback, supermini, SUV, sedan and van. The entire product portfolio of automobiles are a part of the products in the marketing mix of Maruti Suzuki. Its products are Maruti Alto, Celerio, Wagon R, Maruti Swift, Baleno, Maruti Gypsy, Eeco, Maruti Ciaz, Ertiga, Dzire, S Cross, Ignis and Maruti Omni. In most categories its cars are segment leaders and priced competitively.

Maruti Suzuki manufactures 1.5 million cars each year with 15 car models and a total of 150 variants. In January 2016, Maruti Suzuki India had a total market share of 47% amongst all passenger cars sold.

Maruti also offers services such as Maruti finance, Maruti Insurance, Maruti True Value (used cars), Maruti Accessories and Maruti Driving School to promote the growth of its bottomline.

### **3A) Supply Chain Management vs Marketing Logistics :**

Logistics management is a small portion of Supply Chain Management which combines the flow of goods, services, information and capital right from raw material to its final consumer. While Supply Chain Management is a broader term which is associated with the sourcing of raw material, procurement of consumer requirements, conversion into final products and delivering on time at consumer end (Logistics Management)

- The basic difference between Logistics and Supply Chain Management is that

Logistics management is the process of integration and maintenance (flow and storage) of goods in an organization whereas Supply Chain Management is the coordination and management (movement) of supply chains of an organization.

- Another difference between Logistics and Supply Chain Management is that the objective of Logistics Management is customer satisfaction while Supply Chain Management emphasizes more on competitive advantage.

Earlier to deliver any goods or services to its final customers only Logistics Management was applied whereas Supply Chain Management is an evolved and modern concept of the same.

### **3B) Factors that determine 'Consumer Behavior' :**

#### Factors Affecting Consumer Behavior

Consumer Behaviour is influenced by many different factors. The five major factors that influence consumer behaviour are as follows –

#### Psychological Factors

Human psychology plays a major role in understanding consumer behaviour. Difficult to measure, but psychological factors are powerful enough to influence a buying decision.

Some of the important psychological factors are as follows –

#### Motivation

Motivation to do something often influences the buying behaviour of the person.

Individuals have different needs. Perception

Our perception is shaped when we gather information regarding a product and examine it to generate a relevant image regarding a certain product.

### **3C) Designing supply chain management for 'Apple' :**

- Focus on non-seasonal products with life-cycles that exceed 12 months.
- Cut down the number of storage locations, leaving only one central warehouse in California.
- Efficient synchronization of data between the central warehouse and Apple's stores and customers.
- Cut down the number of key suppliers that are involved in manufacturing, shipping and storage.
- Maintain long-term and strategic relationships with suppliers.
- Outsource the manufacturing to India, thus reducing the manufacturing cycle time from 4 months to 2 months.

- Cut down the number of SKUs to predict the demand more accurately and ensure lightning-fast Apple inventory turnover.
- Implement renewable energy sources, making up to 87% of their energy used worldwide.
- Brrring in extraordinary Apple inventory management practices, which allow the company to cut down on inventory costs, reduce waste and avoid overstocking.

how the supply chain management Apple processes should take place:

**1. Sourcing.** At this stage, Apple acquires components and materials from their suppliers, and then ships them to the outsourced assembly plant in China.

**2. Manufacturing.** The products are manufactured at the assembly plant in China.

**3. Warehousing.** The manufactured products are shipped from China directly to the consumers who order them online (drop shipping) by using the services of third-party shippers such as FedEx or UPS. They can also be shipped to the central warehouse location in California.

**4. Distribution.** The products are distributed from the central warehouse location to retail stores, wholesalers and network carriers.

**5. Return.** At the end of a product's life-cycle, the consumers can participate in the recycle/reuse program and send the products back to nearest Apple stores or specialized recycling plants.