

## **Introduction**

In today's competitive business landscape, companies face the constant challenge of effectively promoting their products or services to attract and retain customers. One of the fundamental frameworks guiding this process is the marketing mix, commonly known as the 7 Ps – Product, Price, Place, Promotion, People, Process, and Physical Evidence. Understanding and strategically managing each element of the marketing mix is essential for businesses to achieve their marketing objectives and gain a competitive edge in the market.

## **Business Problem**

For my portfolio project, I have chosen to analyze and optimize the marketing mix for ABC Phone, a retail shop located in Doncaster, UK, specializing in smartphones and accessories. By examining each component of the marketing mix in detail and proposing strategic recommendations, this project aims to provide actionable insights to enhance ABC Phone's marketing efforts and drive business success.

By leveraging the principles of the marketing mix, this project seeks to empower ABC Phone with practical strategies and tactics to improve its overall marketing performance, increase customer satisfaction, and ultimately achieve sustainable growth in the competitive smartphone retail industry.

## **Analysing**

### **1. Product:**

- ABC Phone offers a diverse range of products, including smartphones from popular brands like Apple, Samsung, and Huawei. They may stock the latest models as well as some older versions to cater to different budget ranges and customer preferences.

- In addition to smartphones, ABC Phone provides a variety of accessories such as phone cases, screen protectors, chargers, headphones, and Bluetooth speakers to complement their main product offerings.
- The shop may also offer related services such as smartphone repairs, software installations, and device upgrades to enhance the overall customer experience and add value to their offerings.

## **2. Price:**

- ABC Phone adopts a pricing strategy that is competitive within the local market of Doncaster. They regularly monitor the prices of their products and adjust them accordingly to remain competitive while still ensuring profitability.
- Special discounts or promotions may be offered during specific periods such as holidays, back-to-school seasons, or product launch events to attract more customers and stimulate sales.
- Pricing transparency is maintained, and customers are made aware of any additional costs or fees associated with their purchases, such as taxes or warranties.

## **3. Place:**

- ABC Phone's physical location in Doncaster serves as a convenient point of sale for local customers. The store is strategically located in a high-traffic area with good visibility and accessibility.
- In addition to the physical store, ABC Phone may have an online presence through a website or mobile app, allowing customers to browse products, check availability, and make purchases from the comfort of their homes.
- The online platform may offer additional features such as product reviews, comparison tools, and online chat support to facilitate the shopping experience for online customers.

## **4. Promotion:**

- ABC Phone utilizes various promotional channels to reach its target audience and drive sales. This includes advertising in local newspapers, magazines, and radio stations to increase brand awareness and attract foot traffic to the store.
- Digital marketing tactics such as social media advertising, email newsletters, and search engine optimization (SEO) are also employed to engage with customers online and drive traffic to the store's website or social media profiles.
- Special promotions, contests, or giveaways may be organized periodically to incentivize customers to visit the store, make purchases, and spread positive word-of-mouth.

### **5. People:**

- The staff at ABC Phone are trained to provide exceptional customer service and assist customers with their inquiries, product demonstrations, and purchasing decisions.
- They possess in-depth knowledge about the features, specifications, and functionalities of the smartphones and accessories sold in the store, allowing them to offer personalized recommendations and address any concerns or technical issues raised by customers.
- Friendly and approachable demeanor, professionalism, and willingness to go the extra mile to satisfy customer needs are emphasized among the staff to foster long-term customer relationships and loyalty.

### **6. Process:**

- ABC Phone focuses on streamlining the purchasing process for customers to ensure a smooth and hassle-free experience. This includes having efficient checkout counters, POS systems, and payment terminals to minimize waiting times and facilitate quick transactions.
- Customers are provided with clear and detailed information about the products, pricing, warranties, and return policies to make informed purchasing decisions.

- Additional services such as online ordering with in-store pickup, home delivery, or installment payment options may be offered to accommodate different customer preferences and convenience levels.

### **7. *Physical Evidence:***

- The physical appearance and ambiance of ABC Phone's store in Doncaster play a crucial role in shaping the overall customer experience. The store layout is designed to be welcoming, well-organized, and easy to navigate, with clear signage and product displays.

- The store's interior design reflects the brand identity and values, incorporating elements such as branding colors, logos, and promotional materials to create a cohesive and memorable retail environment.

- The quality of the products, packaging, and displays serves as tangible evidence of ABC Phone's commitment to delivering high-quality products and services, instilling confidence and trust in customers.

By carefully considering and effectively managing each of these elements, ABC Phone can develop a comprehensive marketing mix strategy tailored to the needs and preferences of its target market in Doncaster, UK, ultimately driving customer satisfaction, loyalty, and business growth.