

ENGINEERING ECONOMICS AND MANAGEMENT

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CASESTUDY: ACCENTURE



FOUR P'S OF MARKETING:

1. Product
2. Place
3. Price
4. Promotion

ACCENTURE MARKETING STRATEGY:

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

1. PRODUCT STRATEGY:

Accenture has the best possible services and products. All these solutions it provides form the product strategy in the marketing mix of Accenture. Accenture hires people with expertise related to the industries so that they can make them count in the world of cut-throat competition. The main motto of the company is to satisfy the customer and help them reach their goals. Accenture has benchmarked itself in the field of consulting, services, solutions, technology development. In consulting the company has made its prime aim to look into the field of management consultancy. Accenture uses technology to properly design the work and make them count so that the customers are satisfied. The service sector is mainly aimed in the direction of the HR, operations, help desk,

technology, development and IT. Accenture also have projects which are of the consulting nature. The solutions which they provide are of the special and distinct skills and they are of high quality.

2.PLACE STRATEGY:

Accenture is making its presence felt all over the world. Accenture are making sure that the services are not restricted to any particular country. The company provides high quality services which helps them to make their presence felt all over the world. Thus the place of the company could not be restricted to any particular nation. Accenture has made its presence felt globally. When taken into consideration they have made significant impact in the country wise also. If you see them, they have become one of the top recruiters in a few of the powers of the world. This is not because of the expansion policy, but the large amount of client base Accenture need to cater to, which is not restricted demographically.

3.PRICE STRATEGY:

Accenture has got a wide service portfolio, because of which the pricing strategy also varies. The basic saying goes that the quality comes at a cost. Thus we find that Accenture has a premium priced services as they always believed that the services should be of the best quality and that they would not compromise on the quality of it. The main target of Accenture is the premium base of the customers. Thus they are willing to go to the high extent in terms of prices as they are will not compromise on the quality of the product. The company's reach is not only national but also international. Thus we find that the vast customer base of the people will help them to make their pricing a bit flexible. The customer satisfaction, as stated earlier, is the main aim of Accenture. Thus sometimes they are also flexible with their pricing policy so that the customer base is maintained and they derive business from them. This gives an overview on the marketing mix pricing strategy of Accenture.

4.PROMOTION STRATEGY:

Accenture has gone to great extent when it comes to the promotional activities as a part of its marketing mix strategies. The tag line of "high performance delivered" is one of most famous lines of the world. Accenture takes its promotion seriously and they have made it count all through. They make their promotion through the digital channel and they also advertise through the banners,digital display, etc. They make sure that they are doing well in the part of the customer satisfaction part as they are also a source of promotion. Accenture promote a lot of

events and make sure that they are making it count by getting in globally famous people. They once had Tiger Woods as their brand ambassador. They made all sort of promotion using the name of Tiger. Accenture also portray the successful stories of the customers and make sure that they are well depicted as the customers satisfaction are the main source of the success. They are also into the CSR activities, which are used to make sure that they make impact on the social aspects also. This in turn is a kind of indirect promotional activities carried out by Accenture.