

TITLE: EAST AFRICAN BREWERIES PLC (EABL)

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EAST AFRICAN BREWERIES PLC (EABL)

East African Breweries PLC is a Kenya-based company, which is engaged in branded alcohol beverage business. Its target audience is adults living in East Africa. The company's customer base are in Kenya, Uganda and Tanzania. The group's headquarters are located in Nairobi, Kenya, with subsidiaries in Kenya, Uganda, Tanzania. The Company is involved in production, marketing and distribution of a collection of alcoholic beverages that range from beer, whisky, vodka, gin, rum, spirits and adult non-alcoholic drinks. The brands that are part of the company's portfolio include Johnnie Walker, Smirnoff, Tanqueray, Guinness, Tusker, Kenyan Cane, Gilbeys, Singleton, Uganda Waragi, Chrome, Black and White, White Cup, Pilsner, Don Julio, Triple Ace, Captain Morgan, Baileys, Serengeti, Bulleit Bourbon and Baileys.

ONLINE MARKETING MIX(strategy) for EABL

A. PRODUCT

EABL deals with different alcoholic drinks but its best selling is beer. The product of a company can either make or break it. It is important to make sure that the product in place is consumer oriented. This can be done by observing the following:

- i. Packaging- This is very important to consumers since this is what attracts them to a product since play an important role in capturing attention and generating expectations on perceived quality. The type of packaging for beers, such as the difference between aluminum cans, glass bottles, and plastic bottles has also been shown to have an effect on the preference from customers, with one study showing that it may be more important than product information such as price, flavor, claims, and color (Styrmir Gislason, 2020). Glass bottles are mostly preferred because of hygiene and the fact that they are aesthetically pleasing, however, canned bottles are more convenient for people since they are easily portable.
- ii. Design- Customers pick up on color associations, which influences their preference for particular hues for particular product categories (Ali, 2014). When a color on packaging is specific to a given brand, it might encourage the development of potentially powerful

associations. However, individuals from various cultural backgrounds are exposed to various color associations and form their own cultural color preferences.

Therefore, marketers must incorporate color into their plans. A detailed grasp of how colors and color combinations are viewed in each place should be used before simply transferring the colors of a specific logo, package, or product design between markets.

B. PROMOTION

Promotion includes both informing the public about the retailer of alcoholic beverages and the goods and services it offers, as well as shaping public opinion about the retailer and what it has to offer. It is a process of communication that is both informed and persuasive. Rather than simply displaying the products, promotion would require using newspaper ads, posters, TV, and the internet to emphasize the good prices (persuasive communication).

Direct marketing is an interactive system of marketing that uses one or more advertising media to elicit a quantifiable response. It aims to establish and capitalize on a dialogue between the service provider and the customer, and it can provide a number of potential benefits, including precise targeting, market testing, the creation of new distribution channels, and support for existing ones. Additionally, it results in inexpensive advertising. For instance, celebrities and EABL may collaborate on social media platforms like Instagram to advertise the beers there.

Giving out special deals, like on anniversaries, is another way to promote. Hosting events is crucial for promotion because attendees will be able to purchase the products there. Just make sure no outside beverages are brought into the event. To entice attendees to the event, tickets purchased for it may be used as redeemable, such as a ticket for two beers of your choosing.

C. PROCESS

Process includes service delivery which could be in supply chain. The supply chain is a more extensive pathway that runs from raw materials to components and completed goods delivered to customers. The actors involved in creating, delivering, and promoting the offering are part of the task environment. These include the company, its vendors, resellers, dealers, and target clients.

Agents, brokers, manufacturer representatives, and other people who make it easier to discover and sell to clients are examples of distributors and dealers. Marketers must closely monitor these trends and developments and modify their marketing plans as necessary. For instance, employing online delivery applications to offer services is the most practical option. EABL may collaborate with one of these apps and start selling its goods there. This could also help doorstep delivery which could help with customer engagement where they could give their take on the products delivered.

D. PEOPLE

Having the right people is a no-brainer since they are as much a part of your business offering as the products/services you provide (Allen, 2001), (Bennett, 1997). Employee performance, appearance, and customer service are all examples of this. This branch of the marketing mix focuses on:

i. Employees

The employees of the organization should genuinely be motivated to put the customer's needs first by offering exceptional service, being open to suggestions and showing genuine enthusiasm when attending to them (Online Manipal, n.d.). The employees should also be skilled and have knowledge on how to attend to customer needs and respond to any questions they have about products.

ii. Management

They keep the team on the right track, but their digital marketing expertise drives up traffic and makes brands more visible to target audiences. The management needs to guide the business in putting consumer needs first to drive growth and encourage innovations. It also needs to actively assess the brand's performance and success in achieving objectives to maximize on profits and at the same time enriching customer's experience.

iii. Organization culture

The organization needs to seek and strive for inclusion and diversity, mutually fulfilling relationships and partnerships and respect for both consumers and employees. This can be achieved through organizing events, sponsorships, community development projects and festivals. The EABL company members can also take part in team building exercises to promote increased communication, planning skills, employee motivation, and employee collaboration. Fun activities that help people see each other in a different light allow them to connect in a different setting (eabl, n.d.).

iv. Customer service orientation

The consumers should be the main focus in marketing of the company. The product discussed is beers which are alcoholic drinks, therefore the target audience should be adults not below the age of 18 years old. The company should focus on studying consumer patterns, getting insights from them to improve products and quality of service and this will eventually help them increase profits, retain customers as well as attract more.

E. PLACE

Place refers to the distribution and availability of goods to potential buyers as part of the marketing mix while taking into consideration the target market. It involves the retails, wholesale, mail order, and internet, direct sales, peer to peer and multi-channel distribution.

(Riaz W., 2012) expressing branding strategies for place quoted that direct channels to reach customers could be company owned stores, phone and internet selling while indirect selling could be through intermediaries such as distributors or agents.

The company can have an online e-commerce platform where customers can place orders for beers and have them delivered. This will help boost sales as it will be convenient for customers and easy for them to access. The company can also use search optimization engines such as keywords on google and also advertise on social media platforms to help the company to increase traffic, sales, and conversions through clicks. All of which will ultimately increase its revenue (Digital Marketing Group, n.d.).

F. PRICING

EABL utilizes the cost-plus pricing strategy when it comes to selling its beer products. This is a simple pricing method where a fixed percentage is topped on the production cost for one unit of a product. The resulting number, therefore, becomes the selling price of the product. (Nyakwaka, 2021)

G. PHYSICAL EVIDENCE

EABL has a broad brand portfolio with magnificent local and international brands that reach across categories, occasions, and price points (EABL Integrated Report and Financial Statements, 2021). Some of these beer brands include; tusker lite, tusker malt, guinness smooth, senator, pilsner, and white cap.

EABL also owns a website that can be accessed at <https://www.eabl.com>, where they showcase their business, and brands and makes impressions to give people comfort that they are a real business.

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