



**BRITISH  
AIRWAYS**

The British Airways logo consists of the airline's name in a bold, blue, sans-serif font. To the right of the text is a stylized red and blue swoosh graphic.

To Fly. To  
Serve."



# AGENDA

- What is Marketing Mix?
- What are The Elements or 4Ps of the Marketing Mix?
- Marketing Channels
- Features of production
- Number and location of consumers
- product life cycle
- Customer Buying behavior
- The competitive environment and competitor behavior
- Globalization of marketing system



# What is Marketing Mix?

01

A marketing mix is a collection of strategies and tactics used to promote a product and solidify the company's position in the market (Ndofirepi et al., 2020).

02

It helps the brand establish a distinct and reputable reputation over time. To build effective marketing mixes, the company must analyse its target consumers, the market share of its products, and its competitors.

03

So, a complete marketing mix would consist of multiple ideas and concepts that enable the organisation to maintain a sustainable market share.

# WHAT ARE THE ELEMENTS OR 4PS OF THE MARKETING MIX?

Elements of the marketing mix are the specific pieces of a complex marketing plan by which a brand distributes and delivers its products and services to its target customers. This can be accomplished by knowing the typical 4P marketing mix strategy (Pantano, et. al.,2019).

## Product/Service Marketed

**It is the product or service that the brand intends to build its business around. The product must be designed after a thorough examination of the existing market.**

## Price

**The region where a brand intends to deliver its goods constitutes the location component of a marketing mix. This includes both online and offline distribution channels**

## place

**The fourth and last component of the marketing mix is the product's price. Considerations such as production costs, competitive pricing, and consumer willingness to pay are taken into account. A company's revenue and market worth are directly proportional to the accuracy of its pricing.**

## promotion

**Advertising a product attracts customers and builds a loyal fan base, which is essential to maintaining a successful business. This part of the marketing mix calls for in-depth preparation and strategic distribution methods. Each brand may simply put together an effective promotional strategy with the help of ad campaigns, direct marketing, and PR management.**

# Marketing Channels



The airline industry is hyper competitive and hence brands need to ensure that they follow the right strategy for promotion. British Airways advertises through TV advertisements, billboards and newspapers.

# Features of production

Brand promise is bA brand proposal. BA's goal is to provide an improved end-to-end experience for each and every one of our consumers. BA Basics & Brilliance are the internal standards by which the BA Brandoffer is delivered. British Airways is the world's largest Boeing 747-400 operator. The Boeing 747-400 is a wide-body, four-engine aircraft designed by the American aerospace company Boeing. It has earned the moniker "Jumbo Jet" due to the odd design of its top deck. BA is the world's largest Boeing 747 operator.



# Number and location of consumers

The Company flew over 300 planes last year, transporting 48 million passengers to over 200 locations. Eighty nations around the globe. Around the world, British Airlines employs around 42,000 people full-time. As of 2019 (British Airways)

## Introduction Stage

Many private British air carriers had to close their doors by the 1920s due to the intense rivalry in the industry. In 1923, these firms joined to become the Imperial Air Transport, a British worldwide airline.

## Growth Stage

By including the concorde in the BA, the scope of the growth is made crystal evident. As of 1985, the British airline was a publicly traded company. In February 1987, British Airways was fully privatised when it sold 720.2 million shares of stock to the public for one billion pounds.

## Maturity Stage

As a result of their mergers, BA now has a strong grip on the domestic market. During this time, BA made various agreements and merger attempts with rival airlines across a variety of markets. Creating Air Russia through a merger with the Russian airline Aeroflot.

KLM Royal Dutch Airlines merger talks were attempted. fell apart as a result of comparing the two companies' values.

## Introduction Stage

# product life cycle

## Growth Stage

## Maturity Stage



# Customer Buying behavior

83% of passengers said they were extremely or very satisfied with the service provided by cabin personnel, exceeding the aim of 83%. The total booking satisfaction rate on ba.com was 83%, with leisure travelers and clients aged 55 and over rating the site particularly well.

# The competitive environment and competitor behavior

01

Whether flying long or short distances, BA has you covered with comforts. There is some separation between BA and its other competitors in the long-haul market in terms of pricing and service contribution. There are more insignificant players in the short-haul industry.

02

In several of its routes, BA is up against a lot of formidable rivals. British Airways (BA) has competition from a number of other airlines, including Air India, Singapore Airlines, Etihad Airways, Qatar Airways, Lufthansa, and Emirates. Other issues BA has include rising fuel costs and rising labour costs in the UK.



# Globalization of marketing system

When we talk about globalisation, we usually mean deregulation and more competition (Weiermair, 2006). British Airways broaden its horizons to take advantage of the opportunities presented by globalisation and the liberalisation of air travel. This will ensure the airline's continued success and commercial viability (Brown, 2005, p. 229). On the basis of region and density of customers, British Airways have segmented the domestic flights in UK and Europe. For example, more domestic and international flights are scheduled in those regions where people use air transports (Lewis, 2013).

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ANY  
**QUESTION**



*Thank You*