

Second networking group

Business



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The second plan in selecting a market targets is to critically evaluate the different market segments, in order to select the more attractive market group. For smaller groups this may be a little bit costly, so the best alternative should be reached on timely. In selecting target markets required I decided to critically evaluate the segments.

After accessing various groups, which included Chiester, Bournalan and Tigers. I decided to use tiger team since it had all that was needed to wade through the challenges of marketing. The members were all focused and shared same goals. Also they looked more organized and disciplined in their daily operations.

The Tiger was better and large enough to support my objectives. They had required numbers of knowledge personnel, teamworking and experience in marketing the product. This helped in encountering competitors in the market, the plans we laid on how to reach the set goals, by minimizing costs both on efficiently and effective ways. The second group had smart objectives to bulldoze competitors in the market

The group also showed greater signs of growth. They also established business roots on the ground, this anchored the group. By improved customer margins meant the profits margins had a greater potential of increasing. The team had vital marketing skills needed to facilitate smooth marketing operation of commodities. With proper infrastructure in line with the group goals, the road to promotion was easier than before.

It also had expertise and knowledgeable to the service to serve the entire market. Communication was effective with customers in market segmentation, this aided much in understanding customers needs, tastes

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and preferences. The group was able to dispatch products according to consumers needs, this meant supply could fit the current demand figures in the market. Enabling products would reach consumers at the exact place, time, and quantities.

Different marketing strategies helped the production and distribution department to balance the exact items to be produced and available to the market. The group decided to use undifferentiated marketing strategy, where the sales people and marketers appealed to one large market segment with single marketing strategies. This lowered production and distribution costs, since single unit was marketed. Popularization was easier because different consumers wanted the same benefits.

The team was well positioned on the ground, which was most appealing to the customers, different consumers had different perception and values on the product. The group took essential marketing decision to enable the customers feel part and parcel of the organization. It also helped the customers to have different tastes and preferences from others the competitors. This was done through proper packaging and branding, giving the product its unique form. Goods were also sold at reasonable prices and right quality, which edged the competitive advantage of the group, this meant the group regaining and commanding huge customer bases.

Multiple markets were identified through intense marketing research, it enabled in reaching greener markets before the competitors. By proper evaluation and interpretation of different market field aided much to tailor goods suited for consumers need. Also maintaining the existing markets was vital for success

Due to its numbers, the group had large financial capabilities. It aided

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much in smoothen its operations, since necessary assets were already available. This included human resource, finances and machinery that were essential in marketing the product, broader area were also accessed on time by skilled individuals of markets. Analyzing the markets was also quick to fit in the decision making process between production and distribution.

Finally the PR and CSR were essential in this group; the group rewarded its customers by offering discounted prices on various goods goods. it too participated in community development circles, like sport and security.

Consumers felt part and parcel of the company. The PR departments made information reach the consumer on time, about usage and benefits of the group products. Communication chains were well rooted.