

# The socio cultural analysis marketing essay



Finance/Accounting

Human Resource

Marketing Department

Sales

Distribution

Relation Management

Customer ICT Department

Production Operation

Research and Development

## **Finance**

The science that describes the administration, conception and study of money, banking, credit, investments, assets and liabilities. Finance consists of economic systems, which include the public, private and government seats, and the study of finance and financial instruments, which can transmit to numerous assets and liabilities. Some desire to divide finance into three different categories: public finance, company finance and private finance. All three of which would contain many sub-categories.

## **Human Resource**

Human resources" (HR) is a phrase that is used in business to refer to the people who work for a corporation or association. It also is used to refer to the section of a company that is liable for managing those resources, such as

<https://assignbuster.com/the-socio-cultural-analysis-marketing-essay/>

hiring and training new human resources and supervising the benefits and reimbursement packages provided to all of the company's employees.

( Deborah , 2012)

## **Marketing Department**

The marketing department should act as a channel and lead the company's other departments in developing, producing, satisfying, and servicing goods or services for their customers. Communication is very important. The marketing department normally has a superior understanding of the market and customer requirements, but should not work separately of product development or customer service. Marketing should be concerned, and there should be a meeting of the minds, whenever discussions are held concerning new product development or any customer-related function of the company.( Obringner, 2012)

## **Sales**

Sales department one of the most popular and vital function in every business as sales department is responsible for the sales taking place beside this the department keeps the records of the current levels of sales, the activities of business's competitors, request of new product from customer and improvement of old product or new design.

## **Distribution**

A plan formed by the administration of a manufacturing business that specifies how the firm intends to transmit its products to mediators, retailers and end customers. Larger companies involved in making products will typically also put together a detailed production distribution plan to guide it.

## **Relationship management**

A strategy employed by an organization in which a continuous level of engagement is maintained between the organization and its audience.

Relationship management can be between a business and its customers (customer relationship management) and between a business and other businesses.

## **Production Operation**

Any part of the industrial procedure that is treated as a diverse element for the purposes of such plan and organizational considerations as planning, accounting, and control. A production process is characterized by stability in both the labor process and the equipment used by the operator. Distinctions are made between basic technological operations, auxiliary operations, and servicing operations.( SHUKHGAL'TER, 2010)

## **Research and Development**

Research and development, often called R&D, is a phrase that means different things in different applications. In the world of business, research and development is the phase in a product's life that might be considered the product's 'conception'. That is, basic science must exist to support the product's viability, and if the science is lacking, it must be discovered – this is considered the research phase. If the science exists, then turning it into a useful product is the development phase. Further terminology refinements might call it engineering to refine production so that the product can be made for a cost that appeals to consumers.( Harmon, 2013)

## 1. 2

International Marketing Services Pvt. Ltd. (IMS) Founded in 1993 is the Authorized Distributer of Samsung Mobiles since 2001 in Nepal, They are the pioneers in the nepalese market in terms of mobile phone importers.

Samsung Mobile Nepal (IMS) available to approximately 20 million people by covering all 14 zones of the country and 55 Districts. IMS is the only company to have 4 authorized mobile service centres across different zones which have been providing excellent after-sales services. Samsung Mobile has all kinds of phones with different features as per our needs and even more! A wide range of economic phones as well as high end smartphones made them the leading brand with market share of approx. 80% in the Nepalese smartphone industry. Today, they have the world's most highly advanced and innovative mobile phones.

Strong recommendations from retailers, press reviews, consumer opinions, contribute to a high rate of product referrals, brand recognition and ongoing momentum. Combined, these recommendation channels nourish the connection between Samsung and its community as market share increases. And because they invest wholeheartedly in refining the personalized communications experience, they champion the customer as the hero through every stage of innovation.

## 2. 1

A stakeholder is any individual or organisation that is affected by the activities of a business. They may have a direct or indirect interest in the business, and may be in contact with the business on a daily basis, or may

just occasionally. (Riley, 2012) Stakeholders are party that has an interest in an enterprise or project. The primary stakeholders in a typical corporation are its investors, employees, customers and suppliers. However, modern theory goes beyond this conventional notion to embrace additional stakeholders such as the community, government and trade associations.

It is true that all stakeholders should to be dealt equally but in reality some are important or influential than others so their influence is likely to be greater in the organization. Every stakeholder is to be considered in order to achieve the goal of the company. But, every stakeholder does not have the same influence in the organization. The influence of a stake holders depend upon the type of the company. In the market oriented company, customers are more influential but in service oriented company like hospitals employee are more influential. But here are going to analyze about the most influential stakeholder, there is always a formulae to calculate and conduct analysis about in business and in this case we can calculate using the formulae  $\text{Influence} = \text{Power} * \text{Interest}$ . The idea is to establish which stakeholders have the most influence by estimating each stakeholder's individual power over and interest in the organization's affairs. The stakeholder with the highest combination of power and interest is likely to be those with actual influence over objectives. Power is the stakeholder's ability to influence objective (how much they can), while interest is the stakeholder's willingness (how much they care) (ACCAGlobal, n. d.).

### 3.1

Chocolate is the object of our affection. It's a sensory adventure not only to eat chocolate, but also to smell it and look at it - even unwrapping it is

<https://assignbuster.com/the-socio-cultural-analysis-marketing-essay/>

exciting.(woods, 2010) Over the years, chocolate has adopted many forms. It's available not only for making beverages and confectionaries, but also for the production of patisseries and savory dishes alike.

Since the early days of chocolate making following the invention of the hydraulic press, chocolate has been used a gift for many occasions. Also associated with feelings of sensory pleasure and love, it has found a place in our heart since the very beginning. (woods, 2010)

Chocolate has taken a strong market all over the world including Nepal.

There are many chocolate companies, which have taken market for many years. The successful chocolate companies, which have managed to do pretty well in Nepali market for many years, are KitKat.

Kit Kat is a chocolate-covered wafer biscuit bar confection that was created by Rowntree's of York, England, and is now produced worldwide by Nestlé, which acquired Rowntree in 1988, except in the United States where it is made under licence by The Hershey Company. Each bar consists of fingers composed of three layers of wafer, covered in an outer layer of chocolate. Each finger can be snapped from the bar separately. Bars typically have 2 or 4 fingers. Single fingered larger Kit Kat Chunky bars are also popular.

## **Market Overview**

Today Kit Kat has become one of the leading chocolate brand in Nepal. It has successfully become a part of Nepali culture. The KitKat products are being used everywhere by everyone. The KitKat is the most preferred Chocolate produced by Nestle. Kit-Kat can be found in every stores. Therefore we can say that KitKat is one of the best selling chocolate In Nepal.

<https://assignbuster.com/the-socio-cultural-analysis-marketing-essay/>

## **Political Analysis**

Political factors contain government policy and official issues and define both official and unofficial rules under which the firm must function. Some examples include: (quickmba, nd)

tax policy

employment laws

environmental regulations

trade restrictions and tariffs

political stability

KitKat is one of the best selling chocolate in Nepal so it has to meet all the standard laws and the regulation set by the government of Nepal. If the company didn't meet the standard set by the Government of Nepal, it should pay fine as per the rule. The political situation of Nepal is not stable, The chocolate kitKat may face many problems, as the political condition of Nepal is not stable. The unstable political condition of Nepal, may affect the market of chocolate. As Nepal is on extreme phase, no proper fixed rule has been made so far. People are facing sudden economic problem. Price of daily products are increasing rapidly Therefore, the increase of daily products price will affect the sales of chocolates.



## **Economic Analysis**

Economic factors influence the purchasing authority of potential customers and the firm's cost of capital. The following are examples of factors in the macro economy: (quickmba, nd)

economic growth

interest rates

exchange rates

inflation rate

Economy means money. Economic is on the key factor of any types of business. KitKat needs to be aware about the economic condition of the country, economic growth rate, and national per person capital income, in which they are willing to start their business. Nepal is one of the developing countries. Many peoples are still below the poverty line. Poor People cannot afford price of Kitkat. They must look into this and reduce their cost and target those people who are under poverty line also. Unless, KitKat target the poor people also, it cannot reach to every people of Nepal.

## **Socio-Cultural Analysis**

Social factors consist of the demographic and cultural aspects of the exterior macro environment. These factors influence customer wants and the size of possible markets. Some social factors include: (quickmba, nd)

health consciousness

population growth rate

<https://assignbuster.com/the-socio-cultural-analysis-marketing-essay/>

age distribution

career attitudes

emphasis on safety

Nepal is the country having the people belongs to different cultures and societies. It has different culture, language, good and lifestyle. KitKat will be greatly affected by social and cultural environment of Nepal. KitKat has to developed strategies as per the belief and culture in country like Nepal.

KitKat has to develop effective strategies in order to meet different lifestyle according to consumer behavior. Company is very dependent on the consumer lifestyle and their attitude. Product cannot be successful until company has enough knowledge about the social and cultural aspect of the country. KitKat has to consider social and cultural factors in order to achieve their strategic objectives.

## **Technological Aspect**

Technological factors can worse barriers to entry, reduce least efficient production levels, and influence outsourcing decisions. Some technological factors include: (quickmba, nd)

R&D activity

automation

technology incentives

rate of technological change

Technology is the major aspect of business. Technological change has the most rapid, persistent and profound effect. It creates opportunities for new products and product improvements and of course new marketing techniques over the internet. KitKat uses technology by taking orders via telephone and online by internet. Moreover, KitKat uses technology in various business activities such as record of their customers and employees. However, in context to Nepal, it is still far behind the international standard. Basic technological infrastructures like internet are available here. Which helps the customer to know about new products.

## References

“ What is Human Resources?.” wiseGEEK: clear answers for common questions. N. p., n. d. Web. 19 Jan. 2013. .

Obringer, Lee Ann. “ HowStuffWorks “ How Marketing Plans Work”.” HowStuffWorks “ Business & Money”. N. p., n. d. Web. 19 Jan. 2013. .

“ What is distribution strategy? definition and meaning.” BusinessDictionary.com – Online Business Dictionary. N. p., n. d. Web. 19 Jan. 2013. .

pros. ” Finance Definition | Investopedia.” Investopedia – Educating the world about finance. N. p., n. d. Web. 19 Jan. 2013. .

“ Production Operation definition of Production Operation in the Free Online Encyclopedia..” Encyclopedia. N. p., n. d. Web. 19 Jan. 2013. .

“ What is Research and Development?.” wiseGEEK: clear answers for common questions. N. p., n. d. Web. 19 Jan. 2013. .

pros, following the strategies of the. ” Stakeholder Definition | Investopedia.”  
Investopedia – Educating the world about finance. N. p., n. d. Web. 19 Jan.  
2013. .

“ Organisation – Stakeholders & Ethics.” tutor2u | Economics | Business  
Studies | Politics | Sociology | History | Law | Marketing | Accounting |  
Business Strategy. N. p., n. d. Web. 19 Jan. 2013. ” – Kit Kat 45gm-  
BhatBhateni Online Shopping, Send Gifts to Nepal .” Online Shopping In  
Nepal-BhatBhateni Online Shopping, Send Gifts to Nepal . N. p., n. d. Web. 22  
Jan. 2013. .

AmeliaJWoods. “ Introduction to Chocolate.” AmeliaJWoods on HubPages. N.  
p., n. d. Web. 22 Jan. 2013. .

” Stakeholders – Chartered Quality Institute.” Quality Management. N. p., n.  
d. Web. 23 Jan. 2013. .

“ About HTC.” HTC – Mobile Phones, Smartphones, Cell Phones, Tablets. N.  
p., n. d. Web. 23 Jan. 2013. .

Anderson, Chris. “ Top Ten Core Business Policies and Procedures –  
Bizmanualz.” Policies and Procedures Manuals | Business Policy Manual. N.  
p., n. d. Web. 23 Jan. 2013. .

“ Core business.” Moneyterms: Investment/finance glossary/explanations. N.  
p., n. d. Web. 23 Jan. 2013. .

“ Stakeholder Definition.” Stakeholder Mapping. N. p., n. d. Web. 23 Jan.  
2013. .

“ Stakeholder Definition.” Stakeholder Mapping. N. p., n. d. Web. 23 Jan. 2013. .

“ PEST Analysis.” QuickMBA. N. p., n. d. Web. 23 Jan. 2013. .

Top of Form

“ PEST Analysis.” QuickMBA. N. p., n. d. Web. 23 Jan. 2013. .

“ PEST for Cadburys – The Student Room.” The Student Room. N. p., n. d. Web. 23 Jan. 2013. .

“ What Is Chocolate?.” wiseGEEK: . N. p., n. d. Web. 23 Jan. 2013. .

“ free PEST market analysis template and method, free pest market analysis examples.” Businessballs. N. p., n. d. Web. 23 Jan. 2013. .