

Marketing plan for dawlance group pakistan ltd



1. 1) Executive Summary

The research work on this assignment explains the importance and the impact of marketing strategies on its sales, turnover and other aspects of Dawlace Group Ltd Pakistan. Dawlace Group Ltd is one of the popular brands in Pakistan manufacturing different electrical appliances.

The selection of Dawlace Corporation Ltd Pakistan for this particular group work is purely made on the basis of two reasons.

- * Being part of this organization in the past and accessibility towards some important data required for this plan.

- * Working in detail on e-business plan for the mentioned company in previous semester.

Marketing strategies have been set for Dawlace Group and a complete marketing plan is proposed to analyze different aspects and to provide them a system more profitable and thus to increase company popularity and demand. The company manufactures different products and sends to most parts of the country.

We have made efforts to study and analyse both the micro and macro environments for to find out the hurdles in our way. Every aspect is analyzed in context to Pakistan and planning is designed in a way that is applicable within the country effectively.

The company mission and vision statement is clearly made and it's political, environmental, social, technological and economical issues are brought in front that in short is named as PESTLE analysis.

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Along all the above external factors the company is also analysed by clearly pointing out its strengths, weakness and opportunities which give us a broad spectrum on designing our marketing plan for the company mentioned.

The company Dawlace sells its products through its main warehouses and shops within the country and have almost negligible sale online when we characterise it as B2C or direct to customer sale.

We endeavour to incorporate efficient and economical marketing plans possible and make it more profitable for the company turnover and brand strength.

The country is almost in recession and suffers economic problems that increase inflation and poverty in within the country, indirectly affecting the retail market.

As the company manufacture electronics stuffs so the market is segmented quite distinctly and the techniques used to target the segment is designed very effectively.

We have tried to design a plan that attracts most customers from all over the country ranging low medium to upper class families.

The strategy here is low price and good quality and extra facilities to capture the market and take a competitor lead.

1. 2) Company Description

Dawlace Group Ltd Pakistan

Dawlace company was established in 1980 and now one of the leading manufacturer of electrical appliances in Pakistan. The company has its own <https://assignbuster.com/marketing-plan-for-dawlace-group-pakistan-ltd/>

reputation and now the largest company in Pakistan in electrical household appliances.

The customers are mainly middles and rich class people within the country and the company endeavour to provide stuff on easy instalments and cheap prices so everyone can be benefited. The company recently has 1550 employees. The company has a large setup and is has got the service of talented team, HR and Marketing team.

Dawlance Group has been passed through the stages of continuous improvements and innovation to achieve its position in Pakistan Market and take lead to its competitors. It its imports its raw material mainly from China, Germany, Italy, Taiwan and some other countries.

(www. Dawlance. com. pk)

Some of the products the company is manufacturing are given as under.

- * Refrigerators
- * Air conditioner
- * Roaster
- * Toaster
- * Micro Wave Oven
- * Juicer
- * Televisions

* Washing Machines

* Dryers

* Irons

* Deep Freezer

* Small Appliances

Head Office:

Dawlance Centre 7/4 Civil Line-9

Dr Zia Uddin Ahmed Road Karachi

Chapter No 2:

Market Micro and Macro Analysis

In this chapter we study all the internal and external factors that influence the Dawlance market.

2. 1 Company Vision statement

2. 2 Company Mission Statement

2. 3) SITUATION ANALYSIS

The Dawlance is one of the popular electronics manufacturing companies in Pakistan. The company since built is has good turn over and good customer satisfaction level.

The company is more established in urban areas having big ware houses and retail shop which the customers buy directly.

The products range from small appliances like Switches, Irons to Air Conditioned and Refrigerators all of which has good demand within the country.

The company have segmented its products in to daily use electronic stuff to seasonal appliances like heaters in winters and Air Conditions.

The company is also in competition of the others electronics companies manufacturing same appliances.

The company have normally targeted the middle lower, middle-middle to upper class families. Some products with a low price and are also bought by poor class people.

The wide spread of china market in Pakistan has enormous impact on sale and growth strategy of the company.

More than 70% of Pakistan population is below £3 a day making it very difficult for them even to meet to their both time meal. Most of the families have a very low income and huge burden and difficult for them to go for luxury and even necessary stuff like Refrigerators and heaters.

Over the past one year the due the global crisis the country is in economic crisis resulting the downfall of many manufacturing companies. Dawlace is also the victim of this economic disease. The company is also facing political and security problems all over the world affecting its marketing strategies very badly.

However the brand can't bring its quality down because of diluted market problems.

Below is the Pestle analysis explaining different factors affecting organizations.

2. 4) PESTLE ANALYSIS:

The Pestle analysis is the abbreviation for political, economic, social, technological, legal and environmental analysis. All these aspects are taken and to analyse the external environment.

Political:

Political condition is getting worst day by day in Pakistan. The country is passing through the dark stage of the history facing security and instability problems. Government is not in position to provide funding for the company growth and is not in the position to go for international legislations. International trading policies are worst and corruption is very high.

Economic:

Due to recent global economic crisis the company is facing a lot of problems. Tax rate is high and the retail market seems to be going down.

Social:

Most of the people of the country are living in rural areas, unaware of the products and its benefits. These people don't like products TVs because of religious concern. The people in these rural areas like manual work and don't like machinery. Female normally don't visit shops and don't work. Most of the people can't afford to buy.

Technological:

Technology is growing day by day. The company has latest machinery and have highly qualified engineers and professionals. The cheap technology of china has brought a new revolution not only in Pakistan but in the whole world.

Legal and Environmental:

The company business is not bound to any legal and environmental constraints and has open hands to market effectively.

2. 5) SWOT Analysis on Dawlace Pakistan**Strengths**

- * The company has good market position and turn over.
- * The company has latest machinery available producing different household appliances.
- * The brand is so popular within Pakistan and has sixteen distributions centre all over the country.
- * The company got very talented technical and managerial staff.
- * The company is located in main city Karachi, more near to big markets.

Weakness

- * The company is losing a lot of money due to extra labours and manual work.
- * The company hire graduates but the associated staffs not train them properly that result in lack of communication, incompetence and very less company knowledge.

* The Managers of different departments not showing their full and motivation for the company.

* Theft events occur mostly because of no scanning system and irregularity.

Opportunity

* The company can take a lead of Pakistan market by excellent marketing and customer service.

* The company has the ability to grow and can increase its turn over by Online sale, marketing and shopping.

* Electronic Business can save huge money by reducing manual work.

* The company has got no online competitor within the country.

Threats

* The company has a major threat to security. It is located in main city and has no scanning and proper security system.

* It is in competition in market with china and some other companies like Singer Pakistan.

Trained and expert technician quits by finding better opportunity.

So on the basis of the above SWOT analysis we can conclude that the company needs new marketing strategies and online sale opportunity. We are going to design a new relationship of the company with its suppliers and customers. Detail work and analysis is carried out.

The company seems not to have enough online competitors, so a better opportunity to invest money on latest online internet technology.

2. 6) The Market Summary

According to an estimation the Pakistan has 160 million of population and most of them living in families of at least four or five person on average.

This in other words means if we can divide the market in to following segments. The segmentation is entirely done on the basis of average monthly income and normal living standard.

We will extend on Dawlace image of innovation, quality, and value and has to make it more competitive in market.

Chapter No3:

Marketing Plan for Dawlace Group Pakistan

The Dawlace Group limited is in the process of continuous improvements and innovation to adopt efficient measures possible. Hundreds of thousands of Dollars are spent on marketing and advertising to increase its earning by maximum sales. Efforts are made to compete with its competitors in the market of dynamic growth.

Bringing in front all the aspects, the company is keen to re design a robust system that has the facility for online shopping, marketing, procurement, purchasing, customer service, excellent operational efficiency and extra security so that the extra cost incurred can be controlled.

This plan is based totally on the incorporation of new marketing plan that will give full prove more fruitful for the company.

3. 1)Marketing Objectives:

The objective of the marketing plan is to increase the company growth. The company is having economic problems. The company suffers lose in turn over in recent year and need marketing plan to regain its position.

The company has to attract the market and should come out with good quality products with extra features and services to keep the brand in the market and having a good turn over.

3. 2) Market Strategy:

Our market strategy defines specific actions to perform the company aim and objective and keep its brand position within the market

3. 3)Market Segmentation:

The main market is segmented in to Urban and Rural Areas which can be further sub segmented in to following categories.

Segmentation Products:

The products are segmented in to the following categories.

1. High quality expensive Products (attracting rich families)
2. Medium quality moderate Price Products (For medium class families)
3. General Products of daily usage common use

Families are sub divided into following categories.

- * Middle Lower Families (30% of the whole population)
- * Middle-Middle Families (20% of whole population)

* Middle Upper Families (10% of the whole population)

* Upper Families (05% of the whole population)

The rough estimation shows 35% of the population leave in poverty and that they some time unable to go for any precious product.

Target Markets :

The target market for our plan is all the middle range and upper class people this time mainly in Urban areas. Upper class is the people who can afford it very easily and for middle class it is difficult but not impossible and they have been normally seen to buy expensive stuff if it is on affordable and economic price.

Middle class have been seen to buy good expensive electronic stuff like Freezers, air Conditioned, Micro wave oven and Tele Vision etc and especially at the time when they marry their daughters or sons.

The company has to advertise the products through all Radio and TV and bill board banners and has to go for promotions, discounts and others good offers that will be more competitive economically in the market.

Positioning:

The company has almost sixteen big ware houses all over the country and retail stores in almost all the big cities.

The company along with physical positioning in the retail shops will also have the facility to order via phone and mails. So the product can be delivered with no hassle.

The payment for the products will be in advance either by cheque/postal order or Bank deposit.

Demographics:

The marketing plan is mainly designed on whole families. The normal products the Dawlace is selling in market is used in families. Like One TV, washing machine and toaster or Juicer in one house. In some families more than two TV even used but marketing plan is designed at minimum level.

Age:

There is no age limit. Normally attracting customers are parents and elders of family in age 30-60 years.

Gender:

Focuses both genders specially families or leaving in one house in sharing.

Family life cycle:

It focuses on the whole family.

Social Class:

Upper class, upper middle, upper lower , middle upper and in some how middle middle and lower middle classes are focused.

Market Geographic's

Most of the families living cities like Karachi, Lahore, Peshawar, and Islamabad and many major cities and districts have more probability to buy electronic appliances manufactured by Dawlace.

Therefore the main focus will be urban areas which have easy access and easy delivery services. Most of the bill board adverts are normally spread in cities with lights easily persuading customers.

Market Psychographics

Market is designed more to attract high personality people no matter if he live in family or alone. Some people like high value stuff with extra qualities so we will provide different stuff ranging minimal to high price. Stuff with high price has extra qualities that will attract highly upper class people.

Market Needs:

The market has need of highly durability. Some of the company appliances are the market needs like TV and refrigerator which is the most important segment to target.

3. 4) Product Strategy:

All the electrical appliances bought with Dawlace brand will be given 5 years warranty and any product having manufacturing or technical fault will be free of cost.

The customers will be provided call centre number that will work morning 0900-0500PM. The customer details will be taken and service will be provided. The entire maintenance centre will be close to city.

The loyal customer will also be given 20% discount on same appliance, if he is going for new product at the condition no claim for maintenance is made during full warranty time.

3. 5) Price Strategies:

We have decided to lower our prices to attract more customers and bring the product in competition with other companies marketing within the country.

Price will be bring down with no compromise with high quality. Prices will get down 20% less on good discounted rates. Some products like Freezers and TVs will also be available on interest free instalments in the form of loan. The price will be bit higher than normal in case of instalments.

We aim to attract nor only upper class people but also middle class and in many cases even lower upper class people to make it more dynamic within the market. We deliver high quality value.

3. 6) Promotion Strategies:

For all products the Dawlance is selling directly or indirectly they are not promote able. There will be a lottery ticket within and on draw the consumer will be awarded free TV or Freezers.

3. 7) Distributions Strategy:

We are widening our network and expanding it almost all the major towns.

The customer will be able to buy the products directly from the shops, local agents and will be able to order online or by phone once the company is received payment.

All the products ordered directly will be delivered to on door at the expense of reasonable charge.

3. 8) Customer Service Strategy:

The Dawlace is providing customer service that will take all phone calls regarding complaints, suggestions and advices.