

Marketing

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To answer this question I decided to pick chocolate and biscuit industry where there are three big company stands. Although there are many companies in this sector like Kent, Sara, Am etc. I have decided to choose three company which are Ulcer, Et and Soles to evaluate their marketing strategies. According to many researches Ulcer is the market leader, TTL is the challenger and Soles is the follower on this sector. A) Attacking Strategies of Challengers 1. High Advertising and Appliances: Ulcer and TTL are big chocolate and biscuits companies and Ulcer take some of their power from history.

Ulcer and Turkish people are closer to each other because Ulcer is older company and there are many people that grew up with Ulcer's products as Pırlantabı, milky wafer with chocolate etc. To handle this situation Et use advertisements and other appliances very effectively which point out "happiness". Another word Et is trying to market happiness and increase their brand awareness. They use slogans like "Mutual et kenning", "Mouthful Ski paranormal arsenal", "Mouthful audience kulak hymen noun ODL gelid.

In their advertisements to reach consumers' heart and create relationship between happiness and Et in consumers' mind. At the same time Et gives role to famous people like Chem. Divan, Canada Ereğli, Mijade Gene, Ottoman, Yawn. For example Canada Require is one of the TTL-eejil Culture Project voluntary which is a program to contact with children and create cultural senses. Other appliances that TTL used is "Et Happiness Voluntaries". This group went to villages and met people there. People are experienced AD cinema by their voluntaries' efforts.

Another thing that they have done is transporting 120 tones neutral snow to Merlin where there is no snow for 30 years or organizing surprise Mazda Alonso concerts. All of these efforts are using to create and strengthen relationship between TTL and Turkish people and Increase Tells awareness beside Ulcer. 2. Efficiency and Market Share Strategy: ulcer have great amount of market share in chocolate and biscuit sector. To attack Ulcer TTL must increase their market share and in this way they must do this kind of work effectively. TTL Implement Japanese " Total Productivity System".

By implementing this system TTL doubled their production and improve working efficiency up to 10 times in 6 years. With working this production system brand gained 49. 2 million euros by investing 2. 8 million euros. Then by investing machinery and equipment, TTL increased their productivity and energy savings. All of these situations caused a increase in Tells America. TTL is a market leader in countries like especially, Balkans are important for TTL to reach Europe. So it may cause a threat for Ulcer. 3. Innovation Policies: Soles is becoming important company against Ulcer and TTL in especially chocolate sector.

Their alma is based on innovation. Blatant is a one of innovative Soles product which includes chocolate and bullet together and has a suck shape. There are also blatant cake products with fruits. Company introduces blatant products really well with advertisements by using 'Blatant Men" 1 . Counteroffensive Defense: In response to its advertising and voluntaries efforts, Ulcer organized half term circuses for over three hundred thousand children and threaten their position in people's mind from every generation.

Company made sponsorship agreement with sport clubs and reached millions of people. With using same method Ulcer made sponsorship agreement with famous Turkish singer Gökçe for her cover album which remind history to people. These are some appliances from Ulcer to strengthen relationships coming from history with consumers. Ulcer also increased their advertising budget. Ulcer made advertisements for product Bikers which includes chocolate inside of biscuit against Solon's Bicyclist. And slogan of Bi Bikers Verses? ' became very popular.

Stick shape of Bikers also is also produced by Ulcer. In response to It's efforts to contact with families, Ulcer used slogan Gamma Backlog Manumit Ulcer Getter" from a child's sound and music. 2. Preemptive Defense: One of the strategy used by Ulcer is globalization by establishing partnerships with foreign capitals. This situation allows Ulcer to reach different countries like Holland, France, Russia, Denmark. Ulcer bought Goodie which is the biggest chocolate company in Belgium. By this way Ulcer may put down their Hollander in abroad.