

Value creation, communication, and evaluation

[Business](#), [Marketing](#)



Value Creation, Communication, and Evaluation By entering the business market, an organization usually has a motive that drives it. However, the main objectives of a business are the profit motive and the sales maximization motive. For instance, in my organization, the management is well aware of the profit maximization motive and of the challenges faced in order to achieve the objective. One of the main challenges is stiff competition from similar businesses in the market. Nevertheless, the organization competes favorably with its competitors and still maintains its market size. This is mainly by differentiation of its products and maximization of the value of the products (Paley, 2008). Thus, the organization competes by ensuring that the standard and quality of its products is high and that the products satisfy the customers wants fully. The organization also competes by promoting its products with the utmost zeal and dedication. This strategy is mainly reached by committing a substantial amount of funds to the sales and marketing department. Effective promotion is also achieved by employing qualified and experienced sales persons. Indeed, the competitive strategies employed by the organization blend well with its marketing strategies. This is because; over the past years the organization has managed to attract more customers than its competitors by use of these marketing strategies. Taking for instance, despite the wide use of promotions and advertisements by the organization, it still manages to maintain a low cost/benefit ratio. This is mainly by ensuring that the advertisements are acutely economical and that the resources used do not exceed the benefits obtained (Paley, 2008).

The issue of value proposition is also a strategy employed to ensure the

organization competes well in the market. The main value propositions offered include promising the customers to improve the value of products, offer a variety of products, and to ensure that high quality is maintained. The value is communicated to customers by explaining the product relevance to them, stating the benefits that accrue after purchasing the product, and finally informing the customers about the unique differentiation of its products from those of the competitors. The organization also makes use of visuals in order to catch the attention of customers and also achieve a better understanding of the promotion. Over the past years, the organization has managed to make a compelling value proposition by communicating the concrete results to customers clearly. The management also ensures that the value proposition is given in such a way that it can be understood within the shortest time possible. The value of the product is also communicated by qualified and experienced people who have the power to convince the customer about the benefits of the products over the competitors' products. Other topics discussed such as marketing and promotion, are particularly significant to my organization since it also applies similar tactics to acquire and maintain customers. The organization also applies the concepts of marketing decisions, market segmentation and positioning to ensure that it takes care of each of the different customers' needs. It is also an organization that monitors the consumers' behaviour to ensure that it supplies its products depending on what the customers need.

References

Parley, N. (2006). *The Manager's Guide to Competitive Marketing Strategies*. London: Thorogood Publishing.