

Case 10

Business, Marketing



When Service Means Survival” al Affiliation) EXECUTIVE SUMMARY This report shall focus on the analysis of article 10; specifically is shall focus on the information presented in article 10 and its contents. Moreover, it will describe the manner through, which the author of the article organizes his information thereby creating efficacy in relation to the objective of the article. Information regarding various marketing facets presented in the article shall also be discussed herein.

Additionally, this report shall delve in the explanation of the writer’s personal opinions and understanding of various marketing facets presented in article 10 as well as other external sources of information providing marketing data and how it is related to the article. Various marketing concepts such as the 4 P’s i. e. pricing, products, place and promotion shall be discussed in this report: It shall focus on how these concepts are presented in the article and how other external sources dwell with this issue.

Consequently, the analysis shall focus on provision of a conclusion that basically describes the writer’s understanding of the lessons learned from the article as well as other external sources that delve on issues ascribed to the information indicated in the article. Additionally, the conclusion section will explicate various recommendations; specifically indicating way forward on challenges faced in marketing activities.

ANALYSIS

The article begins by describing a scenario of a certain client, Mr. Richard Garber relates with car higher company, Hertz Car Hire Company. He is described as a loyal customer to the company for over a long period of time. However, he is currently re-thinking on whether to divert his loyalty to

another company owing to the current challenges he is facing with Hertz. In addition, the article provides various reasons why the company is currently experiencing challenges with its clients. It asserts that many companies are currently facing operational challenges due to the economic recession that has affected many large business enterprises; hence reducing their overall level of profitability.

It is apparent that the article is an economic situational analysis; providing various issues that may affect the overall performance of companies for instance: In the article, economic recession that has affected the success of many companies, is identified as the reason that has affected the relationship between Hertz Company and Mr. Garber. The article attributes this issue to the fact that the Hertz Company has laid-off many of its workers even those who facilitate organization-clientele relationship (Bloomberg Business Week 2009).

Moreover, it gives readers information ascribed to clients expectation and asserts that every client usually expects high level of treatment from any company they relate with. The issues raised in this article seem to be related to the concept of 4 P's; price, promotion, place and product. In this regard, the price entails the costs of service provided to clients; while the place indicates strategic place where the goods should be made available to the clients. Moreover, product promotion in regard to the article alludes to the extra-services that Mr. Garber was provided with initially at the airports i. e. reception by some of the employees of the Hertz Company (Bloomberg Business Week 2009).

The major lesson learned from this article is that in poor economic situations,

companies may make decisions that negatively affect their relationship with their clients for instance: The Hertz Company laid-off some of its workers who provided promotional services to its clients thus compelling Garber to consider shifting his loyalty to other companies. Another lesson learned is that consumers usually expect high levels of treatment from companies that offer them goods and services.

Recommendations

It is imperative for companies to prioritize the manners through, which they relate with their clients in order to facilitate their retention. This should be carefully and properly managed even in the times of economic challenges to ensure that companies do not continue making losses due to a shift in clientele loyalty.

Reference

Bloomberg Business Week (2009, March 2). When Services Means Survival. Bloomberg Magazine, 12, 26, 28-30.