

# Fight with the poverty and suffering marketing essay



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A report must contain detail information about the topic which supported by the research and study. In my report I have to focus on an e-business web site and give suggestion to that site for improving e-business activities. This report contains detail research on the Oxfam web site. By the use of business journals, articles, news papers and web sites I try to evaluate the e-business site. To evaluate the e-business web site I use some methodologies like SWOT and PEST. SWOT analysis will give the idea about strength, weakness, opportunity and threats for the e-business site. PEST analysis will give information about political, economical, social and technological situation of the chosen site. After the PEST analysis I give the finding of my study and research. At the end I recommend this site how it can improve their e-business activities.

## **Objective of the report**

The main objective of the report is to find out an e-business website and how they can improve their e-business. We have allocated different types of e-business to find out how they are improving their e-business and what is the lacking. At the end of my research I have to critically evaluate my work.

## **Background**

Oxfam is a non-profitable organization (Data monitor). Oxfam is a global NGO which helps people to fight with the poverty and suffering. Oxfam has worldwide reputation for excellence in the delivery of aid and development work. Oxfam works mainly in the poor and developing countries. On the home page of their website it is clearly stated what they actually do. In the home page we can see what kind of activities they are doing for the suffered people. We can also find in which countries they are working recently. Now <https://assignbuster.com/fight-with-the-poverty-and-suffering-marketing-essay/>

Oxfam have activities over 70 countries around the world. For helping people they collect donation from people. In their homepage they gave clear instruction about how people can donate. They have given their recent activities also for which they need this donation.

## **Evaluation**

### **Branding**

Branding is a major issue in product strategy . As Russel Hanlin, the CEO of Sunkist Growers, observed: ‘ An orange is an orange... is an orange.

Unless.... that orange happens to be Sunkist, a name 80% of consumers know and trust.’ Philip Kotler (2003-2004). According to the American Marketing Association (AMA) , a brand is a ‘ name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services , of one seller or group of sellers and to differentiate them from those of completion.’ Keller Kevin Lane (2009-2010). Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that proves a solution to their problem. (Lake, 2010)

Consumers are always conscious about their brand. Oxfam which is a charitable organization also built their brand value by serving different people of different countries. Oxfam have different activities all over the world . They are helping poor people from years. The objective of a good brand will achieve include-

Delivers the message clearly

Confirms your credibility

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Connects your target prospects emotionally

Motivate the buyer

Concretizes user loyalty

(Lake, 2010)

Oxfam as a good brand follow these objectives to maintain their brand value. In their website there are pictures of different poor people from poor countries. In the homepage of the site there are details about their recent activities. Oxfam also sale second hand goods like books, clothes etc. In their site they provide a link of their online shop. Browsing this link people can buy goods from there and also can get information about their products. In the homepage there are also information and instruction about the donation system of different activities. Oxfam's homepage also contains data about the countries they work with. So from these details we can say that Oxfam gives clear information about their products in their website. They also give pictures and stories of different people from different countries. As an example they gave recent pictures of Haiti earthquake disaster. They also gave different news of how people are fighting with the poverty. These pictures, stories and news can motivate the people to buy their products or to donate for different activities. From these pictures, stories and news Oxfam also attracts people emotionally. People get a good idea about their activities. It also creates loyalty for their brand. So as a charity they have created a positive brand value all over the world.

## **Transactional facilities**

In an E-Business website there must be some facilities for the customers. One of them is transactional facilities. Without these facilities people cannot buy or sale product or services. For an example, e-bay is a very famous e-business site in the Europe. E-bay is doing their business with the customer through their accounts. Customer has to recharge the account and after that they can buy any product from this site. This is a good example of an e-business. Like e-bay or other e-business websites Oxfam also giving transactional facilities for their customers. On the home page of Oxfam there is a shopping option for every customer. Actually they divided their transaction in three parts. Customer can buy second hand product, ethical collection and Oxfam unwrapped product form the web site. But to buy anything people have to register for transaction. They have to give their detail like e-mail address, name, and bank account number for registration. After the completion of successful registration they can buy or donate from the web site. In the second hand store customer can buy books, clothes, music donated by their supporters and listed for sale by their volunteers. There is some ethical collection of Oxfam. In this collection customer can buy accessories like mp4 player, Trevor Baylis maxi pro wind-up torch, Solar-powered LED key ring, Freeloader solar portable device charger etc. People can also purchase wallet, cafeteria set, metal garden seeds box, mug, chocolate, water bottle and many more things from their ethical collection. There is another collection named Oxfam unwrapped. Through this collection you can donate books, mosquito nets, sports equipments, soaps, safe drinking water to the poor people from different countries. People can also get free gifts from the transaction. There is also a free delivery option from <https://assignbuster.com/fight-with-the-poverty-and-suffering-marketing-essay/>

Oxfam. They can deliver any product to the customer within three days. There is also information about their shops as well. You can go to Oxfam books collection and collect your second hand books in cheaper price. Oxfam's best selling second hand books have been revealed in a list based on a survey of sales and donations across Oxfam's network of 700 high street shops. Each month Oxfam sells enough books to buy 50, 000 emergency shelters, safe water for 2. 1 million people or 64000 goats. (Otto, 2009)

## **Social Networking**

Social network is defined as the grouping of individuals together into specific groups often like a small community or a neighborhood. Although social networking is possible in person especially in schools or in the workplace it is most popular online. (Segal, 2009) Through social network it is easy to reach people. Oxfam is also doing social networking through their site. They share pictures and videos of their different activities. As example they shared information about Gaza flotilla interception and their response. In their site people can put their comment in different activities. Like some people gave their own view and feeling about Haiti earthquake. People also donated money or bought things from their shop to help and show their feelings for the earthquake effected people. In a society people can put their comments as like. Oxfam also have so many vintage collections in their shop added with our past times which is socially relates us . They consistently updates their pictures, videos and news for the people and their customers. This is also a sign of social networking. In the internet social networking is easier than past because in all the schools, colleges, offices and houses internet is

available. People just have to post their view or feelings and the other can see that in a moment. So it is easy to update frequently for the people who are using social network. As an example facebook is one of the biggest social networks today in the world. People from different part of the world can easily communicate with each other by facebook. People can share pictures, videos and information in the facebook. Oxfam is also doing the same thing like facebook. People from different countries can know what is happening around the world, can help the poor and effected people through this site. They can donate through this site. So Oxfam is helping people by developing their online community in their site. Oxfam is not only helping poor people but also creating awareness about the poverty, disasters and diseases. Oxfam estimated that 1. 5 million Burmese are on the brink of a ' massive public health catastrophe,'amid appeals for greater international access to the stricken area (Financial Times, published-May 12, 2008 by-Kazmin in Bangkok). Oxfam also aware about child labour . Child labour is one of the biggest problems in poor countries. A news of Financial Times shows that in the year 2002 a survey was made on the child labour . The survey surprised the International Labour Office and the international programme on the elimination of child labour found that 284000 children worked in hazardous, unprotected, and sometimes unwilling conditions in cocoa farms in West Africa. A recent report by BBC Panorama and campaign by Oxfam suggest child slave labour continues to exist in the region (Financial Times). As an example Oxfam is alerting people about the climate change and global warming by sending emails and through their website. In other social networking site people can make friends, chat with them and can send mail.

Oxfam doesn't have these facilities in their website but with the help of other <https://assignbuster.com/fight-with-the-poverty-and-suffering-marketing-essay/>

social networking sites Oxfam gives these facilities. In the homepage of Oxfam you can find the link to join twitter, flicker, YouTube, MySpace and facebook in which you can get the touch of Oxfam. They are also involving people by arranging festivals, fundraising activities and recruiting volunteers with which people come close to other. In this way Oxfam is helping people all over the world. But sometimes using the social networking site people can cheat with other people. Like using the name of Oxfam a group of people tried to make money illegally. This is called as scam! Most people believe the information they receive from charity more readily than information from other sources, especially a major international charity like Oxfam. Oxfam have a highly respected reputation. (Banks, 2010), so sometimes social networking may harm people.

## **Methodology**

In the methodology I have used SWOT and PEST analysis. SWOT analysis is to find out the strength, weakness, opportunity and threat. PEST analysis is to determine the political, economical, social and technological issues for Oxfam website.

## **SWOT Analysis**

The overall evaluation of a company's strengths, weaknesses, opportunities and threats is called SWOT analysis. In SWOT analysis there are two parts. Strengths and weaknesses are for the internal environment and opportunities and threats are for the external environment. Philip Kotler (2003-2004).

### Strengths

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For each and every successful business or websites, the company must know their strengths. Oxfam is a well known charity. They help people from different countries, who are suffering from natural disaster, diseases and poverty. In their web site they make it clear what actually they are doing. If anyone can search their web site he or she will easily find out their activities in the home page. Oxfam provides picture and videos on their home pages. They also give a short description of utilization about customer's donation. If someone wants to donate he or she will find out the process of donation in this web site. They also give information about the countries they work with. If anyone wants information about the shops of Oxfam he or she will get in the home page. In a word they give so many information about their activities that a customer may need. A good sign of this web site is there is no other advertisement of different companies or sites. Because sometimes people confused about the product or services if there is so many advertisement of other companies or web sites.

### Weaknesses

Although Oxfam. org. uk is a good web site, there are some weaknesses as well. Most people believe the information they receive from a charity more readily than information from other sources, especially a major international charity like Oxfam. Oxfam have a highly respected reputation. Such a reputation is easily used to convince people to part with money not for charitable purposes, but for fraudulent ones – to persuade people to offer their personal details, including bank account numbers. The Oxfam name has been used despicably in a recent charity scam. (Banks, 2010)

## Opportunities

Oxfam is a well known charity. They have a reputation in the world market. By using this reputation they can reach more people. They are operating 70 countries in the world. There are some countries where Oxfam not start their work. So they can expand their charity work. They also get the trust of people from different countries. People rely on Oxfam so by using the trust of people Oxfam easily can reach people.

## Threat

Oxfam also have some threats. There is some case of scam by using the reputation of Oxfam. Some people may have bad impression about Oxfam.

## **PEST Analysis**

PEST analysis mainly use for identify the political, economical, social and technological issues of different countries. If any company wants to expand their business, the company must have the idea about PEST. Oxfam still have huge opportunity to expand their business. But before expanding their business Oxfam must do the PEST analysis. As online business, by its very nature, is global then the effect of these four areas of concern can be different from country to country. (O'Prey, 2009)

## Political effects on an e-business

Political change may be affect in e-business of Oxfam. Politics make law. If the government of one countries change the law may be change as well and it may effects on the e-business of Oxfam. Due to change in political

environment, the policy may be change. For that change Oxfam may have change their price and product.

#### Economical effects on an e-business

Oxfam operates their business in different countries. Each and every have different economical condition. Oxfam must have the idea about these conditions otherwise their price of a product may over or under estimated. If countries economical condition is strong Oxfam can focus on their donation part. So to establish a e-business Oxfam must study countries economic condition.

#### Social effects on an e-business

Social networking has become massive in a very short period of time. Social awareness of the world's environmental needs affects the products that many people buy. What was popular and acceptable 30 years ago is not today. So as a charity Oxfam must have the idea about the social networking of different countries. As an e-business site Oxfam trying to involve in social sites like Twitter, Flickr, You Tube, and MySpace. This involvement of social networking sites helping to advertise their e-business activities. And advertising is now a day a key factor to branding product.

#### Technological effects on an e-business

Technology is changing every day. For an e-business one must track on technology all the time. Day by day technology is getting cheaper so people can easily access in different web sites. It also creates high competition on the e-business. Oxfam already have big competitor like Red Cross.  
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## **Findings**

I read articles, journals, newspapers, browse in web to find out information about Oxfam e-business site. By using different methods I get some findings on the e-business site of Oxfam. Oxfam using the facilities of e-business and they are becoming more famous day by day. As an e-business web site Oxfam always update information which is also a good sign. Oxfam use different social networking sites like Twitter, Flickr, You Tube, and MySpace. Using these sites they can reach more people and can collect more donations. Oxfam become a major charity in the world and one of the key factors of their prospect is use of e-commerce.

## **Sources used in the report**

Both primary and secondary sources are used for the report. I used journals, articles, specialist magazine, newspapers and web sites as the source of my report. The sources are used to support and prove my research.

## **Recommendation and Conclusion**

From above research I have some recommendation for improve the e-business of Oxfam.

By advertising on their web site Oxfam can earn some money.

The donation process of Oxfam is lengthy so must short their donation process.

Oxfam is a social networking site so they can introduce chat option in their site.

On their site they must publish information about the scam of their charity and how people can avoid this scam.

Their website design is good but not at their standard. So they must improve the design.

They are using some social networking site but them still not using the most popular site of social networking. So Oxfam must use ' facebook' for their social networking.

E-business now a day a key factors for big companies to became global. Technology is getting cheap and it can reach the rural level. So day by day using of e-business is increasing. Oxfam is also using e-business to become famous in competitive market. It was not possible for Oxfam to become famous without the e-business. So not only Oxfam but also other international and local companies must concentrate on the e-business of their product.