

Market analysis and marketing plan

Business



Market Analysis and Marketing Plan Supervisor Part1: Marketing plan for Samsung Phone Samsung products operate in one of the most competitive markets of the world competing with other electronic companies. Every year new Smartphone devices are introduced as the company is the most diverse known for their technological partition in the world. Various aspects such as lower production costs, enhanced handset designs, the emergence of 3G and 4G networks has led to the high growth of Samsung smartphones. Samsung smart phones are of different types and sizes with different features.

Focusing on low-price of Samsung mobiles for the lower end of the market enabled Samsung to compete in the lower market. Samsung mobile phones are of cheaper and affordable prices therefore making them to sell more and increase penetration of the smartphones in the market. It yields high profits to the company (Michell, 2010).

Part 2: Marketing analysis for Samsung phone

a). Environmental Analysis

Environmental analysis is performed by Samsung companies enabling them to come up with long-term plans for the production of Samsung phones. It consists of political factors whereby the government's policy such as tax imposed on Samsung mobile phones affects prices and influence production of the headsets. Social, economic factors where changes in peoples lifestyles and buying patterns of new trending Samsung smartphones provides an opportunity for the Samsung company. The opportunity ebales smart phone to make profits and improve on its products hence adding to improvement in the economy. Technological factors impact prospects for the company to implement new designs and inventions to engrave costs and develop new sets of Samsung phones with advanced features (Song & Lee, 2015).

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b). SWOT Analysis

It consists of Strength, Weakness, Opportunities and Threats in the marketing analysis for Samsung phones.

Strength

It entails the introduction of new smartphones with different features and designs low costs on an invention. The invention focuses on the environment that will influence the phones and the capability to market the phones (Pousttch, & Wiedemann, 2010).

Weakness

Focusing on producing too many Samsung smartphones of the same features will reduce demand as this will be monotonous in the product market. Companies and low-profit margin will interfere with the production system of the Samsung smart phones (Henry, 2008).

Opportunities

Demand for Samsung tablets is an opportunity to the company as this will raise the supply and increase profits. Advertising the smartphones creates awareness o their existence and features designed and increase in the smartphone market for example in India (Majumdar, 2007).

Threats

Samsung smartphones face high competition from other smartphone markets saturated in developed countries. There has been an increase in technologic changes in the world that possess a lot of pressure on the company. Therefore, it has to be ware of these changes and produce trending products.

a) Marketing Objectives/Implementation/Strategies

The marketing objective of the Samsung phones should be precise and able

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to achieve the purpose of targeting the required population. Marketing strategy focuses on low pricing on Samsung phones to meet the low market and high pricing to meet the rich in which it has less penetration in the product market (Saxena, 2009).

b) 4 Ps

There is need of having different products of smartphones in the market to ensure the success of Samsung phones in the market. The price for each design of the phones should be quoted, the Samsung company should target the population place on which it will sell at a high rate and gain profit. In order to achieve it an objective of maximizing of maximizing profits, the company offers a promotion on the purchase of particular Samsung smartphones.

References

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