

Marketing strategy assignment

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**ASSIGN
BUSTER**

Successful implementation creates discernment among customers that illustrates marketing has successfully reached its target markets. The team of marketers believes in developing a group of expert resources and maintains a team of specialists rather than generalists. Among the areas of responsibilities for marketing of Public organizations, the activities include: market and consumer research, product and brand marketing, advertising through market communications, events and sponsorships, graphic designs, package and label design and corporate identity or environmental design.

The marketing group is divided into a group of diversified individuals with different backgrounds and experiences to stimulate new ideas and gain perspectives and a highly collaborative working environment. Target

Markets- Basic strategies to satisfy target markets: Mass Marketing, Differentiated Marketing Strategy, Concentrated Marketing of Niche Marketing, and Direct Marketing Geographical Public supermarkets are widely know throughout the nation, especially for its slogan, “ Where shopping is a pleasure”.

Throughout each of the organizations locations, each area has been specifically designed to meet the requirements of each and every type of customer. Public chooses to make sure the customers are able to shop in their grocery stores and find exactly what they need. This is made possible through market segmentation. Segmentations allow food distributors to align themselves with the local consumers to serve the audiences more efficiently (Marketing At Public, 2014). In this case, Public takes into account that more regions will be more reductive than others so they distribute accordingly and set up locations tactically.

Based on location, for example, Public will change its name to fit into the community it distributes around. Recently, Public has expanded into the Hispanic community in the Southeast where many Hispanics tend to migrate. Some of the locations near these Hispanic orientated communities named their locations to Public Sabot, showing that the location emphasizes more Hispanic food products (Marketing At Public, 2014). Demographics Many areas where young individuals tend to reside, often times there will be Super Wall-Mart shopping centers or Win Dixie grocery stores near by.

The idea behind setting up these stores in a younger community is that these individuals usually look for lower prices and don't care so much for the customer experience. Wall-Mart's slogan, which is posted close to its brand name reads: " Always low prices". Young individuals, especially students or young middle class adults will choose these shopping centers for the reliable lower prices on different products distributed wrought the organization. On the contrary, Public locations will be seen in newer areas of developments, near newly built shopping plazas or newly built communities (Marketing At Public, 2014).

Public strategically positions their locations where consumers will prefer to shop there for the customer service experience and quality time each of Publics members spends assisting each customer. Public also is notorious, among no others, to assist the older individuals to their vehicles to when they are unable. This goes back to meet their infamous slogan. Currently, Public is irking on building a 20, 000 square foot prototype to serve seaside communities and college towns.

Positioning Brand positioning can be an important strategy that Public faces because many customers choose to shop elsewhere because of the prices being too high. Customers know about the products offered are high and some choose to question them and some don't. Public organizations know that their prices are high but the idea isn't about the notoriety, but more about the audience it attracts. Customers will tend to shop with Public not for the prices but because they are loyal and Public is loyal to its customers (The Economist, 2007).

Public has been a constant competitor with Wall-Mart and Whole Foods and recently, a competitor of Target. The general strategy has been to expand its grocery stores throughout the United States effectively, spreading their brand value. On the higher end, Whole Foods will be the most competitive with Public product brands value and Wall-Mart on the lower end of brand value. Many of Public's competitors are excelling into a different, more competitive market in which more organizations strive for customer satisfaction.