

Marketing assignment

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Founded in early 1980's by Michael Luke and that is how they came up with the name SST. Luke Medical Center for the facility. The structure started out as an old building with I-level, 50 beds generally for medical and surgical services. Housing only Medicare and Medicaid patients until 2002 when they decided to open the facility up to the public adding an emergency area. Since then with the new construction, the medical center has grown to a 3-level, 150 beds, and 100 staff members. 3. Situational Analysis e SOOT stands for strengths, weaknesses. Opportunities, and threats.

Because of regulated competition within the health care industry, strategy has become one of the most important aspects of marketing. According to van Wagnerian etc. "the introduction of SOOT analysis into the health care industries has given the organization more strategic principles and tools to work with, which makes SOOT analysis so popular" (van Wagnerian etc. , 2012). I. Strengths- New or Innovative services to be Introduced. II. Weaknesses- Absence of an effective marketing plan. I". Opportunities- Changes in the population or needs of the ' v. Threats- Loss of key staff. Community. . Market Research f. Marketing Research Process v. Define the problem v'. Determine research design viii. Identify data types and sources viii. Determine sample plan and size g. Primary Data x. Surveys x'. Focus groups xii. Observations h. Secondary Data xiii. Internet Web site xiv. Reference Material 5. Marketing Research I. The marketing objectives for SST. Luke's Medical Center will include increasing the current market share of patients for this facility as well as the revenue generated. Another objective will be to identify new potential patient populations and revenue-xv.

By using solid market research and analysis, we want to be generating areas. Able to achieve the following: 1. Identify our target market 2. Identify the strengths and weaknesses of our competitor's marketing programs. Target market. 3. Prepare a marketing campaign that will promote SST. Lake's to our 4. Analyze the response to our marketing program to determine what areas of the program are more effective and need to be modified to become more successful 5. Increase the market share and thus the revenue of the facility. Xvi. The market research into this area needs to be concluded with a six- week time frame.

Based upon the results of this research, a marketing plan and advertising campaign need to be created and presented to the client within the next 6-week period. Roll-out of the first phase of the campaign should begin as well as analysis of various indicators to determine effectiveness and any changes necessary before the second phase of the program begins. 6. Marketing Strategies (Punned) J. In order for SST. Lake's to market effectively, we need to take into account the 4 As and select a target market to go after. We need to successfully implement the 4 AS: product, place, price and promotion, while focusing on our target consumers.

As we eve been expanding our services and facilities, we face a marketing challenge that will bring forth a new frontier for our organization. We need to market SST. Lake's more by expanding our advertising with commercials and billboards. Other great strategies for our organization include; reaching out to our community with banquets and fundraisers, while working with our business partners to include BIB marketing. As long as we keep up our health care service to the utmost level, expanding our business will follow and when <https://assignbuster.com/marketing-assignment-essay-samples-75/>

put together with our marketing strategies we will ease into any change coming forward.