

Marketing goal essay

[Business](#), [Company](#)



Introduction

The Venetian Cruise like any other business will aim at maximizing profit returns and minimizing its costs. Based on this information and the mission statement of the business, we can come up with a marketing goal and objectives of the firm.

Marketing goals

The marketing goal s will include increasing the market share, improve product and service awareness and to increase the customer base or target market (Cohen, 1995). These goals will be the driving path for the business success.

Increase market share

This is achievable through ensuring that the business products are better than those of the competitors. The company must therefore study its competitors and produce products and services that are good in quality and have a better price, distribution channels, meet customer taste and preferences, advertising and having a specific customer target than that of their competitors.

Developing awareness

The Venetian Cruise should target at increasing awareness of its products and services. This would be through vigorous advertisement, public relation and also through promotions instead of reducing prices or using the distribution channels (Cohen, 1995). Since its main target is the tourist

industry, it should target the frequent tourists by looking at the literature of the industry. This will increase the customer base and realize more profits.

Creating a brand

The business firm should target at proving to the consumers that it produces and offers the best products and services that are meant for their specific need and it offers the specific benefit for their need. In the various field the business targets to cover, it should therefore create such a brand that sells itself. The brand should establish itself as a convenient rather than an affordable service or product.

Creativity and innovativeness

The business firm aims are open to creativity and innovativeness. This will ensure its growth and realization of better products through the R&D department which helps in research, innovation and creativity in the production of products and service delivery (Cohen, 1995). This will incorporate embracing new technologies in order to provide better products.

How the marketing plan will create long-term growth.

New client base: The firm's business plan can be used to project the long term business customer base. Once the business has met its initial customer target, it will have a chance to expand more by rewriting new objectives that will help it have a new target of the people who require the products (Lavinsky, 2012). This could include franchising so that the company can have a regional or global outlook.

Research: the firm should carry out routinely research that will constantly help it in perfecting its products thus meeting its initial goals. The same will

be continued and the research will provide other areas and fields or services and products that the firm can utilize and offer in the market thus expanding its service and product delivery (Lavinsky, 2012). The research will create new opportunities that will help the firm to grow and expand.

Decreasing costs: from the business plan, the firm can project on how it will capitalize on decreasing costs of production. These are achievable by utilizing the economies of scale and taking advantages of learning curves.

Learning curves helps the firm to be more efficient in the long-run due to the experience obtained in its participation in the market and its field of specification. The economies of scale on the other hand are the cost reductions that are realized from factors such as the buying power of the firm and managerial specialization.

Online strategy and acquisition: with increased business growth and the wish to reach more consumer base, it would be necessary for the firm to use the internet in marketing and advertising about the services it offers. This will create global consumer awareness (Lavinsky, 2012). The firm may also address the growth through acquisition where it can collaborate with other businesses and thus expand to other markets. For example it can cooperate with the hotel industry to offer some of its services under the hotel or restaurant umbrella.

References

Cohen, W. A. (1995). *The marketing plan*. New York: Wiley.

Lavinsky, D. (2012). *Start at the End: How Companies Can Grow Bigger and Faster by Reversing Their Business Plan*. New York: Wiley.