

Good business plan on sustainable marketing plan of o2 mobile uk

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



Executive summary

Sustainable marketing plan of O2 mobile United Kingdom is mainly intended to meet its objectives. The company in charge of this project is called Telefonica. This is a telecommunications ' company that deals with financial and internet service provision in the UK. The objectives of this marketing plan include supporting of the youthful and the young individuals in the society in developing skills for life that can lead to the development of projects across UK communities that are linked to the mobile industry. The marketing is meant to result to an increase in eco-rating score of the company in terms of mobile services provided. This is because, through this project, the first mobile phones that do not require the use of a charger that is a measure of sustainability are to be produced and sold through Telefonica Company.

This paper will give the background of the company by describing what O2 is all about and the current forms of businesses that are sustainable in nature. The second section will be a situational analysis whereby tools like PESTLE will be used in the description of the external micro-environment that this industry operates in. Also, SWOT as a tool of analysis will be used in the description of the internal environment of British gas. The main competitors in this industry will also be determined in this section. This includes the segment which entails demographic, geographic and psychographic descriptions, targeting which will describe the ideal segments to be targeted and the reasons as to why choosing a particular is of benefit. Positioning will predict the views from the targeted consumers through explaining British Gas expectations through the services and products that the company offers.

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The objectives of the marketing plan will also be described in terms of marketing, financial and societal in execution of the plan. Marketing strategies through the use of the 7Ps in relation to sustainability will be described. The marketing programs that are to be incorporated into the plan will be drafted in a manner that allows for all the objectives to be met. This will entail the actions that should be implemented into the plan for the success of the project. The last section will be metrics and the implementation controls which entail controlling and adjusting of the marketing plan.

O2 Background

O2 mobile UK is a telecommunications ' company that was launched by the British company that commits itself to sustainability. For O2 Company, the most important sustainability measure is ensuring that energy is made affordable and the issue of control of climate change through minimal emission of carbon rates. For example, through the initiation of mobile phones that do not require chargers, the company will be able to reduce the rate of carbon emission in the atmosphere. O2 is the second largest telecommunication provider in the UK. The most current sustainable business that this company is undertaking is the provision of fixed broadband network (Charter & Tischner 2010).

The company has also signed a contract that will enable the creation of a single national grid which is more sustainable than if the companies, that is O2 and Vodafone were operating independently. Also, the company is highlighted to have launched the Go ThinkBig project which was designed to

aid the young individuals in the society without job experiences to access apprenticeship sessions, internships and entry-level jobs. Part of the company's achievement in the business industry is that, O2 Company recycled over 300000 devices that are a measure of sustainability. I think this is a sustainable company as it reduces the emission of excess carbon into the atmosphere through the encouraging the use of alternative energy and more reduces the rate of exploitation of resources through encouraging recycling of the products that can be re-used or recycled. More so, proving a mobile system that is free from carbon emission will be the greatest new technology in the business industry that O2 Company will achieve (Mcloughlin & Aaker 2010).

Situational Analysis

Using the PESTLE analytical tool, the main external factors that are likely to affect the marketing of O2 mobile in the UK includes political factors. These are factors like legislation that entail anti discrimination laws and minimum wage. This may be advantageous especially if the anti-discriminatory laws are in favor of O2 Company. Practices and voluntary codes are also parts of the political factors that can affect the marketing process. The market regulations from the government may support the marketing process through better trade agreements, restrictions lifted due to the sustainable nature of the O2's products and services. Since the political environment is mainly controlled by democracy, the marketing plan will be successful in nature (Griffin 2010).

The economic climate of the UK is such that, the fiscal policy and interest

rates in the global and national levels of mobile phones are highly consumed. Since there is a high rate of employment in the UK, the devices and services provided by O2 Company is bound to be successful. This is due to the reason that high employment rates result into high consumption rates hence more consumption of the products. Competitiveness may emerge from other telecommunication service providers and sustainable projects. However, the competitor's main challenge is the provision of sustainable products and goods that O2 is meant to provide (Griffin 2010).

The social structure that is the targeted population of individuals in the UK mainly consists of the working class youths. The attitudes of individuals are changing to suit sustainable measures. The opinions aired by the individuals are that, they prefer more environmentally friendly products and thus, the use of O2 mobile in the UK should be successful. Changes in the population structure may affect the marketing plan in the future. This is because, if the population reduces, the rate of consumption also reduces. Decreased demand may mean that the rate of competition increases. With adequate provision of the basic needs, the rate of consumption is placed higher (Wale, Robinson & Dickson 2010).

Technology is the other key factor that will affect the marketing process of O2 mobile in the UK. Technology is highly developed in the UK, and most individuals are aware of the current technologies available. This is a new technology developed with the intention of promoting sustainable technology measures with fewer carbon emissions from the company. The marketing plan of O2 is bound to be successful due to the new technology introduction with minimal technologies providing the same services and

good. It is also a form of promotion of technological changes (Wale, Robinson & Dickson 2010).

The O2 Company's legal and environmental framework has been enacted in relation to the United Kingdom legislated environmental conditions and legal frameworks. The marketing plan is based on sustainable measures like recycling and re-use of products and services.

SWOT analysis

The main strengths of this company include, the new design of technology that is sustainable in nature is meant to be embraced especially by the National environmental management authority. This will in turn affect the individual's perception of the product hence higher consumption rates expected. More so, this will not be the first experience for marketing a product for the company, therefore, skills acquired in the prior settings can be linked to the new strategies in the marketing scenario (Pahl & Richter 2007).

The main weakness of marketing the O2 mobile is that, there has been no mobile device that has no charging system. Therefore, it will be very difficult to convince the clients and customers on the values and the importance of not having charging system (Pahl & Richter 2007).

The main opportunities that are related to the marketing plan of O2 is that, there is a larger market for this product since more individuals are changing from the use of polluting devices to more sustainable measures like the O2 mobile intended to have fewer emissions of carbon due to less consumptions of carbon for the charging process. The market may also grow faster due to

the new technology demand that has not been established by other individuals (Henry 2008).

However, there are threats that should be looked into. As much as this is a new technology, new market entries can impede the success of marketing and selling of this product. This will result into substitute products and services which may lead to a higher rate of competition due to concentrated shares in the market sector (Henry 2008).

Competitor Analysis

The main competition for the O2 Company is from the other telecommunication Companies and organizations. Since O2 is the second largest telecommunication industry in the UK, the main competitors include the T-mobile company in the UK and also Vodafone. T-mobile has a more elaborate corporate strategy and popular identity trends when compared to O2. Therefore, T-mobile can be the main competitor. This is attributed to the fact that, this T-mobile provides the same telecommunication services and may incorporate sustainable measures in developing similar devices (Fleisher & Bensoussan 2008). The company also has a high number of sales individuals and has penetrated other countries and states as compared to the O2 Company. Therefore, the market share for T-mobile is larger than that of O2 Company, and this is the greatest competition threat. Moreover, the marketing activities are well taken care of since T-mobile has major outlets in the other parts of the world apart from the United Kingdom State (Varghese 2011).

Segment- targeting and positioning

Therefore, O2 Company can be successful due to the demography based on the age structure which is mainly consisting of young individuals with less financial constraints and the elderly with fewer responsibilities hence a chance of purchasing O2 mobile. The geographic location is also vital as part of the segment since the location is in a developed nation with high rates of employment and thus higher rates of consumption. The UK individuals have the psychographic effect of sustainable measures like taking of less fat enhancing products, agro forestry, and tree planting. All these are measures of sustainability practices. Therefore, UK O2 mobile services provider can be successful in marketing the sustainable mobile. More have embraced a culture of sustainability (Kumar 2012).

The segment targeting is mainly focused on the financial ability of the consumers for this new mobile device. For the individuals having stable and regular form of income can easily sign the pay as you go contract, which is long term measure. Age is also a factor to be considered in the segment. The younger segment in most instances will be using pay as you go package since they have minimal constraints of financial. A good example is that, they are not taking care of other individuals. Also, the customers with regular usage are more likely to use a long term contract. The tariffs based on long term contracts are rarely taken when compared to paying as you go contracts. Thus, the ideal market segment is the youthful age bracket with less responsibility and continuous purchase of the O2 mobile. This segment is also easily accessible as they comprise most of the areas in a market

segment. The youthful are also aware of sustainable practices are more likely to be attracted by this service from O2 mobile (Kumar 2012).

Positioning

The British Company, O2, would like the targeted consumers to view this products and services to help the community in terms of providing employment opportunities to the un-experienced segment in the job industry. This will be made possible through providing paid internships and community projects. According to the UK data, there are high rates of unemployment among the individuals who have just finished university and colleges. Therefore, this will be a platform to access employment opportunities (Oodan 2003).

The main target is to encourage the use of sustainable products like mobile phones that do not require charging process. This reduces the current carbon emission by 30 percent, hence a cleaner environment that is not contributing to climate change, as opposed to the unsustainable practices like use of disposing of e-waste in-inappropriately without considering recycling measures (Oodan 2003).

Marketing Objectives

Through marketing O2 mobile, among the objectives are to help the UK society in employing the young individuals to lead community projects that are sustainable in nature. Thus, the key objective is to enable the UK society to enjoy sustainable measures through using O2 products and services that are environmentally friendly. In addition, delivery of carbon savings that impact 10 times negatively in network systems. Eco-rating in this case is

improved as recycling practices and re-use for the company, and this can enhance the marketing strategies (Curtis et al., 2004).

Marketing Strategy

The marketing strategy will use the 7Ps linked to sustainable measures.

Products and services developed by O2 Company are meant to be environmentally friendly. This is because; the products will reduce the rate of climate change by avoiding carbon emission and recycling strategies (Worsam 2002).

The pricing model is also a factor to be considered under the strategies to be used for the marketing process. The pricing will be reduced according to the material that has been used for a specific product. For example, recycled products are meant to cost less as compared to products developed from fresh materials (Worsam 2002).

The O2 mobile services and products can be purchased through online means and all the mobile outlets. This is mainly intended to reduce the consumption of energy in travelling to the main stores. Therefore, reduced fuel costs and use of fuel will be reduced in relation to the place of access of the products and services (Baines, Fill & Page 2010).

The promotions for O2 products are mainly based on the intended community project. Therefore, more individuals will be taught sustainable measures and work under the same project. The physical evidence for the O2 mobile industry will be done through websites that promote recycling strategies' and control of climate change. The people to be involved will aid in leading community projects like recycling projects planting of more trees

to regulate the climate. New partners are vital in marketing strategies as incorporating already established partners may help in promoting the idea thus fewer resources used in the process of marketing (Baines, Fill & Page 2010).

Marketing Programs

The actions to be implemented include sustainability measures through all the marketing strategies. The 7Ps will be used in developing a marketing program as they consider all the key factors to be used when marketing (Meisner 2006).

Planning Metrics

The key planning metrics will include the advertising agency, finance, the trade, operations to be carried out, the sales force, logistics, customers and market research. Controlling of the planned metrics will be done through the expected outcomes, competitive industry, historical results and environmental influences that may affect O2 Company during the marketing process (Rad & Levin 2006).

Conclusion

O2 is a telecommunication Company that has used sustainable measures in production and supply of services. The company is projected to give individuals an opportunity in the UK to promote globally friendly products and services. Through this incorporation of analytical tools and marketing strategies, the sale of non chargeable mobile and other user friendly products and services will be achieved.

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