

Mobile communications: request for proposal (rfp) essay

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Mobile communications: request for proposal (rfp)Executive SummaryThe company wants to sell mobile content (mobile news, mobile games etc.) and services (SMS, ring tones etc.) to mobile phones users and PDA users.

MobileApplicationsForYou Ltd wants to develop mobile content for two distinctive user groups. Academics of marketing often emphasize what too many of us are utterly obvious, that there is no certainty in the study of marketing sciences. Firstly, it presents a completely realistic approach that the statistical analysis and numerical data used in research based on quantitative research cannot provide.

That group was focused mostly on customers and retails along with administrative personnel. This gave the research a more focused view of the research goal. The majority of research pieces which focus on the inclusion of theoretical and technological advances in the sales and marking process would actually focus on the overall market segments through fundamental sales and marking levels. One of the most valuable texts for this literature review is Michael Hutt and Thomas Speh's Business Marketing Management: A Strategic View of Industrial and Organizational Markets. This book not only analyze and evaluate the marketing perspective of a given market segment but also deals intricately into the parameters of the consumers and especially the notion of the commercial enterprises. Furthermore, this book presents a wonderful overview of the marketing strategies in terms of the control of the business.

While Michael Hutt and Thomas Speh's text is more general principals of marketing techniques Urban Geography by Tim Hall deals directly with the business. It is true that the book mainly deals about the market of the United
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States but it is relevant for the study simply because it provides a thorough insight story about the market segment in the US. Similarly, the content principals of the US can well be utilized for the UK markets too.

This book is specifically targeted towards the different aspects of contents and a complete evaluation this book would enable the study to understand the various aspects of market segmentations.

Requirements MobileApplicationsForYou Ltd. is a new content provider company. The company wants to sell mobile content (mobile news, mobile games etc.) and services (SMS, ring tones etc.

) to mobile phones users and PDA users. The basic purpose is to sell out content to mobile operators such as Orange, Virgin and O2 and also distribute some services directly to mobile users. MobileApplicationsForYou Ltd wants to develop mobile content for two distinctive user groups. The company is also looking for 2 interesting and innovative ideas for mobile content and mobile services. The basic idea is to develop a strategy for the fundamental two groups of target audiences. The first target audience are male and female of about the age group of 15- 25 and resident in the UK with first language being English. The second group of audience are male and female of about the age group of 30- 55 and resident in the UK with first language being English.

In both the cases it is assumed that that most customers have good familiarity with mobile technologies. Proposed solution One of the primary ways in which marketing is defined is in terms of its difference from the so-called ' pure sciences' such as physics, chemistry, biology etc. Its use of

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theory and methodology is, therefore, closely related to this distinction. Academics of marketing often emphasize what too many of us are utterly obvious, that there is no certainty in the study of marketing sciences. This is because marketing not only deals with fiscal variables but also it deals with humanity, which is inherently transient. Taking this element of transience into consideration marketing scientists has to use not just quantitative but also qualitative methods of study.

The basic advantages of qualitative measures are multifold. Firstly, it presents a completely realistic approach that the statistical analysis and numerical data used in research based on quantitative research cannot provide. Another advantage of qualitative measures is that it is more flexible in nature in terms of collected information interpretation, subsequent analysis and data collection.

It also presents a holistic point of view of the investigation. Furthermore this approach of research allows the subjects to be comfortable thus be more accurate as research is carried on in accordance to the subject's own terms. The best statistical method would be to interview long well formulated day to day working procedure at a specific and well selected location. Throughout the procedure, it should be noticed whether there are specific variables within the testable population or not. These variables would be extremely important while evaluating the basic data in the final stages where the adjustments would be made to the formulated data in accordance to the observations. However, it is important to completely take into account the aspects of fundamental variables of an individual such as ethnicity, religious

belief or positive support from the sales structure of the management and individual. In accordance to the basic test selected it could be stated that it could be possible that the outcome would be relatively logical in the sense that it would ultimately follow the trends of social facilitation theory in marketing and thus it would be agreeable with the statistical method and thus a well formulated marketing strategy can be constructed for the benefit of the company. However, it should be stated that there would be few independent variables in the context of the test that could not be explained by the statistical method statements.

The researcher utilized gender identifiers and numbers or letters to separate each questionnaire for validity and reliability of results and to ensure bias reductions. The questionnaire is located in the Appendix section for understanding of the questions. Each question had either a yes or a no answer or followed positive or negative reactions to certain questions.

The process to deliver and collect these questionnaires would be spanned around approximately two weeks. The data sampling would be randomly managed utilizing stratified means with thirty-seven questionnaires completed by both male and female potential customers. The choice to use potential and existing customers alone in this research was made for three reasons. First, it was far simpler to have access to customers in regard to the researcher's availability. Second, the focus itself is on customers' attitudes and understanding of the gadget. Third, the quantification of such information allows the researcher to gain a broader perspective on how customers observe and realize the validity and reliability of information

received from a variety of sources and how they apply it to daily life.

Benefits There are many benefits of this approach.

The questioner of open ended questions makes it possible to zero in into the specific group of customers and the probable solutions to the problems which the interviewer would themselves identify. It should be noted that reliability for the researcher was achieved in the assurance that only a specified group of men and women were utilized in regard to the research. That group was focused mostly on customers and retails along with administrative personnel. This gave the research a more focused view of the research goal.

The validity was managed as a result of this focus and emphasized in the considerations involved in the data collection, variables, and sampling methods. Privacy and confidentiality methods included assigning numeric and alphabetic coding to each responding questionnaire. This ensured anonymity in regard to the researcher and the subjects of the research process. To sum it up it should be mentioned that the methodology will involve client interviews, client's strategic customer interview, company records, secondary research through the Internet and university database, it will also use strategic analysis tools for development of the marketing plan. In this context it should also be mentioned that the purpose of the project is formulated in a mutually beneficial way such that from an academic perspective there would be a huge gain in the context of valuable experience, and simultaneously add value by providing insights as well as a fresh & objective outlook on any matter relevant to the organization.

Thus it is obvious that the benefits are certainly huge under this approach. ResourcesA wide variety of resources are to be used in this context. It could be stated that Literature in the realm of research performed on the advances in sales and marketing and their use would be quite numerous and diverse in their content and methodology. In the different separate studies located, only few would have spanned a time period beyond a decade. The majority of research pieces which focus on the inclusion of theoretical and technological advances in the sales and marketing process would actually focus on the overall market segments through fundamental sales and marketing levels.

The most effective method of discussion and understanding the multitudes of studies conducted on sales and marketing inclusion of theories and technology would be in the fact that we must first divide the process into manageable segments. These segments are self divided within the research itself. Those pieces include divisions between retailers, wholesalers and manufactures and through corporate operations. The vast majority of the literature would be concentrated from the year 2000 through to the present, more than likely as advances in computer and other electronic technology has managed leaps and bounds in both affordability and availability. One of the most valuable texts for this literature review is Michael Hutt and Thomas Spohr's Business Marketing Management: A Strategic View of Industrial and Organizational Markets. This is a very important piece of text because it deals with the various aspects of marketing perspectives that is the most relevant feature of the dissertation. This book not only analyze and evaluate the marketing perspective of a given market segment but also deals

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intricately into the parameters of the consumers and especially the notion of the commercial enterprises. This part is very relevant to the topic as it requires deep insight of consumer perspective on the product as a potential consumer from the commercial enterprise market segment.

Furthermore, this book presents a wonderful overview of the marketing strategies in terms of the control of the business. This is important because it is not only important to penetrate the market and occupy a proper market segment but it is more important to sustain it and set momentum to the procedure for a long term benefit. Another very important aspect of this book is its deep understanding of the management of selling functions relating to personnel under marketing communications of business. It presents a thorough insight of the subject with several essential and important models that are important for sustainability of the business.

This part not only incorporates the customer relationship within the management system but also provides enough evaluation of the strategic approaches relating to deployment analysis. Thus it can well be mentioned that this book by Michael Hutt and Thomas Speh presents a wide range of information on the aspects of management of sales forces and it is an invaluable source of information for the study. (Hutt & Speh 2001) While Michael Hutt and Thomas Speh's text is more general principals of marketing techniques Urban Geography by Tim Hall deals directly with the business. It is true that the book mainly deals about the market of the United States but it is relevant for the study simply because it provides a thorough insight story about the market segment in the US. It can be stated that though the

market of US is different from that of the market segment of the UK there are certain principals that stay true under all conditions. For example the operating result of a certain product can be translated into an alien market if the variables are taken well into consideration. Similarly, the ontent principals of the US can well be utilized for the UK markets too.

(Hall 2006) However, it can well be mentioned that the element that was lacking in Hall's book can be complemented with Michael Pacione's Britain's Cities: Geographies of Division in Urban Britain. Though this book is not very recent, as it was published in 1997, it is a very important text in the aspect of analysis of the demographics of United Kingdom and the implementation of the issue. This book is specifically targeted towards the different aspects of contents and a complete evaluation this book would enable the study to understand the various aspects of market segmentations. (Pacione 1997) Harinarayan Kumar's Win Some, Lose None: The Approach of a Successful Salesman presents a thoughtful strategically formulated book that deals into the aspects of Business Markets versus Consumer Goods Markets with subsequent ethical values that lead to the better understanding of a given market segment. This book is well illustrated with several graphs and data that are essential for any case study. The author also looks into the different variables of sales including research and development and cognitive manufacturing techniques.

The approach of the author is somewhat very aggressive and few of the models of consumer relationship could be termed as detrimental in the realistic world. This is because the author assumes too many variables to be

favourable for the seller and much less variables are aligned with the consumers. As a result of this assumption the end result can be flawed in the material world and the cut throat competitive market. An aggressive marketing can well be capable of losing the competitive advantage in a true competitive market structure. However, it can be always stated that with proper and intelligent use of the formula used by Kumar the best can be obtained out of these aggressive procedures. Nevertheless, it can always be stated that the book is quite important for the study because it is able to provide a huge amount of data and information related to marketing and building business relations. Furthermore, this book sets a well organized value structure that should be incorporated within the minds of the potential customers about the product.

This is an interesting approach of sales and this model can well be incorporated within the marketing strategy of the company. Another relevant text to be considered in this respect is Davis Lamb's *Cult to Culture: The Development of Civilization on the Strategic Strata*. This book not only identifies the importance of education and up gradation among employees but deals deeply into the various marketing aspects directly related to mobile communications. It provides a logistical management framework that is mostly applicable in this context.

It also looks into the various aspects of e-commerce that could serve as the future of marketing strategy of the company. It also includes the aspects of supply chain management frameworks that are directly related to the security industry in the sense that Lamb presents a model that is interesting

enough as it incorporates all the critical ingredients of a chain management format through the use of partnership formulation. It also indulges deeply into the parameters of marketing strategies in the context of relationship marketing and connector indices in relation to seller and buyers. (Lamb 2004)The most important aspect of Charles Manning's Principals and Practices: Marketing Management Today that can be used in the study is the variables of Consumer Decision Making principals. Here the prime discussion is about the approach of consumers towards the product. However, when businesses have access to security services they will also include the services that enable acceptance of shifted ethical values. This is the service providers' job in accordance to Manning that the business is completely convinced with the price of ethical shift and it should always be remembered to indicate the profit evoked by the use of mobile communication. The major part of this book is related to the ethical issues and Consumer Decision Making principals it is evident that the topic should incorporate the better part of it as dealing with these essential aspects of the company.

(Manning 2003)Managing Business Risk: A Practical Guide to Protecting Your Business by Jonathan Reuvid is one book that is directed towards the present welfare and possible welfare of business by looking into the aspects of wide range usage of mobile communication. This again is a latest book and provides a good outlook into the business of mobile communication and thus would be an invaluable text for the preparation of marketing strategy.

(Reuvid 2005) Anatomy of a Sale: Case Studies of Changing Strategies by Michael Powell is a text that deals with the aspects of sales by providing individual examples in form of case studies. (Powell 2004) John Tyerman's <https://assignbuster.com/mobile-communications-request-for-proposal-rfp-essay/>

chapter 3 of his book *Invention of the Crusades: The Aggressive Approach of Industrial and Organizational Markets* is dedicated to the industry of mobile communication. He indicates that to survive in any industry it is important to formulate a specified marketing strategy for the company and to formulate this strategy the company or the stake holders of the company needs some back ups or raw data to work upon. The most important of these data are the demography where the organization deems to operate, the current market trend that the company must follow, the possible market penetration and lastly the potential sales revenue. He also mentions that the demography of the organization should be virtually pre set and pre determined.

This because not in any consequences could the company along with its cost and market activities could be regarded as a genuine mass puller. (Tyreman, 2005) Experience and expertise in your team This approach contains staffs who are quite experienced in this form of work schedule. They are personnel who have successfully carried out for other clients. Henry Anderson is a member of this group who has enough experience in this subject and has taken part in several such consultant services. He was also responsible for a project drawn on the global marketing prospects of Kimberly Clerk.

Jack Vaughn is another person who has contributed to quite a few services of Pricewater house. As for Richard Perkins it should be noted that he has worked as a part timer in Lovelock and Lewis and was a solo formulator of the Scottish Shipping company's feasibility prospects in Peru. It could be stated that this demonstration is enough in understanding the nature of the skills and background required for such a team to be credible.

It should be mentioned in this context that all these experiences put together would be extremely relevant in this context because all the members are experts in the field of marketing and formulating marketing strategies and for the segmentation of mobile communication markets that would be of extreme help. The members are extremely methodical and the working structure is specifically vivid and thus there would be no way this team would be leaving any stones unturned in achieving the goal.;;;

Institution / Big Client Questionnaire1. Do you have a current mobile security system installed? YesNoAre you interested in installing a system?

AnalogueInternet protocolHave you any companies in mind? 2. If Analogue are you looking for an upgrade to internet protocols. Yes / NoWant are your criteriaCostAfter sales

serviceReliabilityFeaturesCustomizationBrandOthers3.

Are you looking to change your current brand? 4. Rank your criteria for choosing a service provider (mobile contents ; services): CostAfter sales serviceReliabilityFeaturesCustomizationBrandOthersNotes:;;;

1: Parameter: Tick oneCriteria 1: Parameter: Tick oneCost: CriticalCost:

CriticalNotes: Very ImportantNotes: Very

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