

Compare mass market and niche market marketing essay



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Leadership is a process whereby an individual influences a group of individual to achieve a common goal. A process is an exchange going on between the leader and followers. Leadership has been described as the process of social influence can be assigned formally and informally but it must exist and a group of individuals to achieve a common goal, A leader is not the boss of the team, but on the contrary, that efforts to carry out the business mission. A leader is to create a team of other members that actively participate in the process of environmental.

Academics have great difficulty in defining what a leader is, or pinpointing the reasons behind an organisation's success. Leadership is widely recognised. Otherwise why would nations have decided to follow leaders such as Mahatma Ghandi and Nelson Mandela, both of whom started out on their respective journeys without any formal authority? Some leaders can inspire such loyalty that people are prepared to sacrifice their lives for them.

Leadership theories is an outlines their positive and negative point. It have 5 point of the leadership theories there are trait theory, contingency theory, path-goal theory, transformational leadership and the last is team leadership. Trait theory means the qualities and characteristics of a person. Contingency theory means the context and the situation. Path-goal theory means employee motivation and how leaders motivate followers and the last is team leadership means focus on effective teams.

How to be a manager

A Manager is the person who responsible for controls, planning, manages and directing the work of a group of individuals, monitoring their work and

taking corrective action when it was necessary. For many managers also will do the same first step into a management career because Managers can direct workers, they can directly or several executives who direct the workers. The manager must be familiar with the work in all the groups he or she supervises because it is more important for the manager to know how to manage and control the workers and to know how to make the workers do well in their work. A manager must have the power to decided hire and fire employees or to promote them. In a large company, a manager may only recommend such action to the next level for management. The manager has the power to change the work assignments in team members. Sometimes a restaurant manager will be hired from outside it is Because of his or her management or accounting skills, but sometimes is a restaurant owner will promote promising employees to the trenches and the majority of oversight positions.

Luthans (1988) survey of what 300 managers actually did (not what we think they do) revealed the percentage of time spent on four main roles as:

Traditional management (32%)-planning, controlling and making decisions.

Communication (29%)-exchanging information, verbally and on paper

Human resource management(20%)-motivation, disciplining, general staffing difficulties, training and staff development

Networking (19%) -socialising with people outside the immediate department.

Compare Leadership and Management

What is the difference in between management and leadership? Managers have underling unless their title is reputation and given as a mark of seniority. Managers in their positions of authority given by the company, its subsidiary for the work they do, basically they were told. Management style is Transactions, in that the manager tells the underling what to do, and the underling does this not because they are blind robots, but because they have promised to do incentives. Managers are paid to get things done, often within tight Limit of time and money. They thus naturally pass on this work focus to their underling.

Leaders do not have underling at least not when they are leading.

Many organizational leaders have subordinates, but they also managers, because when they want to lead, they must give up their formal authoritarian control, because leaders have followers, and follow always a voluntary activity. What should I do if people do not encourage them to follow you? You have to appeal to them on how to comply with these rules will result in their heart, desire. They have to follow you enough to stop what they are doing, and perhaps into the dangerous and the situation, they usually will not consider risk. Leaders with a stronger fascination find it easier to attract people to their cause. As a part of their Persuade they typically promise Transformation benefits, such that their followers will not just receive extrinsic rewards but will somehow become better people.

Although many leaders have a charismatic style to some Level and this does not require a loud personality.

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Although leaders are good with people or good chat with people, this does not mean they are friendly with them. In order to keep the Mysterious of leadership, they often hold a degree of separation and indifferent. This does not mean that leaders do not pay attention to tasks. Leader just wants to do what they realize, however, is the importance of enticing others to work towards their vision.

1. 4 Summary

This table is summary the above gives a sense of the differences between a leader and a manager. This is an explanation characterization and there is a whole spectrum between either ends of these scales along which each role can range.

Subject

Leader

Manager

Essence

Change

Stability

Focus

Leading people

Managing work

Have

Followers

Subordinates

Horizon

Long-term

Short-term

Seeks

Vision

Objectives

Approach

Sets direction

Plans detail

Decision

Facilitates

Makes

Power

Personal charisma

Formal authority

Appeal to

Heart

Head

Energy

Passion

Control

Culture

Shapes

Enacts

Dynamic

Proactive

Reactive

Persuasion

Sell

Tell

Style

Transformational

Transactional

Exchange

Excitement for work

Money for work

Wants

Achievement

Results

Rules

Breaks

Makes

Conflict

Uses

Avoids

Direction

New roads

Existing roads

Truth

Seeks

Establishes

Concern

What is right

Being right

Blame

Takes

Blames

Question 2

2. 1 Mass Market

The mass market is a general business term describing the largest group of consumers for a specified industry product. Mass markets mean that product cater for public which sell considerably cheap in the perception of consumers. For examples, soda or padini. It is the opposite extreme of the term niche market. Mass marketing is a market coverage strategy, in which a company decides to ignore market segment differences and go after the whole market there is a quotation. It is a way of marketing products to a wide audience. The idea is to broadcast information, will likely reach a maximum. Focused on traditional mass marketing, radio, television and newspapers, to reach this broad audience of media. Through contact with most of the audience may come into contact with products is

maximized. In theory, this will be directly related to the sale or purchase a large number of the product.

The opposite the niche market because it focuses on high sales and low prices. Its purpose is to provide products and services, will attract the whole market.

2. 2 Niche Market

A niche market is a focused, targetable portion of a market. Mean that, a business that focuses on a niche market is solution a need for a product or service that is not being solution by mainstream providers. You can think of a niche market as a narrowly defined group of potential customers and niche market mean that products cater for a particular segment of consumers, which sell at considerably cheap but premium, in the perception of consumer. For example, star buck or coffee bean.

For example, instead of providing cleaning services to establish a business may blind cleaning services in the niche market of professional. Why should you bother to establish a niche market? Because there are great advantages, and other small businesses may not know your specific niche market and large businesses won't want to bother with it.

To capitalize on the niche market the key is to find a niche market or customers who can access the development, that is growing fast enough, and that is not owned by one established vendor already. See How to Find and Master a Niche Market for more information.

2.3 Compare Mass Market and Niche Market

In niche marketing the company concentrates on small target market. The reason to do this is the company has low capital, low costs, have highly specialization, and the characteristics of target market needs customize and specialize products or services. The advantages of niche market is become specialize and has strong brand image for example star buck or coffee bean this 2 also got a strong brand image compare to kopitiam why star buck and coffee bean can make 15 dollars per cup of coffee but kopitiam just can make 5 or 6 dollars per cup of coffee. That is because star buck and coffee bean is concentrates on small target market.

In Mass Marketing, the company copes sells to all and public people and copes accommodate all desires of target of market with one product. Strategy applied is make one product type which can gratify all consumer desires. For examples, soda and padini this 2 company also aim in mass market just target of market with one product.

Mass-marketing strategy, trying to reach a larger regional market with a marketing strategy. This strategy has the advantage of low cost production costs and market aspects of the monopolistic tendencies of the owner of allies. Another advantage of this strategy is to close all producers can market from competitors.

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