

Pick a company and then describe the 4 ps of marketing that apply to that company...

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Marketing of Adidas Company Marketing of Adidas Company Background overview Adidas Company is an international company that deals with sportswear. The headquarters of the company is located in Herzogenaurach (Germany). The company has subsidiaries such as Reebok, Taylor, Rockport, and Adidas. Adidas is one of the top brands of sportswear across the world. The company faces competition from other companies such as Puma and Nike. The company has managed to survive in the dynamic market as well as not being cowed by the increasing trends in the marketing arena. It is for this reason that this paper seeks to describe the 4 Ps of marketing that apply to the company as well as discuss steps involved in conducting market research for that company (Marketing 91, 2015). The 4 Ps in the marketing mix for Adidas The 4 Ps of marketing that the company has employed are products, Pricing, place and promotion. As illuminated earlier the Adidas group has four subsidiaries. The first subsidiary is the Adidas which focuses on sports footwear and clothing. The second is Reebok. Reebok is the leading subsidiary of all the Adidas brands. The third is the Taylor Made-Golf. Taylor offers golfing cloths, equipment among other golfing products. The final subsidiary is the Rockport that majors on outdoor footwear, accessories, and apparels. The apparels include jackets, sweatshirts, T-shirts, shorts and gloves (Marketing 91, 2015). Adidas products have an appealing statement attached to them by majority of its customers. Therefore the company uses two techniques to price Adidas products. The two techniques are skimming prices and application of competitive pricing. Skimming pricing is used mainly when new products are launched. These new products are uniquely designed. Moreover, the skimmed prices are usually higher. They

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psychologically price high because most customers have convictions that the higher the price the higher the quality of the product. In order not give its competitor (Puma and Nike) leverage in the market; the company also uses competitive pricing of its products (Marketing 91, 2015). In reference to the placing of its products, the company has major retail outlets where the products are sold. The company has three major distribution channels. The first channel is where after the product have been manufactured; they are distributed to its various major outlets. In turn, these major outlets are responsible in ensuring that the products get to the consumers. The second channel is where the products move from manufacturing point to the distributors and finally to multi branded showrooms where they are sold (Borowski, 2013). The final placing involves the use of online in selling the products. The products are sold through fashion online sites such as myntra.com as well as the Adidas website after which the products are delivered to the clients (Marketing 91, 2015). In addition to the above stated Ps, another Important P is promotional techniques. Adidas Company markets its brands using various marketing tools. The use of mass media such as TV adverts has been employed to reach out widely and wildly to customers and prospective clients. In TV adverts various celebrities are used to showcase these products. For instant, during the last Olympics renowned footballers such as David Beckharm was used to market the products. Besides TV channel, the other avenue that has been effectively employed is through sponsorship of sport clubs and sport players (Marketing 91, 2015). Through the various avenues used in marketing and promotions, the messages disseminated to the customers have always been consistent with the

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company's tagline being "Impossible is Nothing". That tagline is so powerful because in the sports arena motivation and confidence is the key to success (Marketing 91, 2015). Steps In conducting marketing research for Adidas Company There are various steps that the company has used in conducting marketing research. These steps involve the use of SWOT analysis, Porters five forces, 4ps and finally the use of SMART objectives. These steps determine the best marketing and promotional tools that can be used to achieve its objective (Borowski, 2013). For instant, in the SWOT analysis the company relies on the strength of its brand and is also aware of the threats presented by the competitors. That coupled with the ability to identify major weaknesses and opportunities helps the company to strategize. Moreover, the strategies involve the use of five forces (threat from rivals and new entrants, and bargaining power of suppliers and buyer) (Borowski, 2013). In addition to the 4 Ps discussed above the company is able to come up with the SMART objectives. These objectives must be specific, measurable, achievable, realistic and timed. After the analysis of the above the company then identifies and evaluates the marketing and promotional tools that when employed are likely to achieve results within the requisite stipulated time.

Reference Marketing 91 (2015). Marketing mix of Adidas. Retrieved on 14th Feb 2015 from <http://www.marketing91.com/marketing-mix-adidas/> Top of Form Borowski, A. (2013). Adidas marketing strategy - an overview. S. I.: Grin Verlag. Bottom of Form