

Free essay about customer use scenario presentation

[Business](#), [Marketing](#)



The Product

Good Earth Coffee is a brand of coffee that is specifically planted and harvested by local farmers. Unlike other coffee brands, Good Earth Coffee intends to follow the concept of responding to their corporate responsibility especially in consideration with the assessment of how their operations correspond with what the society needs. Aiming to give something back to the society, it could be analyzed that the modern community has strongly become more concerned as to how businesses are able to make sure that their existence in the society becomes fully recognizable and helpful for improving the living condition of the people as a whole.

Good Earth Coffee does provide a sense of fulfillment for the buyers especially as they are given the chance to not only to be satisfied with their drink, but also to be more concerned about how they give back to the community that particularly respond to their needs of receiving freshly harvested coffee beans for their own drinking satisfaction. The overall realignment of operations and marketing embraced by the organization does create a mandating effect on how the whole presentation of options could be best aligned to give attention to how its responsibilities are given much attention to.

The Client

Sociologists and environmentalists are among the most affected individuals who are targeted by the organization in relation to releasing a highly defined product that goes along well with the reputation that the organization is aiming to draw in front of the public. Aiming to become more recognized as a

conscious and responsible organization, the business hopes to get the attention of concerned citizens who are willing to adjust the way they live and the way they purchase their basic daily necessities to be able to fit the need of protecting the environment and preserving resources in a more sustainable manner.

In this scenario, Leena is the one to be examined and observed for her reaction towards the product offered by the company. Leena is a young mother with two young children. It could be understood that Leena's role as a mother is considerably taken into full account by her and she takes note of the fact that she gives attention to how she disciplines her children and how she serves as the perfect model for them.

Seeing the pictures of the poor farmers being supported through the production and distribution of the Good Earth Coffee brand in the market, Leena's concern for the public and the fact of being able to give something back to the people who actually serve the needs of the market for good coffee is specifically enhanced and empowered hence pushing her to become more effective in making sure that she makes the right decision even in making the simplest purchase in the market.

The Marketing Effect

The decision of Leena to buy the coffee offered by Good Earth is dependent on the fact that the marketing of the product carries into account the corporate responsibility that is given high importance by the business.

Practically, Leena's decision to become more concerned about the market and the way she is able to do more than buy what she needs, affects her

personal principle of helping others with whatever way she can; this goal coincides with the goal of the business to sustain not only the industry that supports coffee production and distribution, but also to sustain the living of those working behind the said industry.

Marketing through the use of market appeal does create a distinct bridge between the idea of supporting each other and becoming more effective in directing the market towards giving interest to what the brand is aiming to represent. Making sure that the message is clear, the marketing approach used by the organization does define the overall desire of the business to affect the thinking and the decision making process of the people especially in relation to how they respond to their personal responsibilities towards their fellowmen.

The Result

Like Leena, there are also other individuals in the market who are able to appreciate the goals of the business, especially in creating a more workable environment that does provide both the farmers, the end distributors and the buying market the full benefit of the existence of the industry in concern.

Notably, the concern of the business towards promoting sustainable living helps so much in establishing the way they handle their responsibilities for the people and the society they are trying to live along with.

Overall, what makes this marketing approach effective is that of its use of the concept of appeal for social concern. Leena, being the representative of the general market served by the business, seems to have responded positively to the marketing approach used by the organization. It could be

realized that Leena wanted so much to become more effective in pursuing a life course that coincides with her principles, at some point, the organization developing the Good Earth Coffee brand does support such thinking and somehow gives much attention to how it gives the general public the same chance to realize the way they respond to their own personal social concerns and responsibilities accordingly.

References

Kotler, Philip; Kevin Lane Keller (2009). " 1". A Framework for Marketing Management (4th ed.). Pearson Prentice Hall.

Adcock, Dennis; Al Halborg, Caroline Ross (2001). " Introduction". Marketing: principles and practice (4th ed.). Xavier thomas. p. 15.

Goldstein, D.; Lee, Y. (2005). " The rise of right-time marketing". The Journal of Database Marketing & Customer Strategy Management 12 (3): 212-225.