

Marketing strategies to achieve business objectives assignment

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Santa Is Australia's leading and largest Lorene and one of the oldest airlines in the world. Santa was founded in the Queensland outback in 1920 and has grown to be Australia's largest domestic and international airline. Santa is widely regarded as the world's leading long distance airline and one of the strongest brands in Australia. In order for Santa to accomplish specific business objectives, the business' marketing department must undergo various identification of which marketing strategies to practice.

Santa uses various marketing strategies such as Global Branding, the People Strategy and the Loss Leader Price Strategy to achieve cuisines objectives such as increased profit margin, increased market share, high quality customer service and attaining a competitive advantage. One of the very effective marketing strategies used by Santa to achieve their business objectives is Global Branding within the Global Marketing strategy. Global Branding Is the advantage of marketing the global brand which Is Instantly recognizable worldwide.

It Is therefore a compass most valuable asset, making the company far less volatile than others during a time of economic uncertainty. Santa' go of the red and white kangaroo on the tail of their aircrafts is the logo which is well known by consumers. With this, Santa' reputation has become well known and they have now entered into the Asian market. Due to their well known brand, market share In Asia has increased by 5% over the past 12 months.

Through the use of Global Branding, Santa has taken advantage of their prestige reputation and successfully Increased their market share within other markets. This strategy has led to Santa achieving their business

objectives of increasing their profit margin and Roth within new markets. In order to accomplish the business objectives of Santa, the business applies the People Strategy which is one of the Three Service Strategies (people, process and physical evidence).

The people element refers to the quality of interaction between the customer and those within the business who will deliver the service, as consumers make judgments on the business based on how the employees treat them. The quality of Santa's services depends on the ability of its human resources due to the fact that most customers have direct contact with their employees through recesses such as ticketing, check-in and baggage handling. The Impression the more than \$275 million per year on staff development to ensure that there is a positive interaction between consumers and employees.

Whilst interacting with the customer, it is essential that Santa's staff are dressed according to their uniform policy such as Australian wool suits for flight attendants. With their positive appearance, this gives the customer the idea that they are professionally equipped to perform tasks correctly. With Santa being very customer focused, the use of the People Strategy has managed to acquire Santa a reputation of high quality services.

It is important for a business to employ staff that have product knowledge, respect for customers and are willing to solve problems in order to accomplish the market objectives of high quality customer service and productivity. Santa's effective use of the Loss Leader Pricing Strategy has caused the business to successfully achieve their business objectives. Loss

leader pricing involves providing a limited number of goods or services at a price that generates minimal profit or even loss to encourage consumers to enter the store or purchase an item.

Santa applied this pricing strategy when they first launched Jetsam in May 2004 and Jetsam International in November 2006 by introducing ridiculously low fares to gain market share. In recent years, Santa offered fares on its Sydney to Melbourne route as low as \$19 to coincide with Tiger Airways entry. With the use of this pricing strategy, Santa has capitalized their opportunity to adequately overcome their business objectives by gaining a competitive advantage over rival airway companies and increasing profitability by attaining more market share.

Through the understanding of the marketing strategies of Global Branding, the People Strategy and the Loss Leader Price Strategy, Santa has been successful in incorporating and understanding such strategies into making its business decisions which determine its results in achieving business objectives. It is evident that these strategies have lead to Santa increasing their profit margin, increasing market share, having higher quality customer service and attaining a competitive advantage amongst competitors.