

# Marketingassignment assignment

[Art & Culture](#)



**ASSIGN  
BUSTER**

The voluntary sector do not work for profits and they are organizations that work for charity. This means that they will be helping to raise money for a particular charity for example Sofas. The two organizations that I will be basing my report on is SAD and Subway. SAD and Subway work in the private sector. This means that they operate for profits. Sodas and Subways objectives may be to build customer relationships, to find ways to grow their business and to build the knowledge of their brands to other people. There are different marketing techniques.

This would be linked to Nations growth trceries. These marketing techniques are, market penetration, market development, product development and diversification. Market penetration is about trying to sell a product that is already existing to customers that are also already existing. This means to try and get the same people to buy the same product or thing. SAD use market penetration by advertising their products for example a new range of clothing or books. This may mean that the public may be interested in these and so might want to have a look at them.

If the product looks interesting and eye catching the individual may hen buy them. SAD also use market penetration by having offers for example buy one get one half price. These offers show the audience that the products that they may buy is now cheaper. This therefore may make the public more interested to buy the item before the offer ends. Subway use market penetration by also advertising their products. They do this by showing their low fat meals and their deals. This encourages the public to buy their products as it is healthy and suggests that their products are cheap to the customer.

Subway also send out leaflets with offers. This is so that the customers know how much they are saving and so they can compare to other businesses on the price they would normally have been paying. Subway also have a reward system called scabbard. This would encourage the public to buy more of their products as they get points on the card. The more points that the customer has earn means the more points that they would get the effect of this is that they may have one of their products for free. Subway and SAD have similarities and differences between the techniques.

One similarity of Subway and SAD is that they both have coupons. This means that the customers are able to collect these coupons and use them between an expiry dates. The effect of this is that they can decide when they would like to use them and therefore save money on the different products that they have on offer. Another similarity would be that they both have television adverts. This is so that they can show potential customers how much money they could save if they were going to shop with them. This is shown is Sodas adverts as they have the price lock method.

This shows that SAD ensure that certain products stay at a low price. It is also shown in Subways advert as they show heir meal deals Subway and SAD ensure that they show the customers their deals and their best range of products. The effect of this is that they can promote their products and introduce items such as new and improved. This makes the customers and potential customers want to try the latest product. SAD and Subway also have their differences of ways to get others to buy more of their product. This may be because Subway have a reward system. This is called a scabbard.

<https://assignbuster.com/marketingassignment-assignment/>

This is where a customer buys one of their products and gets a certain amount of points put on to it. The more points that they have means the more likely they have one of their products for free for example 600 points may mean that they have a 6 inch sub for free so the customer may wait for all of the points to get this product. However SAD have sales. This means that there are more of their products that are cheaper. Even though both of their products may be cheaper SAD do not have a system in place where the members of the public can save points to get one of their products for free.

Another thing may be that even though both of these organizations advertise their products SAD advertise their products a lot more than what subway do. This may be because they have more products than Subway. The effect of this is that SAD may be more well-known than Subway. Think that Sodas strategy has let do their success because their products are advertised more and they introduce more deals on their products. This means that potential customers and their existing customers can see that there are always deals on their items. The effect of this is that they may want to visit the store and see these products.

The effect of this is that they may buy them. This may be because they may want to buy them quickly before the offer has ran out. I also think that Sodas strategy has led to their success because they have a cheaper or your money back guarantee. This mean that their customers can check from other shopping places and the price from SAD and compare the prices. The effect of this is that if some of Sodas products are more expensive then the customer will get their money back. This promotes them to buy more from the shop to see if they are better than other supermarkets. Hint that SAD <https://assignbuster.com/marketingassignment-assignment/>

could do things differently for example adding in loyalty cards. This is so that people may buy more so they can save more money. The effect of this is that they may have more business in their store. I also think this because SAD are open longer than Subway. This means that more customers would go into this shopping area than Subway. The effect of this is that SAD may have more customers. Market development is about selling their products to a new market for example selling their items to different countries. This may mean that businesses can become a global company.

SAD have used market development because SAD used to be a business created in Yorkshire. It was also called queens supermarkets. Queen's supermarkets changed their name to SAD in 1968 and decided to add new products to their range. Since then SAD have expanded and is now a part of Walter. Recently SAD have created click and collect. This is where you can choose the products that you want online and then you can collect them from the supermarket for free. This means that they have encouraged people that do not have time to do shopping to pick up their products without the time choosing them.

The effect of this is that they have now sold their products to a different market audience-in 2011 SAD now have 523 stores. They are now more recognized and have a wide range of products. Subway have used market development. This is because they first started with sandwiches. Since they have been open they have added salad bowls, meal deals and breakfasts. Subway have also recently added children meals. The effect of this is that they now have an increase Of customers. Subway has also decided to add different meals and have recently ensured that their products are hall.

<https://assignbuster.com/marketingassignment-assignment/>

Subway was created in Connecticut in 1995 and they entered a Partnership with the British heart foundation. Subway is now widely spread around the UK with 2000 stores in the I-J and Ireland. [Http://your. Sad.](http://your.Sad)

[Mom/about-Sad/the-history-of-Sad](http://Mom/about-Sad/the-history-of-Sad) Subway and SAD have similarities and differences with using market development. One similarity is that they both are involved with the food industry. This is because SAD sell the food to their customers. However Subway let their customers create their own product and make the food for them. This part would be a difference.

Another similarity is that they both have changed their name since they have been discovered. This is because SAD used to be called queens supermarkets and Subway used to be called Pet's super submarines. Another similarity is that they both now have retainer up with a charity. This is because Subway has partnered with the British heart foundation and SAD is partnered with fare share. This is where they donate food to different countries for people that do not have much. Another similarity is that they have both added stores around the ASK.

This means that they may be able to sell more of their products. The effect of this is that they may be able to make more profits and therefore earn more business. If these companies made more profit they may be able to buy more stores. The effect of this is that they may be more well-known and therefore e able to become a global business. Subway and SAD also have some differences. This is because SAD have promoted their click and collect method. This is so that they can ensure that other customers and their potential customers are able to get their products more easily.

However Subway do not have a delivery option. This means that their customers have to go into their store for them to buy their products. The effect of this is that there customers may be put off the idea and so they may shop more in different stores. Another difference is that SAD has been bought by the Walter Company. This means that they have had extra input on the type of things that should be sold in their stores. However Subway has still been their own company and have made all of the decisions by themselves. I think that Subways strategies have led to their success.

This is because I think they have added a lot of new products to their company for them to have more customers for example Subway now having kids meals. This means that they have now approved to this market and so have been successful for receiving more profit. I also think that Subway has had their success because they have added more stores in the UK and in Ireland. This means that they can find reviews on their business from other areas and develop on these. The effect of this is that they may make their business even better and create more stores in different places.

Product development is another technique. This is where you introduce new products to the same audience tattoo have had for your other products. For example a clothing shop may only sell one type Of clothing so they introduce new styles of clothes to encourage the previous customers to buy the new product. SAD use product development. This is because they now have meal deals. This is using product development cause their customers might have only bought for example a sandwich. However now SAD have added a deal for the customers so that if they also buy other items in the meal deal then they will save money.

<https://assignbuster.com/marketingassignment-assignment/>

SAD have also added seasonal clothing. One type of seasonal clothing is Christmas. This is product development because SAD didn't sell seasonal clothing beforehand. This means that their customers would not have bought it as it is not available. However now it is available their previous audience of customers may buy the product. This may be because it is a new product. SAD have also used product development as they always introduce different products to their market. For example they have now added their own Simi card for mobile phones at a competitive price.

This means that their audience may change their network of their mobile phones so that they can get this product. The effect of this is that they are encouraging their customers to change more of their products for Sodas. Finally another way that SAD have used product development is by having new recipes for their products. This is product development because the new recipes and added ingredients would make the product a new type. The previous customers that may have bought the old brand of their product may buy the one with the new recipe.

This is because they may have bought the older product and they might want to see the difference from their new product and their old one. The effect of this is that they would be buying the new product. Subway use product development. This may be because they have decided to add different methods to their sandwiches. One method that they have added is for the sandwiches to be toasted instead of a normal sandwich. This is product development as their audience are still able to have the same ingredients in their sub however they can toast it as well if they wanted to.



The effect of this is that the customer has more choice when deciding what it is that they want to eat and the ways that they want to eat it. Subway has also used product development. This is because they have added new and limited time only subs. One limited time only sandwich is the chorizo sandwich and they also have seasonal subs for example Christmas. This is product development as their current audience are able to see the different subs available and they may decide to try something different. The fact that the chorizo sub is a limited time offer may mean that their customers may be more likely to try it.

The effect of this is that Subway may have more business. Subway has also used product development because they have changed the size of their meat that they put in their sandwiches, For example they used to have big pieces of meat and now they have added meatballs. The effect of this is that the customers have more variety of ingredients. Subway has also added meal deals. This is so that their customers can save money if they buy more than one thing from them. The effect of this is that they may end making more purchases and their customers may want to look at their limited time offers on their products.

SAD and Subway also have similarities and differences. One similarity is that they both have added festive products to their selection. This is because SAD introduce festive clothing and Subway has festive ingredients in their products. Both businesses also have offers for their products. This is because Subway uses the offers to their new products to promote their customers to try their selection and SAD use the offers to their new items so that they are

easy to see the discounts and so that they can ensure that their customers have a good review on them if they are bought.

The customers would be encouraged to buy their new products as they will be able to see that they are saving money on their selected products.

Another similarity is that SAD and Subway have added new ingredients to products that they sell. This is because SAD have “ new recipe” items and Subway have added new sandwich ideas to their stock. The effect of this is that they both target their items to their existing customers. Another similarity is that SAD and Subway both have meal deals. This means that the customers may buy more of the new products available to them. This would therefore help the company’s profit.

Subway and SAD also have their differences. One difference is that Subway is really motivated to make their products healthier. This is a difference because they add new products to their subs to ensure that the calories are less and the saturated fat is low. The effect of this is that their customers are able to look at the different items that help to make the sandwich healthier and then they can use these guidelines to choose what it is that they want. Another difference is that subway has emitted time products. This means that some of their products will end and they may not be seen back on the menu again.

The effect of this is that their customers may try to buy the product before the offer and product ends. The effect of this is that they may sell more of this item. I think that Sodas strategy of product development has led to their success because they add new items to their stock all of the time. This

means that their customers are able to have a wide choice of items to buy. The fact that SAD have new stock means that their customers are able to see what the new stock is and they can then decide if it is something that they would like to buy.

I also think that Sodas strategy has led to their success because they have offers for their new products. This would encourage their regular customers to look at their new items and so they may spread the word of the offers that are available for the items to produce new customers. The effect of this is that their profits may be increased and their store may have more good reviews. Diversification is another marketing technique. This is where the company develops new product and delivers it to a new market. For example a clothing store may start to sell other items like furniture.

This would bring a market for people that are looking for new items for their home. SAD uses diversification. This may be by them adding a Simi card to their products. This would be diversification because it is a new item in their products. This means that it has not been in their store before also the fact that SAD now have a Simi card in their store means that there is a new type of audience. This is because people that own a mobile phone can go into the store and find out information about this product. The effect of this is that the store can have more potential customers.

SAD also use diversification by adding new restaurants to their stores. This means that shoppers that are in the store can also eat here. The fact that there are restaurants in their stores also means that families will be able to eat in the store. This would be because families that may not have shopped

in the store because their children may not have the correct type of food for example bottled milk or baby food can now enjoy shopping, this is because the store has microwave areas and the staff also will warm up baby bottles if needed.

This means that implies can now take part in shopping together.

Diversification has also been used in SAD by them having a click and collect service. This is because people that work and have not got a lot of time to do the shopping can now order the shopping online and pick it up at the store already packed and picked. The effect of this is that people who work will not have to use much of their time walking around the store to find the items that they need. This opens more opportunities to this audience. SAD also have a delivery service.

This is diversification because it means that people who find it difficult to get o the store can now have the items that they want to be delivered to them.

This would make it easier for businesses and for example disabled people.

These are a few ways that SAD has used diversification. SAD also have petrol stations. This would mean that people that drive are able to buy petrol form this company therefore meaning that SAD can create more customers.

Subway has used diversification. One way that has used diversification is by introducing new meals. This is because Subway now has “ kid’s packs”.

This is a sandwich for children that comes in a bag with a cartoon character on and s full of other items to make a meal deal for the children. This has brought a new audience into the business because before their meals would have been to filling for a child and their parents may have wasted money

going to the business. The families may have also gone to a different business because of this. The effect of this is that now there are “ kid’s packs” children and their parents are now able to eat in the restaurant. Another way that Subway may have used diversification may be by having a new product called meatiest meal.

This is a meal that encourages men to try as it suggests that you must be throng to eat it. The effect of this is that more male customers may go into the business to try this product. Diversification may have also been used by Subway because they have added new food products that are healthier to people. This means that they have cut down on fats and sugars for example. The effect Of this is that a person that Want to eat Out and are looking for somewhere that is quite cheap and healthy may not have come here in the past or even thought about Subway.

The fact that Subways products are now tackling calories and fats means that these customers will now be able to eat here. Subway also now opens earlier. This means that people that are on the way to school or work will be able to have a breakfast sub. The effect of this is that more people will be able to eat here and therefore help the business. SAD and Subway have their similarities and difference when it comes to diversification. One similarity is that they have both been approved for the children’s audience. This is because SAD now have bottle warming facilities and Subway now have children’s meals.

The effect of this is that families are now also able to eat out and not worry when their child’s gets hungry. Another similarity is that they have both

thought about the convenience of their store. This is because SAD have added delivery services and Subway have changed their opening hours for the public. The effect of this is that more people will be able to shop at their stores. SAD and Subway has also added more variety to their foods. This is because Subway has added different ingredients to increase the audience for people that want to eat healthier and SAD has added “ new recipe” products.

This would increase their market audience for people that would like to try new foods. SAD and Subway also have their differences. One difference would be that Subway have changed their products so that they are healthier however even though SAD have added new products to their range they have not really ensured the healthiness of the products. Subway have introduced new types of bread to their menu for example flattered as it has less calories and is healthier for their customers. Another difference is that SAD also have different services in their store for example insurance and life cover.

The effect of this is that there are more potential audiences for their products. Subway do not have there services meaning that one of the main ways that they try to introduce new customers is by the products that they sell. I think that Sodas strategy has led to their success. This is because they have ensured that everybody are able to have service at their stores. This is because SAD have delivery so people that cannot go out to the store can still have some of their products. SAD also have different services in their store to introduce new customers.

This is because they have insurance, life cover and credit cards. This means that older people will be able to access their services for example for the life over. People that also do not have a lot of money will also be able to have a credit card from SAD. This therefore means that SAD have catered for most audiences. The effect of this is that everybody will be able to use these services and access them. Branding is one aspect that helps the business to get their customers and encourage new customers to shop with these stores.

Branding is a process that is involved to create a unique name and image Of the products that are being sold and ensure that these images and names stick into the customers minds. One way that this could be done is by having right colors. Branding included the company's slogan, logo, brand, and brand building. Brand building is about having consistent products of high quality, having clear messages to their audience and is about showing the values of their products. SAD use branding.

This is because they have the slogan of “ saving you money every day ‘ this is using branding as their customers are able to remember their slogan and easily remember what store it is coming from. This is because their slogan is on their advertisements. These advertisements show the differences in prices for their reduces and suggests to their customers that their items are value to their money and easy accessible. Sodas logo is also brightly colored as their writing is bright green and their letters are big and easy to see. This means that their customers may notice their logo and they may want to shop with them.

SAD also have posters that are at bus stops with some of their deals on. These posters are green and are consistent with their house style. The fact that they have these deals and advertise on the television means that they may stand out more as they have the tapping pocked advertisement. This is showing their customers that when you shop at SAD you save money on their products. The effect of this is that their customers may have more brand awareness and of the items that this store sells. SAD locate their shopping centers near other stores.

This is so that people that look in the stores around them may often pop in to SAD This may be because they may think that if they are close to a shopping centre and they only need a few bits then they can get it from there. The effect of this is that their store sales would be promoted. Subway use branding. This is because their logo is white, green and yellow. These colors stand out to their customers and encourage them to buy products from them. Subway also have the slogan “ eat fresh”. This gives an idea to their customers that all of their products are prepared daily.

This promotes that their products are also value for money. Subway also have vouchers that are given out to their customers and potential customers. This suggests that their products have always got offers on and that they are cheap for them. The effect of this is that people may buy more of their products creating positive profits for their business. Subway also have more stores. This means that more customers can see their stores and that they can ensure that they draw in the customers. This may be because they have healthy products. Subway and SAD have their similarities and differences.

<https://assignbuster.com/marketingassignment-assignment/>



One similarity is that they are both thought as value for money. This is because Subway have offers on their products and SAD has the advertisement of their staff patting their pocket. The effect of this is that the customers may have the advertisements in their head and remember what store the advert is from and the fact that Subway have their offers may encourage their Customers to kick at some of their products. Another similarity is that both of these businesses advertise. This is because they both have posters that are put outside the bus stops. These posters stand out to the public and have the name and slogan on them.

The posters also have the same house style as the rest of their products meaning that the company's values are easily seen from them. Both oftenest companies also use bright colors suggesting that all of their products create a happy atmosphere for their customers as they would be saving money or getting the products for quite cheap. The effect of this is that the bright colors would draw in people. Both companies also add new products to their range which gives their customers more information on their products.

Subway and SAD also have their difference. This is because SAD advertise more on the television.

This means that people that watch the television often are able to see their adverts more regularly. The fact that their advert is promoted regularly means that the public are able to decide if SAD is a place that they would like to shop. Another difference is that Subways letters for their logo is quite small. This means that their customers may not see their logo so much and o they are less likely than SAD to see where their stores are. I think that Sodas

strategy has led to their success because they locate their shopping centre near other shops that are quite popular.

This means that more people are likely to shop in their stores as they can see some of their offers in place. The effect of this is that the company will be able to have more profits and so use some of the profits to promote their stores more. Relationship marketing is also used for these businesses.

Relationship marketing is about the companies focusing on the long term values of their customers. This means that these companies may do different things for their customers to encourage them to keep shopping with them.

SAD use relationship marketing by having a register online option.

This is so that their customers can choose their shopping on the Sodas website. This may make the customers feel more V. L. P to their company and they may like the fact that they can get more off their deals just by shopping with them more often. The effect of this is that their company would be promoted and the customer's views may increase the amount of customers that they get. SAD also use relationship marketing by a newsletter. Their newsletter shows the public that if you sign up to the newsletter then you could get free gifts.

These gifts would make the customer feel more comfortable and trusting with their information for example surveys and email addresses. Credit cards and insurance would also be relationship marketing. This is because their customers may feel thankful that they have catered for all types of people and that they can offer support to these people. The effect of this is that the company may add new ways to ensure that everybody feels this way. SAD

also have their own Facebook and Twitter account meaning that most people will be able to see the information available for them to make the customers feel like their views matter.

SAD also have a delivery pass that may make the customers feel like their needs are being met as they do not need to go into the store to shop at SAD. Subway also use relationship marketing. This is because they have a site to register on. This site is for a charity called helping hearts. This would be relationship marketing because it means that the public may like the fact that they are sponsoring a charity and so they may sign up and help this charity. Signing up will also mean that the public can take part in UN runs and they can give donations.

The effect of this is that more people may register as they know that they will be helping others. Subway also have a scabbard. This would be relationship marketing as it means that the more that the customer's spends on their items the more points you will save. The effect of this is that the customers buying more items from this business will be able to get free products for their points. This would mean that the customers may like this and they may feel as if they are being rewarded. This would create a happy environment for these customers.