

International Marketing management

Successful marketing does not come by accident, It needs to be managed effectively. Three aspects of marketing management can be identified : processes, structures, and outcomes.

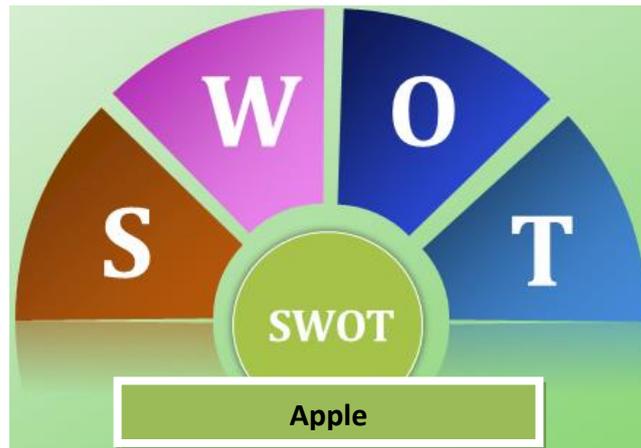
The marketing management process

Asking the following questions

Analysis:

- ✚ Where are we now?
- ✚ How does the company's market share compare with that of its competitor?
- ✚ What are the strengths and weaknesses of the company and its products?
- ✚ What opportunities and threats does it face in its marketing environment?

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none"> • Things your company does well • Qualities that separate you from your competitors • Internal resources such as skilled, knowledgeable staff • Tangible assets such as intellectual property, capital, proprietary technologies etc. 	<ul style="list-style-type: none"> • Things your company lacks • Things your competitors do better than you • Resource limitations • Unclear unique selling proposition 	<ul style="list-style-type: none"> • Underserved markets for specific products • Few competitors in your area • Emerging need for your products or services • Press/media coverage of your company 	<ul style="list-style-type: none"> • Emerging competitors • Changing regulatory environment • Negative press/ media coverage • Changing customer attitudes toward your company <p>WordStream</p>



STRENGTHS

- Awesome interfaces, one area where Apple is head and shoulders above others
- Powerful brand image associated with quality and superior design
- Loyal user base who just cant wait for the next Apple product
- Highly refined supply chain that can cater to high demand of orders
- Billions in cash reserves for research, invest and exapand

WEAKNESSES

- Limited products mean users with specific needs will switch to alternatives
- Forcing users to switch to the latest product by reducing support for previous products didn't do down well with Apple users
- Relatively high prices compared with smart phones with similar features makes it less appealing price concious users

OPPORTUNITIES

- Demand for smart phones and tablets are growing and Apple can seize on this
- With iPhones and iPads becoming common in corporate environments seamless integration with Mac's makes them more appealing for companies
- Easy integration with iCloud can help boost the appeal for other Apple devices

THREATS

- Other smartphone makers like Samsung continue to cut into Apple's market share, especially with cheaper offerings for similar feature products
- Very limited ability to customize compared to other smart phones in the market
- With global economy in turmoil high prices will look less appealing to users

SWOT

Planning:

- Where do we want to be?
- What is the mission of the business?
- What should be set for the next year?
- What strategy will be adopted in order to achieve those objectives.
(e.g. should the company go for a high price/low volume strategy, or a low price/high volume one.)

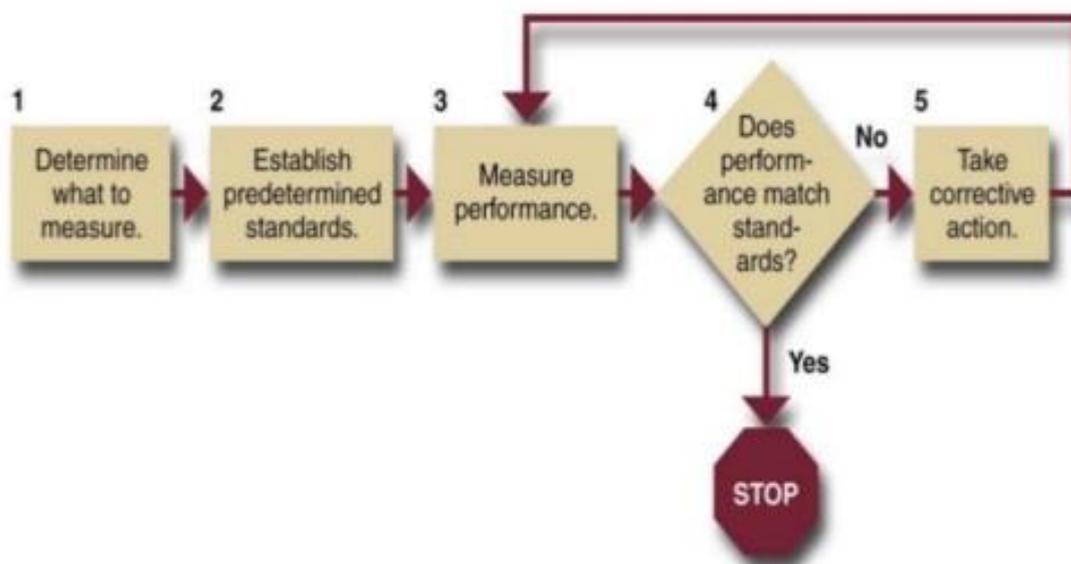
Implementation:

- ❖ How are we going to put into effect the strategy that will lead us to our objectives?

Evaluation and control:

- Did we achieve our objectives ?
- If not, why not?
- How can deficiencies be rectified?
(go back to the beginning of the process and conduct further analysis)

Evaluation and Control



There are five key stages in the marketing management process:

1. Where are we now?

Analysis of the organization current market position.

2. Where do we want to be?

Setting marketing objectives.

3. How can we get there?

Developing a marketing strategy.

4. How will we implement the strategy?

Sets out programs for the timing and costing, pricing and the recruitment and payment of distributors.

5. Did we get there?

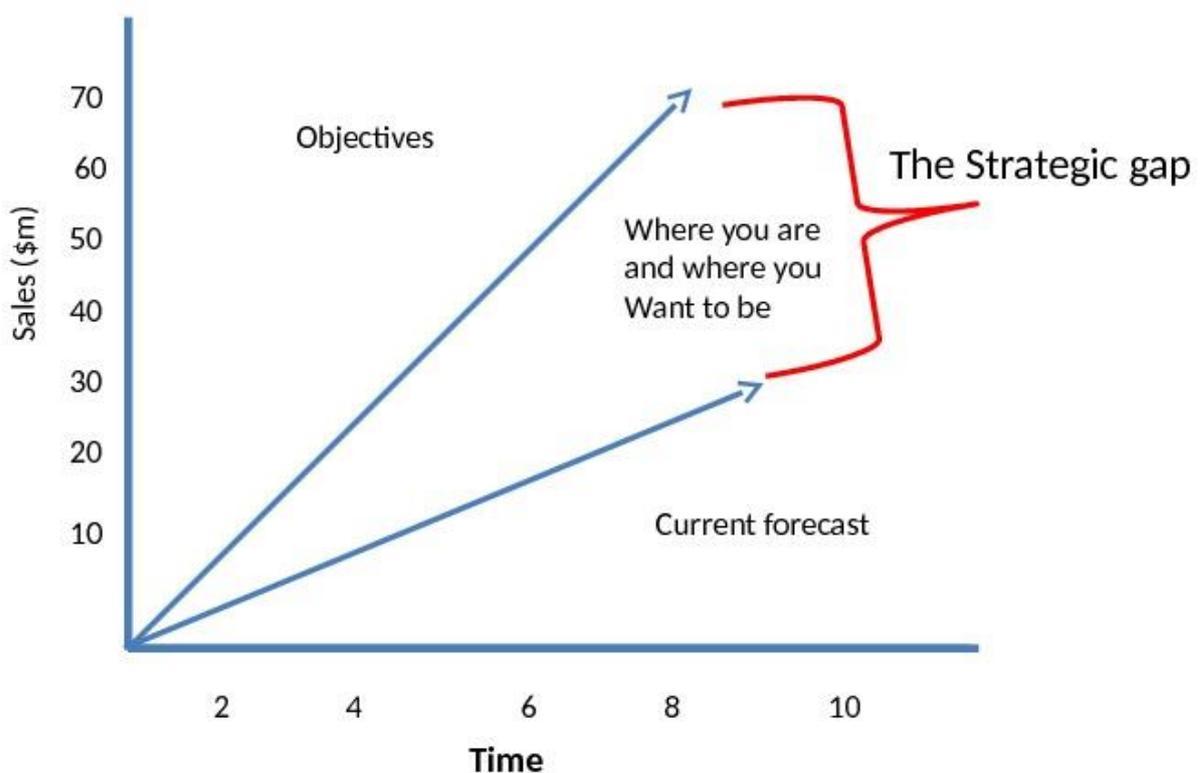
Monitoring and controlling the marketing program.



Outcomes of the marketing management process:

1. The aim of good marketing management is to allow a company to survive and produce an acceptable level of profits.
2. A plan is a statement fixed at one point in time, while planning refers to an ongoing process, of which the plan is just one outcome.
3. Companies typically produce a strategic marketing plan for a five-year period.
4. Over the shorter term, companies usually produce an annual plan which gives more details of how the strategy will be implemented over the coming period.

Gap Analysis



The marketing management structure

- ❖ Once an organization has set its structure, it can represent that structure in an organization chart: a diagram delineating the interrelationships of positions within the organization. Having decided on a functional structure, a company might create the organization chart shown in Figure below.
- ❖ Marketing plans cannot be developed and implemented without a sound understanding of marketing managers' relationship to other members of their organization.
- ❖ There are two aspects of management structure that affect the role of marketers:
 1. The internal structure and processes of the marketing department itself (where one actually exists)
 2. The relationship of the marketing functions.

