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1. Describe the difference between a market and an industry.

An industry is a group of businesses that compete with one another by providing consumers with products that are similar to or substitutes for one another's. A market is a system that enables buyers and sellers to engage in business dealings involving the transfer of goods and services. There is just one kind of product and service offered.

2. What are the six major categories of the macroenvironment? Provide some examples for some of these.

Demographic, economic, natural, technological, political, and cultural environments are the six elements that make up the macro environment. Demography is the investigation of the human population in relation to its size, size distribution, maturity level, location, sexual identity, race, occupation, and other statistical data. Economic transactions are significantly impacted by micro and macro environmental factors such as workforce participation, consumer purchasing power, GDP, and fiscal and monetary policies. On the basis of these variables, institutions and governments implement programs.

3. There are five major forces that determine industry attractiveness (Porter's Five Competitive Forces). Briefly define each one.

The threat of new entrants and the potential for new businesses to enter a market and challenge established players are represented by this force. For new competitors to enter the market, there may be high barriers to entry, such as massive capital demands or complex regulations. Suppliers' ability to influence the cost and caliber of inputs, such as components or raw materials, is referred to as their market power. Distributors may have a lot of bargaining leverage if they are highly concentrated, have specialized knowledge, or possess special resources. Buyers' ability to influence both the price and the caliber of goods or services is referred to as their bargaining power. Purchasers might just have substantial negotiating leverage and be able to demand lower costs or higher quality if they are heavily concentrated or have a wide range of options. The threat of substitutes is the to extent which consumers can choose products or services other than those supplied by industry is represented by this force. The danger presented by substitutes can be significant if there are many possibilities if alternatives are less expensive or provide better quality. The rivalry between current rivals The level of competition between the current competitors is represented by this force. Rising fixed expenses, slow-increasing employment, and a lack of product or service distinction are all elements that can exacerbate competition.

4. Briefly define the following forecasting methods: statistical methods, surveys/focus groups, and market tests. Provide an example/scenario where one of these three would be effective.

Statistical techniques are to forecast future trends, this type of forecasting makes use of past data and mathematical models. Conducted preliminary, regression analysis, and simple exponential are a few examples. When there is a wealth of historical available

data and there is a good chance that current trends will hold, statistical projections can indeed be helpful. The typical age of motorists in a municipal council who have received tickets can be determined using descriptive statistical analysis. The amount of expansion can also be determined using descriptive and inferential statistics. focus groups and surveys In order to understand the attitudes and tastes of consumers or other stakeholders, this type of predicting the future involves obtaining feedback and views from them. Focus group interviews involve gathering a small group of people for an in-depth discussion while surveys can be carried out through a variety of channels, including email, phone, or in person. When it's unclear how customers will react to a new product or service, this method may be helpful. To talk about child care requirements, a focus group of parents of kindergarteners gathers. The opinions of parents are discussed, as well as suggestions for how to make local childcare services better. At the brand-new senior center, an elderly participant observation needs to gather. Lastly, test markets a novel service or product is tested in a small market for performance prior to a larger unveiling as part of this type of forecasting. A soft launch in a restricted geographical region or a restricted offer to a select group of customers are two examples of different ways to conduct market tests. This approach can be helpful when it's unclear how well the market will react to a new service or product. Developing software. A beta trial run is an illustration of test marketing that is frequently used in application development.

5. The text describes several 'cautions and caveats' in forecasting. Explain any two of these.

Most businesses try to foresee the future so they can create goals and plans. Organizations commonly use both qualitative and quantitative forecasting as their main methods for making predictions. You can choose when to use each one to create accurate projections by acknowledging how these two forecasting methods differ from one another. Production companies may use qualitative accurate forecasts to identify that audiences prefer upbeat entertainment that makes them feel good. This can support quantitative evidence of a decline in controversy and bewilderment of software viewers.

6. Define customer relationship management or CRM.

It gives marketing teams a consolidated place to oversee communication with customers and prioritize tasks so that nobody feels ignored, enhancing the client experience (CX). The most vital sales tools in the repertoire of sales reps are CRM software. A communication management system is not all that it is.

7. Briefly describe the three important steps in the market segmentation process. How can we segment markets?

Determine the segmentation factors the step entails determining the traits or factors that can be used to segment the market into different groups. These factors may be discussed in the following section (such as value systems, religious views, or culture), geographic (such as geographical area or climate), demographic (such as time of life, sexual identity, or earnings), or psychosocial (such as usage rate or brand loyalty). Establish market segments Inside this step, components of consumers who share comparable

characteristics are created. The segments should have different needs, preferences, or behaviors from one another and be valuable, measurable, and readily available. Assessing and choosing target segments this step entails assessing each segment's sexual appeal and choosing one or more to target. Dimensions, potential for growth, revenue growth, and interoperability with the company's assets and capacities can all be taken into consideration when making the evaluation. Obviously, it depends on the attributes of the good or service, the wants and tastes of the consumers, and the corporate objectives, markets may be categorized in a variety of ways.

8. What is the five-step process for choosing attractive market segments?

5 stages make the marketplace segmentation technique. Sequence potential customers, classify products, create a real economy grid, calculate market sizes, choose marketing efforts, and implement marketing strategies to reach those markets. Understanding client requirements and tastes and selecting customer segments that provide the best chances for expansion and financial success while utilizing the industry's assets and capabilities are, in general, the keys to making a choice of market segments that are appealing to consumers.

9. Compare and contrast a niche-market strategy vs a mass-market strategy vs a growth-market strategy.

In contrast to aggressive marketing, niche marketing concentrates on a target market with readily recognizable preferences, wants, and needs. Marketing communication, on the other hand, is a tactic to market to a wide variety of demographics, which occasionally can seem pointless. The amount of market that each phrase is intended to target is the most frequent difference. Mass marketing disregards the different market segments that are available and aims to penetrate the whole market. The niche market, on the opposite hand, is a strongly outlined market that comprises uniform consumers with comparable needs.

10. Define brand positioning.

Brand positioning describes the distinctive value that a brand offers to its audience. It is a marketing tactic that companies use to establish their corporate image and communicate their value proposition, or the reason why a consumer should choose their brand over rivals.

11. Compare/contrast physical and perceptual positioning analyses. Exhibit 7.2 might assist.

While structure diagrams contrast the actual characteristics of an organization and its products, psychographic segmentation gauges consumer perception. Physical positioning refers to promoting a product to a target audience by utilizing the physical characteristics of the product, as opposed to perceptual positioning, which involves marketing companies creating some impression or idea for a target market. For various reasons, both are beneficial.

12. List the seven steps in the brand positioning process.

The cornerstone of any strong franchise is a positioning strategy. Market category, target market, unique selling proposition, brand differentiation, brand personality, brand identity, and pricing policies make up the seven key components.

13. What is the outcome of effective positioning?

A strong business model focused on the needs of the customer results from effective positioning. You must let your consumers know what value you provide. You must be explicit about the advantage they will experience by purchasing your commodity. By outlining the advantages and characteristics of your product, you can achieve this.