

MARKETING PLAN

SAMPLE

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SAMPLE

Introduction

Samsung is a reputed organisation that has a strong market share and global business. This study focuses on Samsung Galaxy 7 and the implementation of marketing plan for this particular product line. Situation Analysis of Samsung Galaxy 7 is designed and the marketing goal of the product line is discussed. In addition, marketing strategy based on target and value proposition is identified and analysed.

Situation Analysis

Samsung is a leading brand in the UK having a large market share and a strong hold of the UK market. Samsung Galaxy 7 is a leading product that majorly all the customers are satisfied with and is gaining a strong competitive advantage over other brands. The strengths of Samsung Galaxy 7 are that the product believes in technological innovation and focuses on great specifications and powerful features. (Wu *et al.* 2015).

The weakness of Samsung Galaxy 7 is that cost of production is high due to constant technological innovation and the product modification features that are incorporated within the handsets. (Jayawarna *et al.* 2014).

The opportunity that Samsung Galaxy 7 has over other brand is, this product is widely accepted by a larger market and therefore possesses greater growth potential. Kotler *et al.* (2014) stated that Samsung Galaxy 7 has higher threats based on design and product quality by high-level mobile manufacturers.

Effect of Macro-environmental factors on marketing of Samsung Galaxy 7

Demography plays an important role in the marketing of the product. With the now emerging population who are very technology inclined, it is obvious that they will favour the Samsung Galaxy 7. Now a days it is not that technology and sophisticated phones are only restricted to city rather people from all over the place are interested in getting updated technology. Thus, the present demography will enhance the marketing of Samsung Galaxy 7.

Technology also plays an important role in the marketing of Samsung Galaxy 7. Due to development and incorporation of new technology will change the demands of the people and on introduction of the new technology phone in the market the people will feel a need to acquire the new technology. (Refer to appendix 1)

Marketing Goal

The marketing goal of Samsung Galaxy is to constantly focus on technological innovation and produce such products that would often lead to inspiring digital experiences and sales up to 400 billion USD, which would be no.1 in the industry (Samsung.UK, 2016).

Marketing Strategy

Target Customers

The target customers of Samsung Galaxy 7 is mostly young people belonging to the age group of the 20s to 30s who are brand conscious and are looking for quality products within an affordability range. This group of customers are usually technologically inclined and look for such handsets that possess innovative features and specification within an affordable price range. These kind of customers are ideal to target as they are growing and can be manipulated by marketing strategies. Thus, Samsung Galaxy 7 is targeting the young generation who do not earn much and are based in the UK (Samsung.UK, 2016).

Value Proposition

The value proposition of Samsung Galaxy 7 is that this brand is constantly focused on R&D activities and innovation in technology in order to enhance customer experience with the product line. New research and development will help the company to make phones, which are advanced as well as have the potential to attract customers. In addition, Samsung Galaxy 7 handsets are durable which gives the brand a competitive advantage along with product specification. Handsets from many other companies may be attractive but they lack the basic thing, which is durability. Customers want something, which will be technologically advanced but also will be durable enough to sustain sufficient stress. Customers do not prefer phones, which get easily heated or have functionality issues. Samsung Galaxy 7 handsets are affordable which helps in increasing the sale of the product as the target market of this product line focuses on high brand value and affordability of the product. According to Truong *et al.* (2016) although people are very interested in buying new technology but they are more incline towards something, which is, more economical thus customers are more willing to buy phones with less price.

Solution

Thus, if Samsung focuses on the young generations along with keeping in mind the macro-environmental factors then Samsung will be able to achieve its aim with respect to Samsung Galaxy 7.

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Reference List

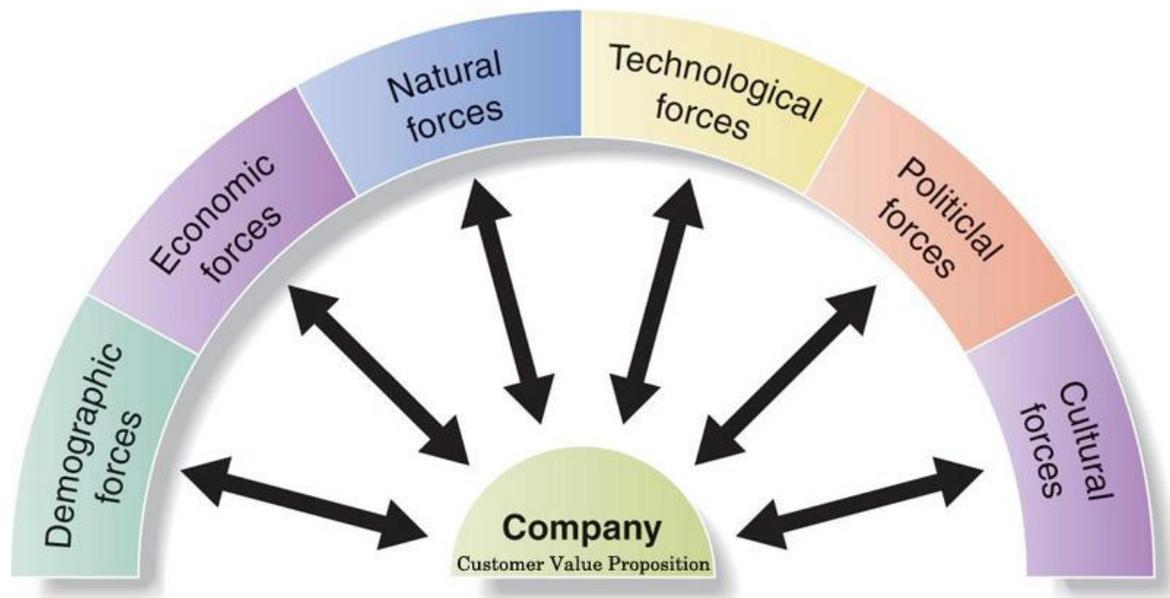
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Appendices

Appendix 1: Macro-environmental factors affecting business



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