

Evaluate and justify the use of an appropriate promotional mix with respect to business and marketing objectives for the selected organisation

Customers and industries purchase and support TK Maxx, as well as any businesses, goods and services because they are either convinced, encouraged or knowledgeable about them by the marketing activities performed and used to communicate with. This is known as promotion and is a crucial factor during marketing actions for all businesses when attempting to achieve their aims, especially with for – profit organisations such as TK Maxx. It is also part of the marketing mix, which is a very effective array of techniques used to increase sale performances. When corresponding with target consumers, promotional methods performed include public relations, advertising and direct marketing. Each of these can contribute to the success of the businesses aims and objectives as they are what let everybody know what the stores goods, services and motives are.

When sending certain messages to their stakeholders about what they can provide, TK Maxx will want to gain a higher share of publicity through the course of communication. The store would also have a public relations department who would be handling the accountability of getting good publicity, as well as avoiding the possibility of bad publicity. TK Maxx using PR means organising a media event or clothe product launch for everyone to see, letting the media know of any new accessory products or changing goods, arranging community relations to give away free tickets to shows and occasions through various competitions throughout the store, providing facts and photos on behalf of their client to the medium, sponsoring any major events occurring such as sports or celebrations since many businesses in their market do the same, and lobbying so the store is at least mentioned. Having their own PR section can result in large popularity for the business, but to remain efficient TK Maxx should ensure that everything is organised and planned when getting the right message to the right target audience, that problems can be dealt with such as unsatisfactory watches or bracelets, that a precise point is given and the department has developed in the long term to improve the image of the store.

Not only TK Maxx aims and objectives, but their goods, services and ideas can be presented through advertising which are impersonal messages displayed to either notify or persuade consumers of their current business and products. This can be shown in any form of communication, whether it's TV, website, post, clothes (which TK Maxx can present best since its main line of business is clothe sales), magazines, mobiles, newspapers, etc. Although TK Maxx is a retailer, any form of business can perform advertising, whether they are retailer, governmental, charity or manufacturer as it is one of the most accepted form of promotion since most of the population watches it. They can use this for providing information on any new or old offers or products given so long that they can afford it as advertising agencies are helpful but expensive, as well as the goods and services presented must be satisfactory. The point of this is mainly to be convincing as consumers can be tempted to purchase only those clothes or jewellery in an advertisement. There are a number of benefits from this, involving higher demand so a raised price can be efficient with popular fashion products, brand loyalty would be created so continuous sales in the long term, market share can be sustained and constructed, attitudes on the product can alter, there is higher awareness desire and interest, it gives the chance to create or alter the image of the store for an even greater reputation, and most of all higher profit will be made by tending to peoples emotions. Public attention is what every organisation aims to gain and using advertising, TK Maxx can inform everyone about what they provide before they even go to the store.

As a manufacturer of clothe products, TK Maxx can use direct marketing as a form of supply or sales straight for the customer. It is an immediate way for the business to gain profit face – to – face with consumers, where other possible forms could be through reply advertising, direct mail or telemarketing, but the internet is currently a large part of the process. TK Maxx can take advantage of their aims and objectives by having their market specifically targeted