

Unit 3: Introduction to marketing

Assignment 1 – The National and Multi – national Marketing Environment

Task 3 – Evaluate and recommend improvements

Evaluate the marketing techniques, research and analysis used by your selected organisation and make some recommendations for future innovation in improvement and development.

Introduction

For this assignment, I intend to assess the promotional methods, research and analysis used by my chosen business, Woolworths, and suggest improvements for future ideas. Woolworths is a business that conducts research and display ideas to gain profit and become more successful than their rivals. In doing this, I will have discovered how the organisation attracts their customers and what needs to be done to gain their interests further.

- a.) Evaluate the marketing techniques, research and analysis used by your selected organisation.

Evaluation of marketing methods, research and study used by Woolworths

The strengths of the SWOT analysis for Woolworths and the marketing of their new Samsung 1285 phone involve being able to give them an idea of what to work on with the flaws of the product because they can compare strengths and weaknesses. It can also help them determine whether the phone is good enough to promote and be sold throughout out other stores across the country, as well as discover if rival stores are sell the same product and whether Woolworths can outsell them. The limitations of the SWOT analysis that Woolworths has applied to the marketing of the phone involve factors, such as not assisting with the sales of the product when threatened by the competition of the business, reducing the outcome of its overall sales between companies. SWOT also does not help with how the manager of Woolworths responds to any problems within the company as it cannot fully help with how they should be resolved.

The strengths of the PESTLE analysis for Woolworths and their phone product involve them having wider and clearer idea of what their organisation needs in order to improve the promotion of the phone. Although mostly out of their control, Woolworths will have a greater understanding of their political, financial, lawful and ecological factors and can use them to steer the behaviour towards the product to a more positive outcome, one where its value can lead to high profit. The limitations of the PESTLE analysis that Woolworths has applied to the marketing of the phone involve the factors, such as saying what the problems are with each regarding the sales, laws and health issues of the product. There is also to consider how this affects the product widening its sales to other Woolworths stores, because if these only regard the main issues of the phone and not how to improve them, then their can be no hope of increasing its numbers.

I think the limitations of both SWOT and PESTLE, in order to be effective, are less if both were used together in marketing. This can be because each of the PESTLE factors can be more useful if they were given their SWOT factors first in order to make the right business decisions for them. Also, they can be limited because they are not used in terms of strengths, like deciding which factors from SWOT and PESTLE are more important than others and should be carried out the most. One more