



Service Science, Management and Engineering

Marketing management

© Leonard Wallezký

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Název prezentace v zápatí

Motivation

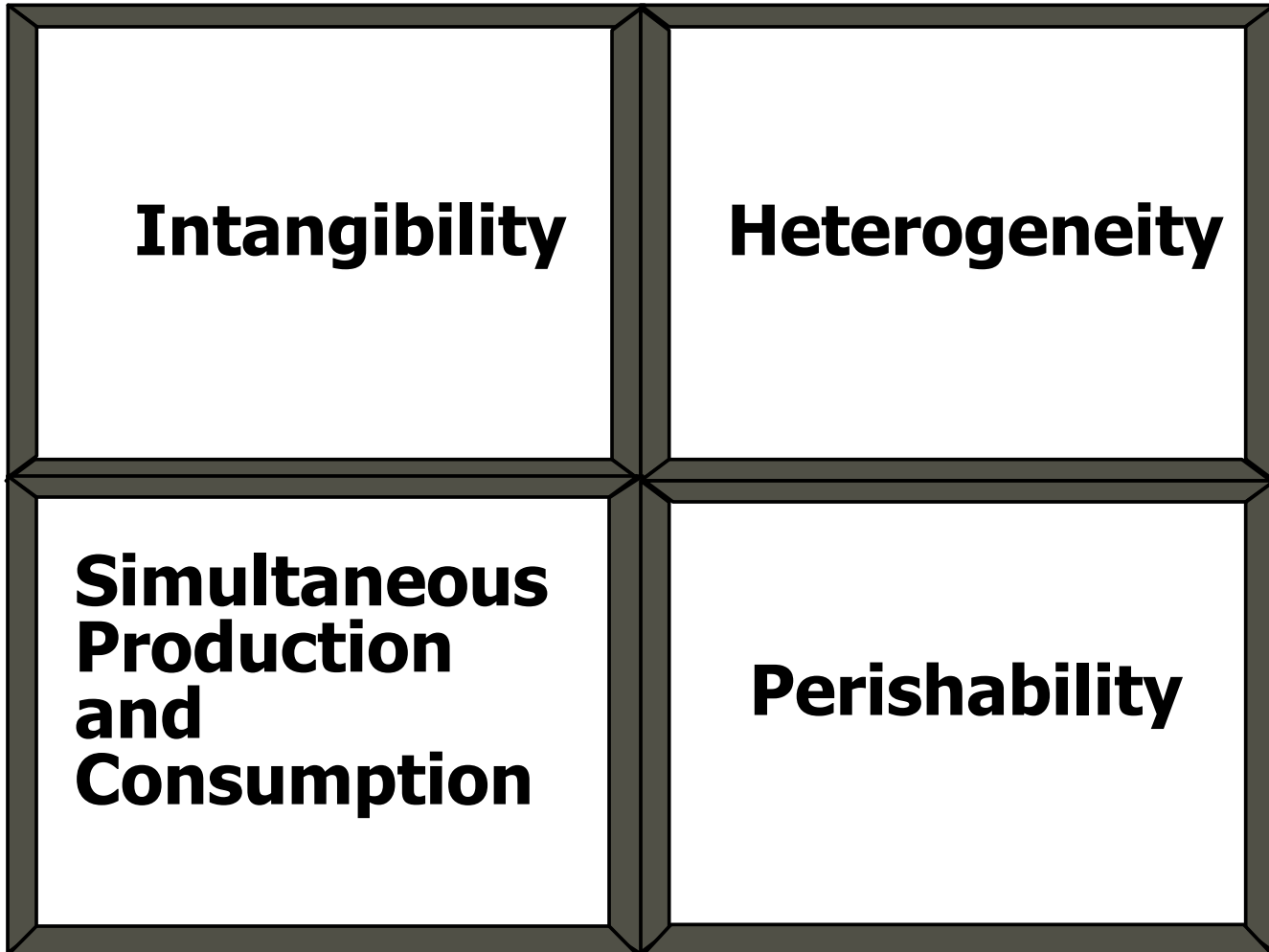
- Why do we need marketing?
- Why IT should cooperate and understand marketing?

Marketing of services basic

- Diversity between goods and services
- Why are services more important than goods (or are not?)
- Tangibility spectrum



Characteristics of Services Compared to Goods





Implications of Intangibility

- ❏ Services cannot be inventoried
- ❏ Services cannot be easily patented
- ❏ Services cannot be readily displayed or communicated
- ❏ Pricing is difficult



Implications of Heterogeneity

- Service delivery and customer satisfaction depend on employee and customer actions
- Service quality depends on many uncontrollable factors
- There is no sure knowledge that the service delivered matches what was planned and promoted



Implications of Simultaneous Production and Consumption

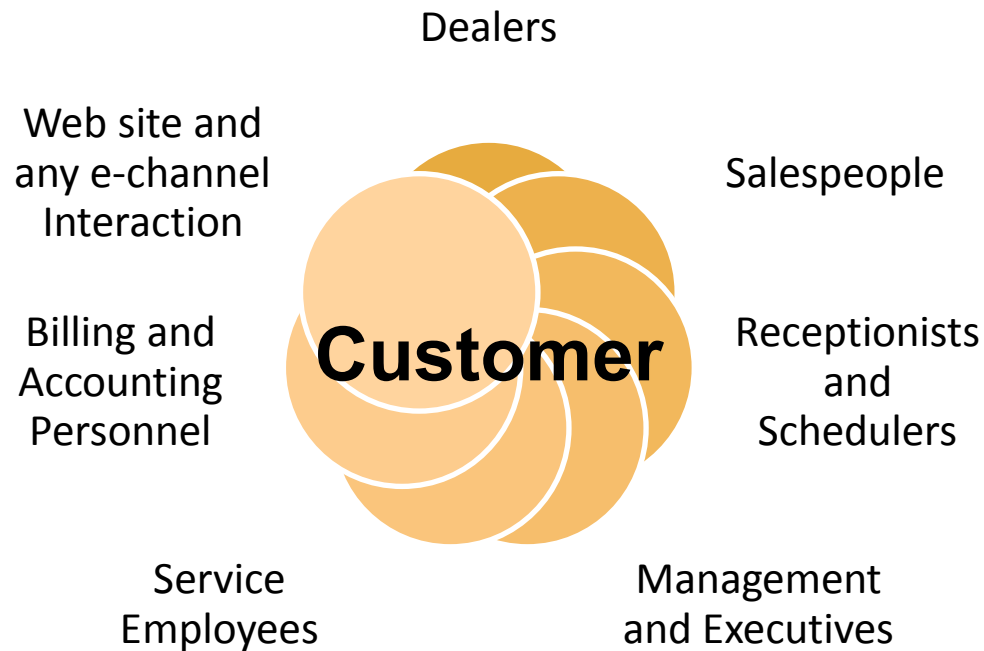
- Customers participate in and affect the transaction
- Customers affect each other
- Employees affect the service outcome
- Decentralization may be essential
- Mass production is difficult



Implications of Perishability

- It is difficult to synchronize supply and demand with services
- Services cannot be returned or resold

- Service includes every interaction between any customer and anyone representing the company, including:



Analysis

- What we are going to sell?
- Who are our customers?
- How can we characterize our production?

Planning

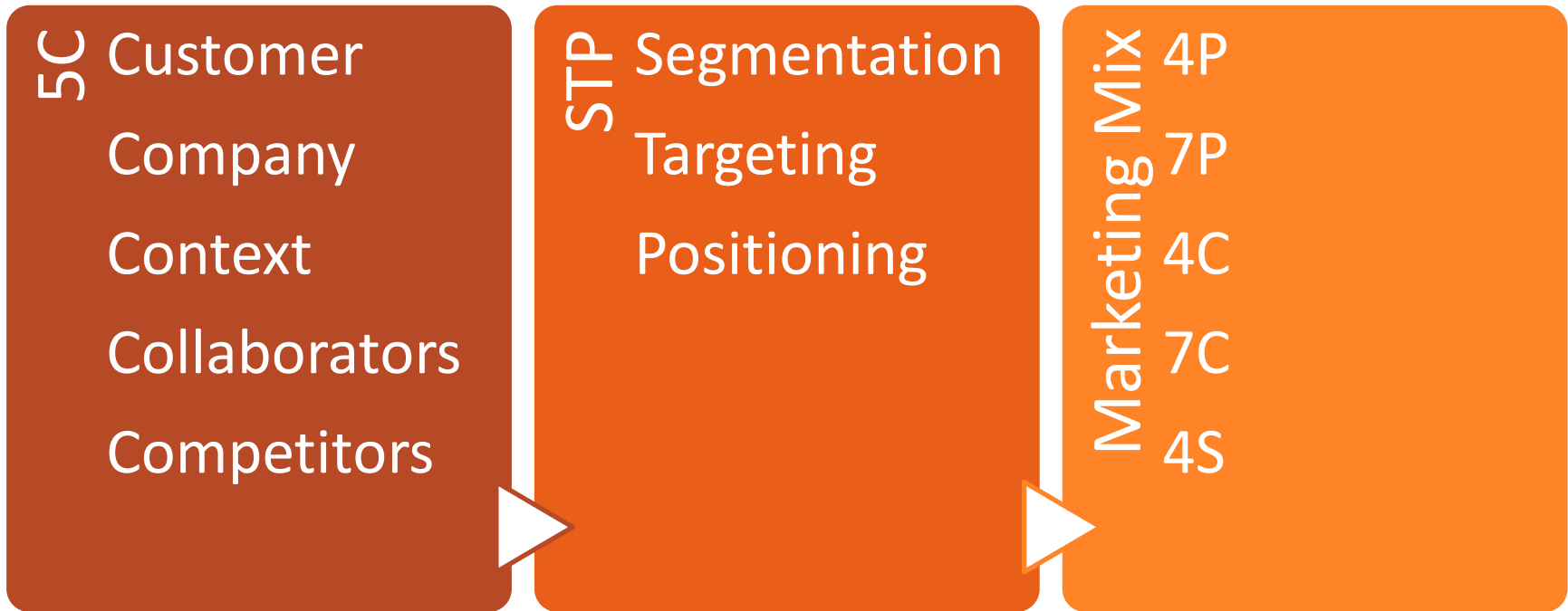
- What information do we need?
- How to schedule our actions?

Implementation

- Acting according the plan

Control

- *What can we do better next time?*



Customer

- Who is our typical customer?
- Whom are our products designed for?
- What value do we bring to the customer?

Company

- What is our company background?
- What is our position on the market?
- How do we manage the company processes?

Context

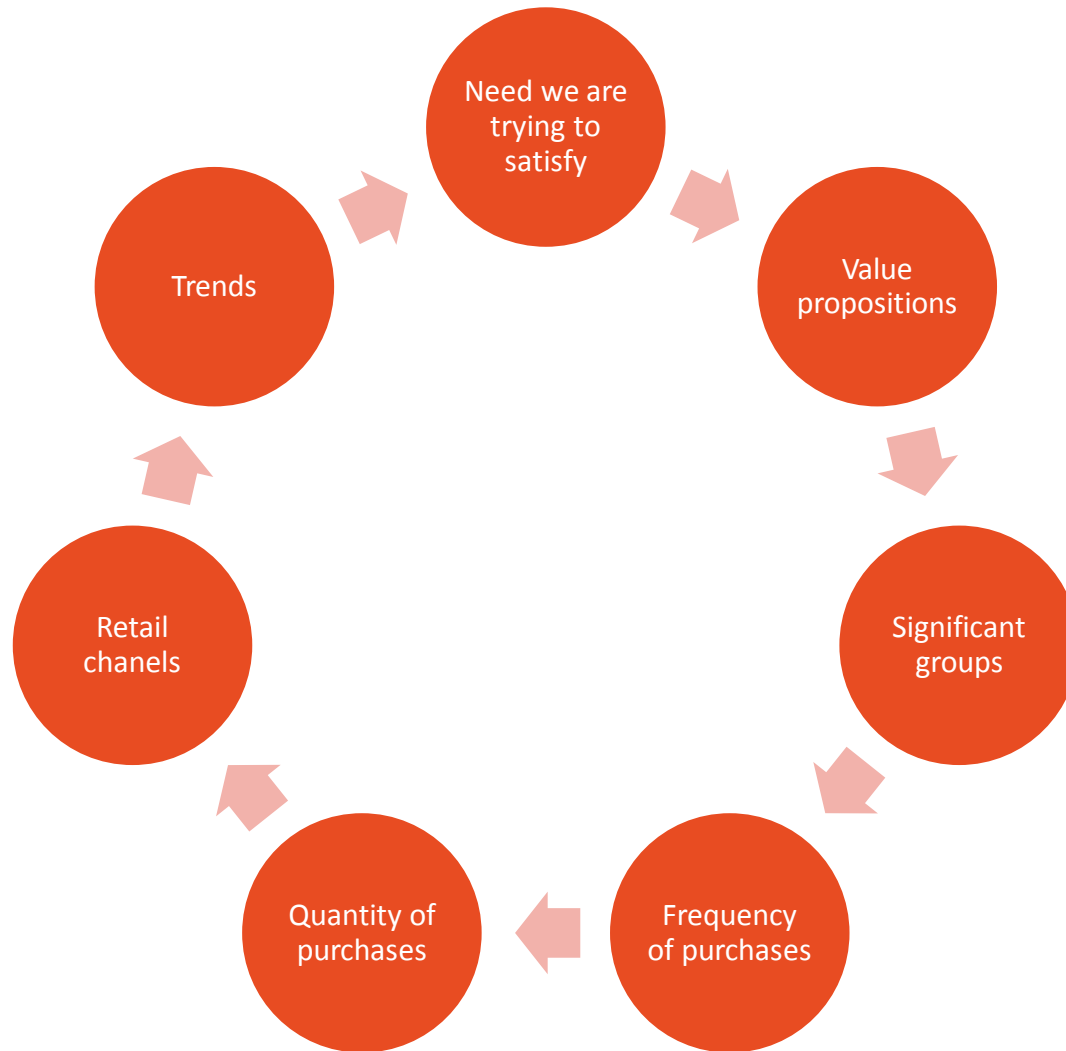
- What are political conditions?
- Are there any economical issues?
- What is level of technological development?

Collaborators

- Whom do we need to finalize our production?
- Are there any unreplacable companies?
- What do we expect from our partners?

Competitors

- Do we know our competitors?
- What is the highest danger?
- How do we map the whole market?



- Are we able to meet customer's needs?
- SWOT analysis

Strengths

- innovative products, expertise and procedures

Weaknesses

- lack of knowledgeable technical support or average product quality

Opportunities

- a new international market or a market led by a weak competitor

Threats

- a new competitor or price war



Context PESTE analysis

Social

- The level of society, social state

Technics and technological

- Technological development, computer skills

Economics

- Tax rate, interest rate, wage level

Political and law

- Stability, corruption, law enforcement

Ecological

- Attitude to environment

- ▣ Are there any key partners?
 - ▣ Unique technology
 - ▣ Supply dependency

Distributors

Suppliers

Emploees

Experts

Stakeholders

Are there active competitors?

Or do we identify any threat?

What are competitive products exactly?

What are their features?

What are their strengths and weaknesses?

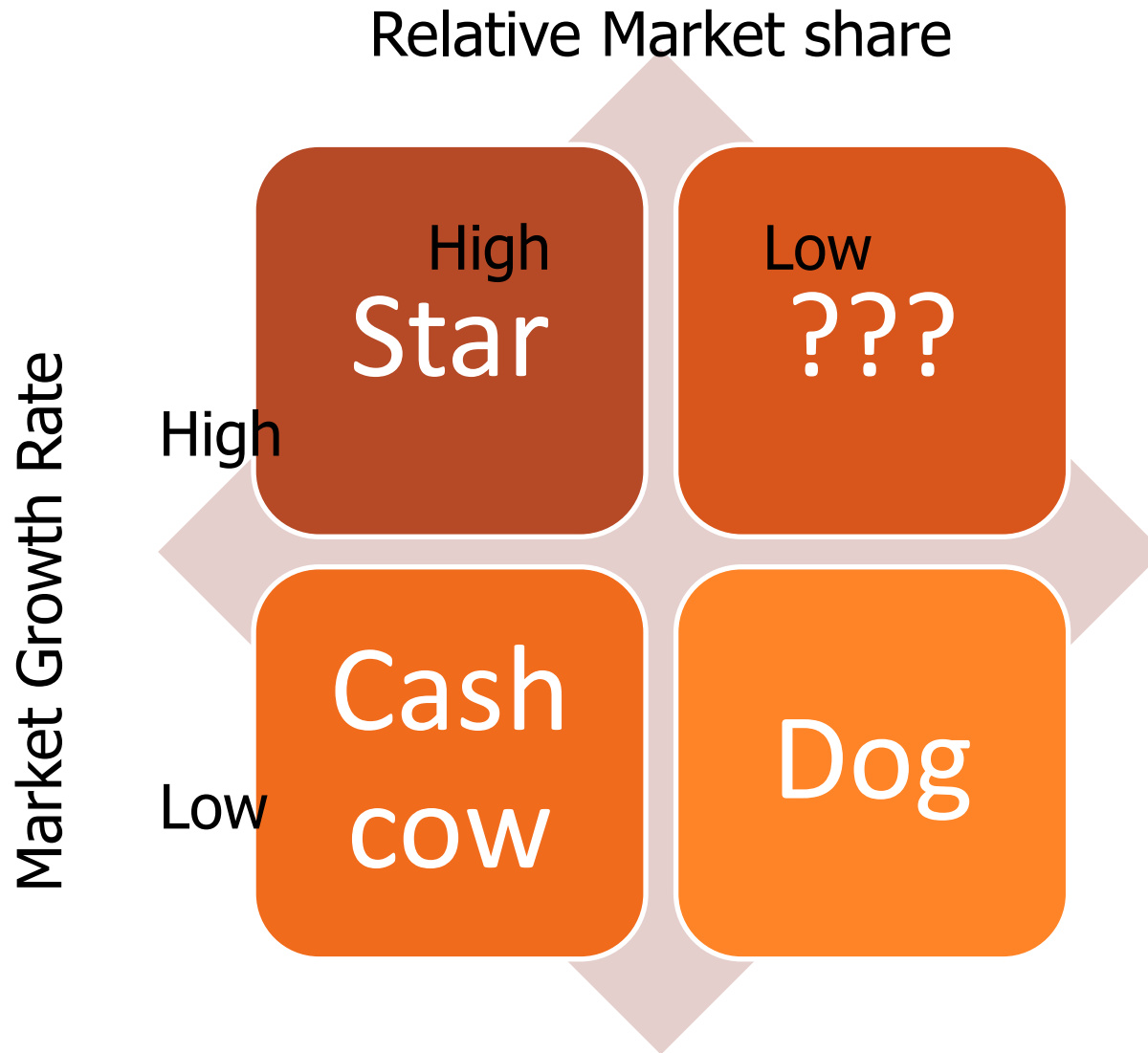


Portfolio Assessment Tool

Brands or products are classified according to whether each has a strong or weak market share and slow or growing market

Helps us to formulate marketing strategy

Very easy to use in any other cases



What strategy do we choose?



optimize or hold



minimize or divest



milk



unknown

- Marketing strategy is the link between corporate goals and operational tactics

There are two primary considerations in marketing strategy

- Where are we?
- Where do we want to go?

To see

- Mission
- Vision

Indicates the benefits for customers, suppliers, employees

Offers products and services to satisfy needs of the subjects

Appeals to wider customer groups

Attracts attention rather than explain usefulness exactly

Google

- to organize the world's information and make it universally accessible and useful.

Kofola

- Kofola's mission is to enthusiastically create an attractive brand of beverages, which will offer consumers a functional and emotional value that they become an important part of their lives.

Answers the question: What the business and company will look like in a distant future?

Reflects feelings and ideas of leaders

(emotional perspective)

Includes measurable parameters and its values indicating achievement of vision

(rational perspective)

Google

- to develop a perfect search engine.

Kofola

- Kofola group's vision to be the preferred choice for customers, employees and shareholders. By 2012 we want to be an overall "number two" in the soft drinks market in the Czech Republic, Slovak Republic and Poland. In each of these countries, our goal is to have in the segments of cola drinks and water brands that will be 1 or 2 place in these segments. In other categories to be imaginary third place.

Corporate philosophy

- What is the company's typical philosophy toward the marketplace
- Complexity
- Originality and uniqueness
- Stability
- Synergy among collaborators and employees
- Prestige

Company concepts

- Design
- Communication
- Culture

Company Image

Analysis is not static

How do we know we are right?

How to set key factors?

What factors can help us?



Profitability

Sales

Share

Average prices

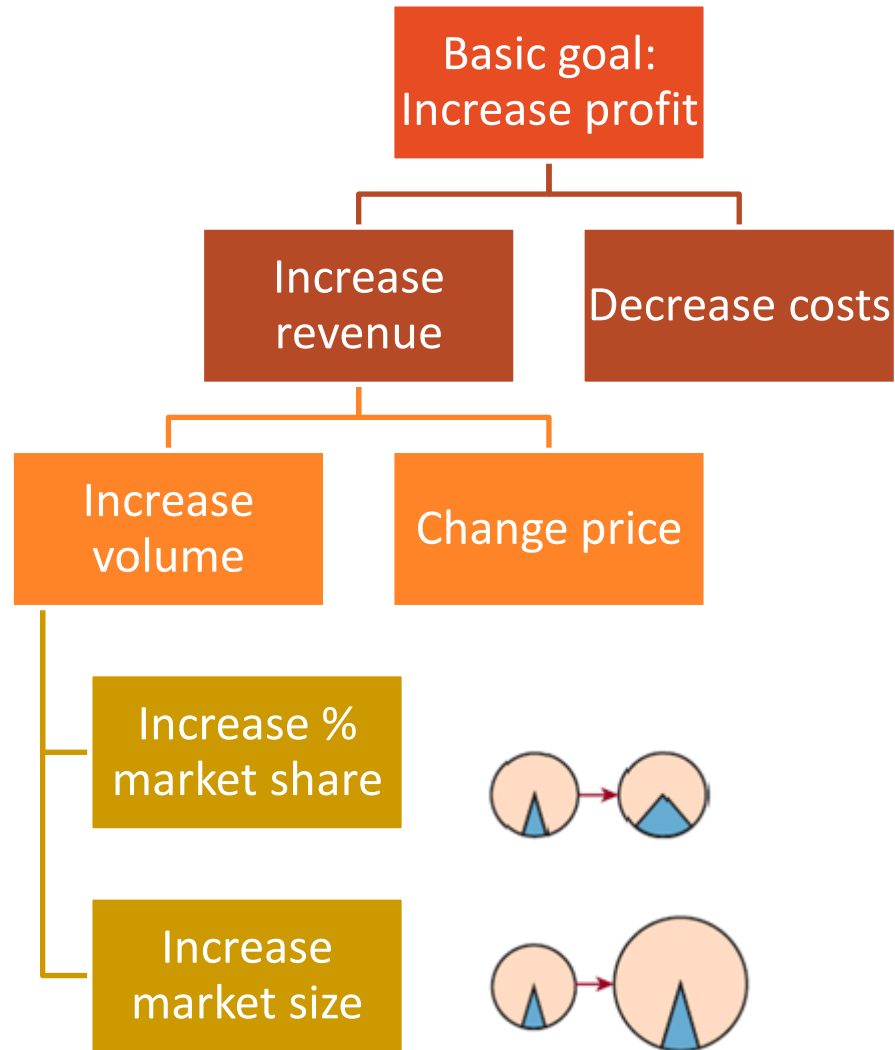
Levels of awareness

Penetration in trial

Customer satisfaction

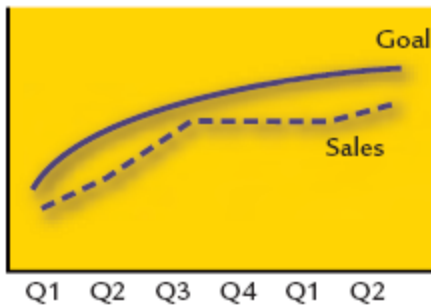
Employee satisfaction, etc.

Example: How to increase profitability

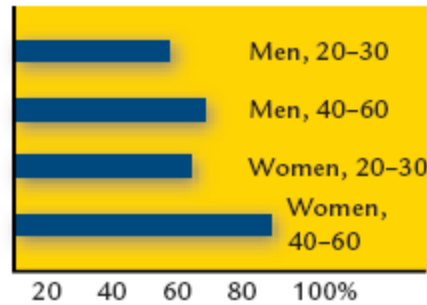


Example: Metrics

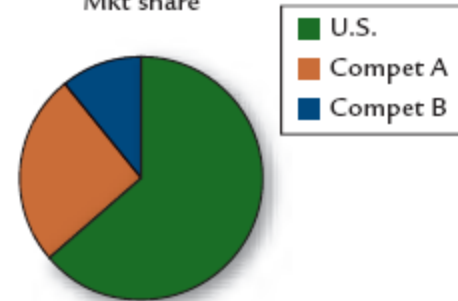
Avg revenue per customer



Loyalty per customer segment



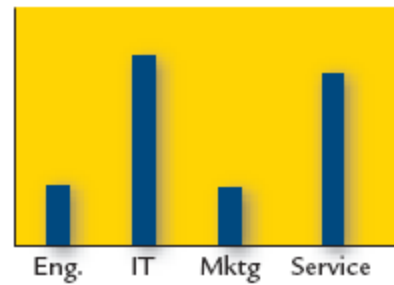
Mkt share



Customer satisfaction CIs



Employee turnover per dept.



5C Analysis

Boston metrics

Corporate identity

Basic of metrics

Thank you for the attention

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