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1.Markting strategy

What Is a Marketing Strategy?

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

The Creation of Marketing Strategy

A carefully-cultivated marketing strategy should be fundamentally rooted in a company's value proposition, which summarizes the competitive advantage a company holds over rival businesses. For example,

Walmart is widely known as a discount retailer with "everyday low prices," whose business operations and marketing efforts revolve around that idea. The four Ps of marketing: product, price, place and promotion

**Product:** The goods and/or services offered by a company to its customers.

**Price:** The amount of money paid by customers to purchase the product.

**Place (or distribution):** The activities that make the product available to consumers.

## 2. Integrated Marketing

### Integrated Marketing

Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together.

At its most basic level,

Integrated Marketing

Communications, or IMC, as

we'll call it, means integrating all the promotional tools, so that they work together in harmony.

Promotion is one of the Ps in the marketing mix. Promotions has its own mix of communications tools.

All of these communications tools work better if they work together in harmony rather than in isolation. Their sum is greater than their parts – providing they speak consistently with one voice all the time, every time.

This is enhanced when integration goes beyond just the basic communications tools. There are other levels of integration such as Horizontal, Vertical, Internal, External and Data integration. Here is how they help to strengthen Integrated Communications.

Horizontal Integration occurs across the marketing mix and across business functions – for

example, production, finance, distribution and communications should work together and be conscious that their decisions and actions send messages to customers.

Vertical Integration means marketing and communications objectives must support the higher level corporate objectives and corporate missions.

Meanwhile Internal Integration requires internal marketing – keeping all staff informed and motivated about any new developments from new advertisements, to new corporate identities, new service standards, new strategic partners and so on.

External Integration, on the other hand, requires external partners such as advertising and PR agencies to work closely together to deliver a single seamless solution – a

cohesive message – an integrated message.

3. The adverse effect of the pandemic in the sales or production of the company, Coca Cola, is affected by the elements of marketing mix with its 4ps: types of product, which is delivery service, place which is Enugu, its price, which depended on the brand product demanded. Coca-Cola should draw more customers closer by decreasing their price in this pandemic and the promotional influences (social media, billboards)

This study examined those factors that influence brand preference among consumers in Enugu urban.

The Coca-Cola soft drinks that are available in retail outlets in Enugu urban, was used on this study.

Two sources of data were used

in the study, they are primary and secondary data. Again questionnaires were used as research instruments to supplement the information got through other sources.

The hypothesis in this study were tested using chi-square ( $\chi^2$ ).

On the findings, it was observed that:

- Coca-cola emerged as the leader among consumers in Enugu urban. Taste and flavour appeared to be a powerful determinant in consumers brand preference of soft drinks and its purchase in Enugu urban.
- It was also revealed that sales promotion is a very important factor that influences consumer's purchase of coca-cola brand of soft drinks.
- It was found out that consumers level of income does not have an influence on their

choice of a particular brand of soft drinks.

- It revealed that most soft drink consumers in the sample, were brand loyal.

- It also revealed that most of the soft drinks consumers in Enugu urban are mainly males and females.

Based on the findings, the following recommendations were made:

- Manufacturers should reduce the sugar content of soft drinks in such a way that it would not affect consumers health without attesting the stable flavour of soft drinks.

- They should as well avoid adulteration and production of sub-standard quality soft drinks and improve the cocks of their soft drinks. They should do more product research especially in the area of preference. The analysis of such research should be kept

current in order to keep them abreast with consumers trends and desires.

- From the findings also, one can conclude that both manufacturers of soft drinks and its marketers can use sales promotion to enable the marketer know the most suitable groups of consumers to direct their brands so as to achieve maximum effectiveness.

- Finally, local manufacturers of soft drinks should purposely produce some of their products to enable them compete favourably with foreign competitors.