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Market strategy is seen as a process consisting of analyzing environmental market competitive and business factors affecting the cooperation and its business unit.

The behavior of organizations in the marketplace in their interactions with consumers, customers, competitors and other external constituencies, in the context of creation, communication and delivery of products that offer value to customers in exchanges with organizations .

Market strategy in my understanding is the way or plan an organization uses to grow their business, increase sales , attract customers

For example a company that manufactures toothpaste, In Nigeria today many other company produces the same product so it's the responsibility of the staff and management of the organization to use a strategy or formulate a strategic plan in which their product will be out there and will be recognized and chosen over any other product serving the same purpose

The main purpose of strategic marketing is to lead the organization towards attractive opportunities

A good marketing strategy helps companies identify their best customers. It also helps them understand consumers' needs. With a good strategy, it is possible to implement the most effective marketing methods.

It's the application of your strategy – a roadmap that will guide you from one point to another.”

Therefore, in marketing, the strategy describes the ‘what’ while the plan describes the ‘how.’

Unfortunately, many people try to achieve the ‘how’ without first determining what the ‘what’ is.

You should first determine ‘what’ you want to achieve, and then work out ‘how’ you will do it. In other words, your marketing strategy must come before your marketing plan.

Question 1b

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.

Question 2

The corona virus has widely affected almost every aspect of the world economy, if not all and as such, businesses have also been affected in certain ways. For instance, the supply chain for certain businesses have also been affected. In the sense that the normal routes and channels have been close to prevent the spread. As the supply chain gets cut off, there may be a scarcity of the products in the future thus leading to a severe loss of income. For merchants, it has been particularly hard, since there has not been movement to workplace and so sales have inevitably been lost. The closing down or restriction of various running operations affects performances greatly. For a lot of small businesses, their management systems are either not adequately established or advanced in order to take their business online. as the pandemic spreads, there are different concerns arising. There are also a decline in productivity, as a result of shut down of various facilities being shut down, and some workers end up losing their jobs. Given that, employees are expected to function as a virtual workforce without letting their productivity drop, and this is asking quite a lot given

the current situation. Even import and export related enterprises, wont even be able to function, as a result of states closing down their borders to prevent the virus spread. For example, businesses in china cannot thrive anymore as a result of the spread. Income and revenue levels will not increase but would rather drop significantly. Moreover, as china is the world's biggest market for industrial goods, mostly because of its cost – effectiveness, the practice of quarantine within the region is impacting businesses across the globe.