

## Final Assignment:

Marketing 4P is a classic marketing model. This model focuses on four key elements, also known as the "4Ps": product, price, place (distribution), and promotion. Each of these factors (or: perspectives) is crucial for an effective marketing strategy for a company.

**PRODUCT** refers to the goods or services offered by a company. In analyzing a company's marketing, attention should be paid to factors such as product features, uniqueness, quality, packaging, branding, etc. All these elements influence customer perception and the competitiveness of the company.

**PRICE** pertains to determining the appropriate pricing for the company's products or services. Price analysis involves assessing pricing strategies, taking into account factors such as production costs, profit margins, market competitiveness, demand elasticity, etc. Price can impact the perceived value of the product and customer decisions.

**PLACE (Distribution)** concerns how a company delivers its products or services to customers. Distribution analysis includes assessing distribution channels, such as retail stores, online sales, wholesalers, distributors, logistics, and other aspects related to delivering products to customers in the right time and place.

**PROMOTION** refers to the marketing activities undertaken by a company to reach its target audience (note: its NOT about discounts its about TELLING STORIES). Promotion analysis encompasses evaluating marketing communication strategies, such as advertising, public relations, promotions, personal selling, social media, etc. The aim of promotion is to increase brand awareness, build customer relationships, and stimulate demand for the company's products or services.

Each company struggles to build effective marketing policy. Decisions made here have tremendous impact on business. Wrong choices can led to catastrophe, while good ones can sky-rocket your income.

Analysis and description of real companies characteristics is a great tool for understanding the marketing process.

**Your FINAL ASSINGMENT is to prepare MARKETING ANALYSIS of a real company, using the 4P MODEL. So, you need to describe the company from four different points of view (or: in four different areas). The choice of the company is up to you.**

This is a very brief example for Apple (note the importance of words in bold):

**PRODUCT:** Apple offers a diverse range of products, such as iPhone, iPad, Mac, Apple Watch, AirPods, etc. These products are characterized by **high quality, innovation, aesthetics, and performance**. The company focuses on creating products that integrate hardware, software, and services into a cohesive ecosystem. Apple also emphasizes the

**uniqueness** of its products, often introducing new features and technologies that set benchmarks for the competition. The identity is also build of **very good design**.

**PRICE:** Apple follows a **premium pricing strategy**, meaning their products are priced higher compared to many competing products. The price of Apple products reflects the **perceived brand value**, build quality, ecosystem, and innovation. The company typically maintains price stability in the market, which helps build **an image of exclusivity**.

**PLACE:** Apple utilizes **various distribution channels**, including their own **retail stores** (Apple Stores), **online sales** (Apple.com), and **retail partners**. Sales is **worldwide**. Apple stores are strategically located and serve as points of sale where customers can experience Apple products firsthand. The company ensures the availability of its products in global markets, providing wide distribution coverage.

**PROMOTION:** Apple conducts intensive **advertising campaigns** that focus on **product features, usability, innovation**, and their **impact on users' lives**. The company employs multiple promotion channels, including TV commercials, online ads, outdoor advertising, and print media. Apple also garners **media attention** through press conferences where they unveil new products and innovations.

Please note that analysis shown above is just a sketch and a framework. I expect you to go more into the details.

To sum it up:

- **ASSIGNMENT:** 4P Analysis of a existing company of your choice
- **DEADLINE:** 10.07.2023 (Monday).
- **DELIVERY:** A PDF file (or a DOC) sent by email to: w.moscibrodzki@gmail.com. Please use the subject: "SANS" (just SANS). Specify your name in the mail.
- **EVALUATION CRITERIA:**
  - Depth of analysis
  - Your own reflections
  - On-time delivery
- **GOOD LUCK!**

**NOTE:** I don't like to specify the length of text. I prefer good thoughts than the weight of the paper. But I believe good analysis should be no less than 2 pages (as a experienced teacher I KNOW the power of using big lettering, fancy fonts and 150% baseline... you have been warned :D)

**NOTE:** In case of any questions, you can write an email or just call me: +48 608 520 830.