



**The
Researchers
Hub**

MARKETING PLAN

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INTRODUCTION

Marketing function plays vital role in the business as it support in promoting their products and services to the ultimate customers so that they may easily get satisfied. With the help of drafting proper marketing activities it also assists the company in accomplishing the objective related with increasing their presence and market share in the country. For the present report, selected organisation is Oobe Company single authorised dealer of Apple Inc. in New Zealand. The report will cover the marketing activities that firm needs to follow to ensure that they remain at the top of their business.

Marketing Objective 1 – Generating more online revenue by selling the device through digital platforms

Activities – Considering the market of New Zealand, it is essential for Oobe to carry out ample of activities and practices while bringing up products of Apple on online platforms. Market share of the company can be enhanced while ascertaining the scenario of digital marketing. Currently, all the companies are selling products and services through online platforms because that seems to be a convenient mode of selling products (Williams & Williams, 2017). Under the major activities, Oobe will have to create a web portal on which the products of Apple will be displayed. Focus will also be laid on developing the marketing strategies that will help in promoting Apple’s products.

Responsibilities and accountabilities – All the departments working at Oobe will be handling diverse tasks and practices in order to carry out marketing activities. While developing marketing plan, it is essential for Oobe to create a list of strategies that can assist in offering the products appropriately at market place. Prior executing the marketing plan, it is crucial for Oobe to delegate accountabilities among operational department, managerial department and other areas so that they can equally handle all the tasks. Managers have to prepare monitoring plan as well through which the efficiency of the plan will be analyzed.

Interdepartmental support – All the departments of Oobe will have to support each other in relation to generating online portals for Apple products and services. Since, Oobe will be the only dealer who will sell Apple’s products; therefore it is essential for the company to derive support from all the inter-departments (Tuten & Solomon, 2017). Online selling of Apple products will be a risky activity because yet all the dealers and sellers are selling the products

through direct selling sources. Under the marketing ideas, digital sources have become highly important since it involves use of technology in carrying out marketing activities and practices.

Timeline – It is always essential to set a timeline so that on such basis, all the practices and activities can be carried out. As per the scheduled time table, the plan of implementation will be completed; hence all the practices will be carried out according to this schedule. Developing online portal consumes time; hence it is vital for Oobe to allocate resources and duties to the employees (Turban *et al.*, 2018). This will assist in getting the work done on deadlines.

| Tasks | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 |
|--|---------------|---------------|---------------|---------------|---------------|---------------|
| Devising aims and objectives of the marketing plan | | | | | | |
| Focusing on planning for marketing plan | | | | | | |
| Arranging financial and other resources | | | | | | |
| Planning for people management and task management | | | | | | |
| Allocating duties to the employees along with budget preparation | | | | | | |
| Analysis of the overall plan | | | | | | |
| Carrying out | | | | | | |

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| the implementation process | | | | | | |
| Reviewing the overall effectiveness of the plan | | | | | | |

With the help of timeline, Oobe will be able to direct the employees to get the work done within the stipulated time period. Along with this, it will also be useful in terms of utilizing all the resources in accordance with the budget.

Budget – Selling Apple products through digital sources require huge availability of financial resources; therefore Oobe will have to prepare a budget as well for the marketing plan. Budget will help Oobe to conduct all the activities and practices according to the marketing aspects (Chernev, 2018). It will also help the team members to focus on associated goals and objectives. Budgetary information for this objective has been mentioned as follows:

| Activities | Amount |
|---------------------------------|-----------------|
| Developing online portals | AUD 500 |
| Fees to the developers | AUD 300 |
| Software development | AUD 600 |
| Searching for digital platforms | AUD 200 |
| Implementation cost | AUD 700 |
| Total | AUD 2300 |

Barriers to Implementation – It is an apparent fact that barriers and challenges come when any plan or strategy is being implemented. Similarly, this will be in the case of Oobe when the business will implement marketing plan while selling products and devices of Apple. This might also be a risky process because digital platform tools are associated with technology. It has

been witnessed that technology gets updated; hence lack of such provision could impact the business greatly. Along with this, challenges might also come in setting the platform for selling products and devices of Apple. It is not necessary that Oobe will reach to the defined revenue target.

Marketing Objective 2- Increasing the presence and market share of the firm in the country

Activities

Through reviewing the current scenario it has been stated that Oobe is the only authorised dealer of Apple products in the New Zealand region and have to compete with other sellers who are authorized dealer of other smart phone companies like Google and Samsung. Therefore, to expand their services and presence in the New Zealand country Oobe will engage in different marketing activities that would support in enhancing their presence along with the market share.

The marketing activities that would be implemented by marketing manager of Oobe must focuses on conducting marketing campaign on the high level so that it might result in increasing their overall presence (Ramanathan, Subramanian & Parrott, 2017). With the help of effective marketing campaign it will support the Oobe in interacting with the public and customers so that it may easily communicate their product message to the people. Thus, it also results in creating awareness of the Apple products and desirability of owning the products that ultimately benefit in increasing their overall presence. Along with this, to accomplish the above marketing objective of increasing their presence and market share Oobe manager will engage in conducting market research activities through which they may easily understand the requirement of customers.

Responsibilities/accountabilities

The responsibility/accountabilities of the marketing manager focus on developing marketing plan for the Oobe Company so that they may enhance their market share and presence in the New Zealand market. While engaging in performing this activity marketing manager has accountability to propose their marketing plan to the senior authority personnel so that they may approve the marketing plan to get implemented within the region (Phan, 2017). On the other hand, responsibilities of the Oobe manager is to co-ordinate their marketing campaigns as well as

drafting budget of the marketing plan so that it may engage in accomplishing the above marketing aim.

Interdepartmental support

In order to accomplish the above marketing objective of increasing presence and market share in the New Zealand marketing manager must focus on adopting interdepartmental support. For instance, through targeting new region in New Zealand Oobe Company require to have interdepartmental support that is they must align sales and marketing functions. Through which the authorised dealer can easily mark or enhance their presence by meeting the demand of customers in the new region (Hao *et al.*, 2018). On the other hand, for enabling the marketing campaign for Oobe Company manager will require interdepartmental support with the finance department so that it may allocate appropriate budget for implementing the marketing campaign that result in increasing their presence along with enhancing the market share. In order to enhance the market share, it is significant for departments of Oobe to carry out all the activities with equal support so that opportunities of success and business prosperity can be enhanced.

Timelines:

| <i>Activities</i> | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 |
|---------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Conducting market research | | | | | | | |
| Describing competitors | | | | | | | |
| Drafting marketing activities | | | | | | | |
| Establishing marketing strategy | | | | | | | |
| Planning of budget | | | | | | | |
| Implementation of strategy | | | | | | | |

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| Monitoring the result | | | | | | | |
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Budget

In order to increase the presence and market share of the cited company they will be needed to engage in certain marketing practices that will require specific budget to be get implemented successfully. The budget allotted to different activities are-

| | |
|--------------------------------------|--------|
| Conducting market research | 100AUD |
| Drafting marketing activities | 50AUD |
| Establishing marketing strategy | 50AUD |
| Implementation of marketing strategy | 150AUD |

Barriers to implementation

After budgeting of all the marketing activities manager of Oobe Company will engage in implementation of the strategy and plan that somehow result in rise certain barriers that are related with lack of effective personnel that engage in performing the marketing activities (Turban *et al.*, 2018). However, the ineffective human resource or marketing personnel will directly hamper the performance of plan that results in non-accomplishment of the marketing objective (Keegan & Rowley, 2017). On the other hand, barrier to implementation also focuses on burdensome data collection or market research that result in gaining obsolete or improper data that impact the overall planning activities of attaining marketing objectives.

Marketing objective 3- Ensuring products sold are an affordable cost to increase consumer purchasing

Activities

Being single authorised dealer of Apple Inc, in New Zealand Oobe Company will ensure that products are sold at the affordable cost so that it will result in increasing the customer purchasing. For ensuring the product are sold at an affordable cost manager must engage in conducting different activities such as measuring the purchasing or sales of Apple products in the New Zealand market. With the help of this, Oobe Company will easily compare the actual sales of Apple Inc. with the competitor products such as Samsung, Google etc. Along with this, for

ensuring that products of Oobe Company are sold at an affordable cost manager will engage in collecting information from the customers regarding the product price so that it may engage in imparting necessary changes that would support in increasing the purchasing activities of consumer (Hao *et al.*, 2018).

On the other hand, for accomplishing the above marketing objective manager will also focuses on imparting additional discounts as well as services such as after sales services of the product so that it may reduce the addition cost of customers. Therefore, through discount and after sales services it will ensure that products sold to the consumer are at an affordable cost that thus it also results in increasing consumer purchasing.

Responsibilities/accountabilities

In order to perform above activities for attaining marketing objective of Oobe Company marketing manager have certain responsibilities such as comparing the prices and services that are offered by the competitors of Samsung and Google so that Oobe may engage in modifying and changing their products and services (Gary, 2017). On the other hand, the responsibilities of the manager will also focus on setting affordable and competitive price of their Apple products along with offering certain discount so that it result in increasing the consumer purchasing.

Interdepartmental support

In order to accomplish the above marketing objective it is required by the manager of Oobe Company to engage in interdepartmental support through which they may consult regarding lowering of the price of Apple products so that it may engage in satisfying the customers along with increasing customer purchasing (Enriquez, 2017).

Timelines

| Activities | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 |
|--|---------------|---------------|---------------|---------------|---------------|---------------|
| Conducting market research | | | | | | |
| Reviewing past purchasing of customers | | | | | | |
| Cost of the Apple | | | | | | |

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|--|--|--|--|--|--|--|
| products | | | | | | |
| Reviewing pricing strategies of competitors | | | | | | |
| Comparing prices of Apple Inc. with other Branded smart phones | | | | | | |
| Assessing market share of other phones | | | | | | |

| | |
|--|-------|
| Budget | |
| Conducting market research | 50AUD |
| Reviewing past purchasing of customers | 30AUD |
| Reviewing pricing strategies of competitors | 20AUD |
| Comparing prices of Apple Inc. with other Branded smart phones | 30AUD |

Budget preparation is also necessary so that so Oobe can carry out all the activities as per the available resources. Moreover, it is also crucial because that allows Oobe to compete appropriately with other competitors selling different mobile devices and products.

Barrier to implementation

Through reviewing all the above practices of the marketing plan it has been stated that while implementing the activities for accomplishing the stated marketing objectives it results in arising certain barriers that mainly include lack of time factor. With the increasing level of competition in the electronic sector it results in introduction of affordable smart phones that meet the requirement of different segment customers (Dahl, 2018). Thus, with the lack of time resource it might impact the implementation activities because Apple features unique and

premium prices for their products that need to be made affordable by allowing discount and after sales services requires time.

CONCLUSION

From the above study it has been concluded that to sustain the position in competitive environment it is required by the organisation to engage in effective marketing practices. On the other hand, it has also summarises the different activities that has supported the company in accomplishing their three of the marketing objectives. Thus, from the above discussion it is clear that while preparing marketing plan, it is vital for Oobe to consider all the necessary requirements. This will aid the entity to create business image at the market place by selling authorised devices and products of Apple. There are certain challenges which might occur while selling Apple devices in New Zealand. It is also essential for Oobe to create contingency plan so that business practices can be carried out effectively at market place.

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