

The role of marketing and how it interrelates with other functional units of an organisation

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Introduction

The concept “marketing” has been defined by many authors in various ways. The Chartered Institute of Marketing defined the concept as, **“Marketing is a management process responsible for identifying, anticipating, and satisfying customer requirements profitably.”** According to the American Marketing Association, marketing is **“the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”** (Huang, and Sarigöllü, 2014). the world famous author Phillip Kotler outline the concept of marketing as **“A social and managerial process by which individuals and groups obtain what they need and want though creating and exchanging products and value with each other.”**(Kotler et al., 2015).

The current and future trends of marketing

The modern Trends

Marketing trends can be divided into two parts. The first being the currents trends and the second is the future trends that will be the driving force of marketing. The present of current trends are of three types namely the business marketing or industrial marketing, the relationship marketing and the social marketing. The business marketing or industrial marketing encompasses the concept of selling products to her business organisations that either re-sell them or use them for producing their own product or their operations. There are three revolutions that shaped the concept of business marketing. These are the technological revolution, the entrepreneurial revolution and the third is the revolution with in the marketing. The relationship marketing conceptualizes the basics of short term investments that create strong relationships between buyers and sellers to promote brand loyalty. It encompasses the concept of after sales services and making long lasting strong relationships through deep messages than short term messages encompassing only the goals of selling the product. What makes it possible is the technology of **customer relationship management software**, which analyses and tracks the customers’ preferences and likes regarding products and advertisements (Anttila et al., 2015, p.17). The basic concept of relationship marketing is the retention of customers by satisfying their needs better than the competitors. The social marketing encompasses the concept of social media marketing through both electronic social media like social networking sites like facebook twitter and instagram and through non electronic social media like news papers and TV advertisements. Social marketing is also linked with the corporate social responsibilities of an organisation. The social marketing divides the products into two basic categories such as products giving long term benefit and the products providing short term satisfaction. The key characteristics entail that products which are insufficient and incompetent satisfies neither long-term nor short term needs. Pleasing products provides immediate satisfaction to the customers however may be of no use to the customers in the long run, salutary products benefits the society in the long run however they provide low short term satisfaction to the society and desirable products provides both long term benefits and short term satisfaction. For the benefit of the society the deficient products must be eliminated (Phan, 2015, p. 904).

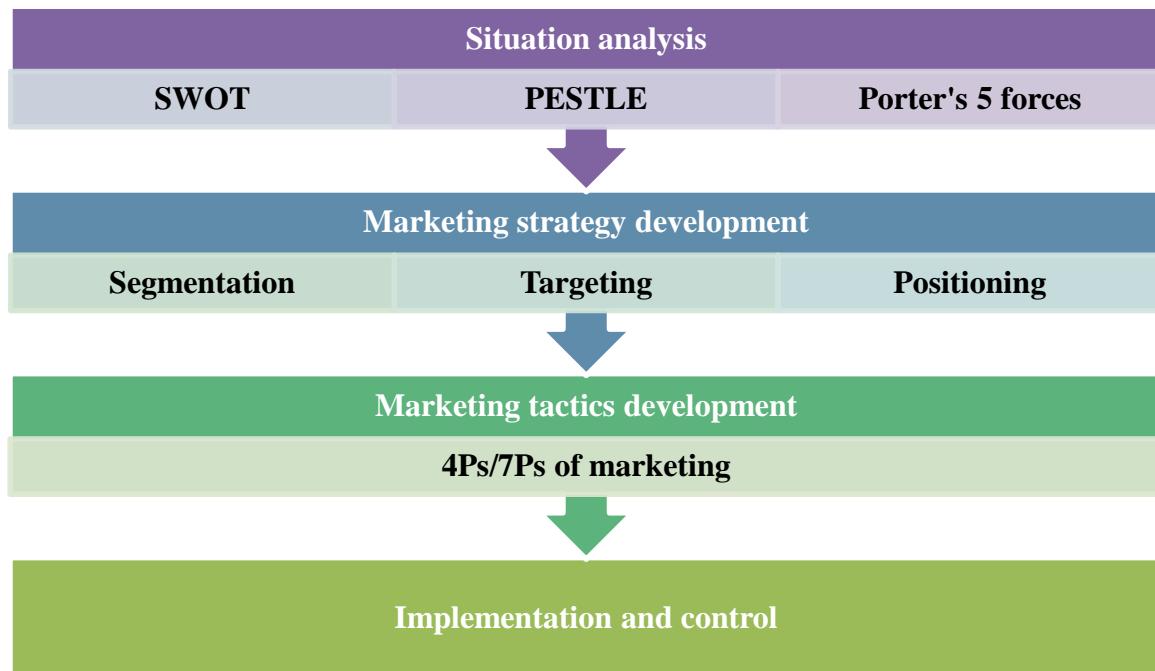
The future trends of marketing

Future trends of marketing are outlined based on the predictions of brilliant marketing minds. For successful business it is important to include the concepts of modern trends in the marketing however to prepare and develop new products it is also important that future trends are predicted. Future is always very near therefore one must be prepared to implement any future trend in the present if need be. The 10 trends that will affect the future face of marketing the most are as follows.

1. Mobile phones will guide the new face of marketing. With the ever ongoing development of smart phones the big brands will soon need to launch personalised shopping applications which will do direct marketing and selling of products. In this progressive age of internet and globalisation it is important to understand the needs of the customers and deliver them with what they require in a most efficient way (Shankar *et al.*, 2016, p.37). Hence, going to shops will become obsolete therefore mobile applications will be a new way of business.
2. Brand transparency will attract more customers than most other trends.
3. Rather than making cliché advertisements the big brands will focus more on good content and smart advertisements that provides a good social message outlining the CSR of the company.
4. As of now the user generated content on social media is exceedingly gaining popularity. In the future it will be the new word of mouth.
5. Social media will be the face of next generation internet.
6. Brand community and direct correspondence with customers will enable the brands to own their customers.
7. Brands will soon need to understand that targeting the young generation for marketing is the wrong approach. Rather they will need to target the generation that is shaping the minds of the youths.
8. Good brands will focus more on creating quality products than focusing solely on servicing their customers.
9. Marketing strategies driven by personalized data will be more popular in future.
10. More appropriate and accurate metrics and analysis tools will surface for strategising marketing objectives (El-Hawary, 2014, p.239).

Marketing process

Marketing process is a collection of multiple steps that organisations implement for identifying the needs of the customers, designing and developing products in accordance with the needs of the customers. The primary concepts of the marketing process entail four basic elements namely situation analysis, marketing strategy development, marketing tactics development and implementation of the developed tactics with control over the entire process (Armstrong *et al.*, 2014).



Situation Analysis

The experts define situation analysis as the analysis of both internal and external environment of the company keeping both past present and future in the loop so that the gaps present between the customer needs and the service or product offered could be identified developing better products. There are different tools that are used by marketing experts to do situation analysis however the basic tools are SWOT analysis, PESTLE analysis and analysis of Porter's 5 forces (Grönroos and Gummesson, 2014, p.206).

SWOT analysis

SWOT is the collection of the initials of the words strength, weakness, opportunity and threat. SWOT is mainly done to analyse the internal environment of a company. With the help of this tool the strengths and weaknesses of a particular product or a business organisation is identified and analysed which helps to determine the possible opportunities and threats of the business. After completing these tasks one would be able to devise specific strategies for marketing that will benefit the business most (Bull et al., 2015, p.99).

S-STRENGTH	Strengths of a particular product, service, market or an organisation.
W-WEAKNESS	Weaknesses of a particular product, service, market or an organisation.
O-OPPORTUNITY	Opportunities of a particular product, service, market or an organisation.
T-THREAT	Threats to a particular product, service, market or an organisation.

PESTLE analysis

Initially the pestle analysis was only called as pest analysis however two more factors were included to broaden the analysis and hence named as pestle analysis. The factors that are analysed in the pestle analysis are political factors, economic factors, social factors, technological factors, legal factors and environmental factors. The political factors determine the legal situation of a country or nation in which the business organisation is functioning. The economic condition of the place or the organisation or the country will determine the nature of the business, its possible expenses, profits and loss. Social factors will determine the product development and the labour that the organisation will input. Technological factors are the inevitable part of the business and will control the function of the business. Environmental factors will determine the company's corporate social responsibilities and also the costs of waste management, water usage and availability, energy consumption and many other factors (Agudo-Peregrina *et al.*, 2014, p.49). The pestle analysis is involved in the macro environment or external environment analysis of the organisation.

Porter's five forces analysis

Porter's five forces analysis also involves the analysis of external environment or macro environment of the business. The five forces are "*Supplier Power, Buyer Power, Competitive Rivalry, Threat of Substitution and Threat of New Entry*" (Huang, R. and Sarigöllü, E., 2014, p.132). Analysis of these factors identifies the situations that affect the business of the organisation mostly. Through the analysis of these factors it is possible to identify the gaps between the customer's needs and what is being delivered to the customers. It is very important to satisfy the needs of the customers to establish long term relationship business. Porter's five forces analysis helps in the SWOT analysis in the long run as well.



Fig: Porter's five forces (Source: author)

For identifying the present situation of the business as well as the future needs and prospects it is important that all three tools are used.

Developing Marketing strategy

After identification of the basic needs and key opportunities through situation analysis, development of marketing strategy is the next step of the marketing process. The key elements of the marketing strategy development are segmentation, targeting and positioning (Ashley and Tuten, 2015, p. 15).

Segmentation

Market segmentation is done so that specific needs for specific kinds of people could be identified as it is impossible to satisfy the needs of all customers at once. The main target should be to develop a product or strategy that will satisfy the needs of most customers if not all (Dolnicar *et al.*, 2014, p.306). Segmentation is based on four basic criteria namely demographic, Psychographic, geographic and behavioral variables.

Demographic segmentation

In this type of segmentation the market is segmented based on factors such as Age, Life-cycle stage or family size, Gender, Income, Occupation, Education, Religion, Race and Nationality (Agudo-Peregrina *et al.*, 2014, p.49).

Psychographic segmentation

Psychographic segmentation is done based on specific criteria such as different personality traits, attitudes, values, lifestyles and interests of consumers. This type of segmentation is very popular and advantageous due to the fact that it allows for specific product design and development (Marchiori, M. and Possamai, L., 2015).

Geographic segmentation

Geographic segmentation is done to divide market into specific smaller segments based upon geographic location of the business (Saravia-Pinilla *et al.*, 2016, p.66). For organisations that have international business function it is of utmost importance as the needs of the customers change with the change of their geographic origin. For example a talk-time plan which is beneficial for people living in UK might not be of same value to the people living in the Asian countries and vice-versa.

Behavioural segmentation

Criteria like benefit of occasion and usability of a product helps in the behavioural segmentation of market (Costinot *et al.*, 2016). Service needed and used by consumers might segment the market for the mobile network service companies.

In order to achieve supreme market segmentation one must implement several segmentation strategies at once.

Targeting

Targeting strategies involves three different aspects of targeting. After the segmentation of market is done one must be able to identify its target market segment to which the targeting strategies are implemented. The targeting strategies involve undifferentiated targeting in which business enterprises targets the market as a whole by developing a strategy they hope will appeal to a larger population of market. This type of targeting does not involve targeting of a specific market segment. Differentiated targeting, on the other hand targets specific but multiple segments of the market all at once. Whereas concentrated marketing only targets a specific segment of the market (Dubuisson-Quellier, 2013, p.683).

Positioning

After targeting is reached, the next step of the process is positioning of the product which according to Kotler, "*is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market*" (Arnett and Wittmann, 2014, p.324). The positioning of the marketing strategy entails the implementation of three prime concepts of brand positioning, product positions and price positioning.

Developing marking tactics

The next step of the marketing process is designing the marketing tactics. It is fundamentally assembling meticulous tactical decisions concepts of marketing mix namely product, price, place and promotion. These were initially known as 4Ps of marketing mix. Later with the introduction of extended marketing mix 3 more factors namely people process and physical evidence (Cho and Lee, 2014, p.999). The Everything Everywhere mobile networking service and internet providers analyse their own 7Ps along with their prime competitor's 7Ps to draw up comparison to successfully implement their marketing strategies.

Implementation and control

The final step of the marketing process is implementation of the outlined tactics with very tight control over all the parameters discussed.

Key roles and responsibilities of marketing manager

The roles and responsibilities of marketing manager are solely dependent upon the structure and functions of the marketing department. The functions of the marketing department are based on the type of business they conduct. The business can either focus on business to consumer aspect or business to business aspect and depending upon the type the functions varies however some of the functions remain same (Hollensen, 2015).

Strategy planning

The marketing manager along with the support of senior members of the board and marketing departments sets marketing strategies for both business to business activities and business to consumer activities. The strategies may involve increasing shares or opening new distribution channels or devising advertising strategies (Grădinaru *et al.*, 2016).

Market Research

The marketing department carries market research with the leadership and guidance of the marketing manager. Market research is important in order to devise specific marketing strategies and helps in gaining insight on the current opportunities and the threats in the market. The research can be one by studying industry reports, micro and macro environmental analysis of the business both in the context of B2B and B2C activities, and studying market data (Fleisher, and Bensoussan, 2015).

Product development

The marketing manager and the marketing department help the product development team to either create new product or to improve an existing product through market research. Once the product development teams develop a product, the marketing manager and the department sets appropriate prices for the products with thorough research (Stark, 2015, p.11). Afterwards they prepare to launch the products.

Communications

The promotion of the launched products is solely the responsibility of the marketing department and the marketing manager. For promotion the marketing manager guides the marketing team to develop promotional materials in terms of posters, banners, TV commercials and also contents for social media marketing. If the marketing teams do not have necessary skills in the department to construct effective promotional advertisements, the marketing manager may choose to hire an advertisement agency to do the job (Sirianni *et al.*, 2013, p.108).

Sales Support

In addition to the above mentioned responsibilities the marketing manager also supports the sales department by devising innovative marketing strategies that will increment the sales of a particular product or service. Basically the marketing manager and the sales manager work together to increment most profit to the business (Stadtler, 2015, p.7).

Event management

In some organizational culture the marketing department is entitled with managing and organizing corporate events such as exhibitions, sales-conferences, seminars, or customer hospitality events so that the promotion of a particular service or product or the company could be achieved (Brewster *et al.*, 2015, p.579).

Identifying new business opportunities

The marketing manager analyses the current market trends and predicts the future market trends so that new business opportunities could be identified. By achieving this goal the marketing manager can successfully develop supreme marketing strategies for launching new products or to improve or introduce innovation to an existing product (Wang *et al.*, 2013, p.1337).

People management

The marketing manager is entitled with the duty of managing people that is both the employees of the organizations and the customers. The marketing manager is the direct in charge of the marketing department employees. In addition he or she has to take responsibilities of customer relations in order to improve marketing strategies.

Training and developing marketing talent

In addition to the above mentioned roles and responsibilities the marketing manager undertakes the responsibility of marketing talent acquisition and training with the help and support of the human resource department.

The influence of marketing department on other functional departments

Marketing as a Business function

Marketing is one of the most important of many important business functions. The heart of the success of any business lies with the success of the marketing strategies. It is a common knowledge that without the existence of powerful marketing concepts the functions of the other departments may collapse. Successful functioning of the marketing department and implementation of successful marketing plan conceptualizes the concepts of getting the word out, achieving higher sales, creating brand image, maintaining the reputation of the company and indulging into healthy competition (Gmelin, and Seuring, 2014, p.5).

Influence

Marketing has a firm influence of five other functional departments of an organization.

1. Finance or management

Marketing plans involves information from financial matters regarding both new and existing products. For developing marketing strategies a substantial amount of money needs to be allocated in the yearly budget plan that requires working in conjunction with the finance department.

2. Production and operational department

The production department creates products and services based upon the product development plan that the marketing department creates with the help of market segmentation and market research. Marketing strategies stimulates the demands of specific goods. Based upon those needs the products are developed by the production department (Leeflang *et al.*, 2014, p.7).

3. Research and development

Research and development department works together with the marketing department while researching existing marketing trends, consumer needs and the situation of the existing products in the market.

4. Sales department

Likewise research and development department, the sales department works hand in hand with the marketing department to generate more profit by increasing sales of the products. For increasing the sales proper product development, strategizing and effective promotion of the products are required which is primarily the functions of the marketing department.

In addition the marketing department also influences the function of human resource department for marketing talent acquisition and training.

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MARKETING PLAN OF EE

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a) Compare your organisations and another competitor on the ways both organisation apply the marketing mix to the marketing planning process to achieve the business objectives.

EE- EE is the largest mobile network operator of UK. Based in Hatfield the company has 700 retail stores across the country. Pioneering in 4G services in UK, EE is in a leadership position with 29% market share in UK telecom industry.

Vodafone- Based in London Vodafone is a telecom company that operates in Asia, Europe, Africa and Oceania. Among mobile operator groups, Vodafone ranked fifth.

	EE	Vodafone
Product	Customers need to pay to buy new handset and customer needs to opt for 24months plan to buy a headset	Vodafone has wider options and most PAYG-friendly providers
Price	Entry level packages are not cheap for 4G network	Packages are cheap compared to EE
Place	It has the widest coverage of 4G network in UK. It has more than 700 retail stores in UK	Vodafone enters 4G battle in 2013, quiet new to in this sector, have 65% of coverage. It has 300 own stores across UK
Promotions	It spreads a brand images through TV, Radio, Advertisements	Mainly focuses on newspapers and magazines
People	Customers are having some issues with EE's technical and customers support team that needs improvement	It has a good customer service record and positive brand image
Process	Plans are not that user friendly and there are complaints regarding customer service management	Services are more user friendly and has a strong customer support system
Physical Evidence	Sim Card, Handsets, Digital TV services	SIM cards, recharge vouchers, Service outlets

Table 1: Marketing Mix of EE and Vodafone

Source 1: Created By Author

b) Produce a basic marketing plan with very clear objectives for your organisation. The following outline could serve as a guide for your marketing plan:

Executive Summary:

This report is made to assess the EE's marketing essentials and to identify marketing environment and recommend appropriate strategies and actions by using relevant models after examining internal and external environment of EE.

For external environment analysis Porter's five forces, PESTLE and outline of the current segmentation, targeting and positioning of telecom industry has been considered. To assess EE's internal environment, value chain analysis and SWOT has been taken into account. It is observed that EE has a strong presence as far as 4G technology is concerned but there are some issues with its brand reputation, value for money image and customer expectation and satisfaction. Recommendations are given to improve EE's customer service for customer retention and increase 4G customer base which is EE's main USP.

Company Overview:

Everything Everywhere or EE is UK based mobile network operator and internet service provider. EE is the largest mobile network in UK with 30 million customer base and it is the largest operator in Europe as far as 4G services are concerned. This company has been founded in 2010 after the collaboration of two major telecom players T-mobile and Orange. In UK this is the first telecom company that introduces 4G in the market. Headquartered in Hatfield this company has more than 700 stores across UK.

Current Marketing Situation Analysis:

- **Internal analysis:**

Value Chain Analysis:

Being the largest telecom operators of UK, EE is focusing on Omni-channel trading environment; it has retail stores as well as online store facility. Presently EE has more than 700 retail stores and official site www.ee.co.uk.



Figure 1: EE's value chain analysis

Source1: Al-Dmour *et al.* 2013, p.20

Product Portfolio Analysis:

In EE's product portfolio, the 4G products could be positioned as Star, high speed networking helps EE to gain millions of customers since 2013; this indicates rapid growth in marketing sector. The 3G market is getting saturated after the emergence of 4G market, so 3G products could be considered as cash cows in EE's BCG matrix.

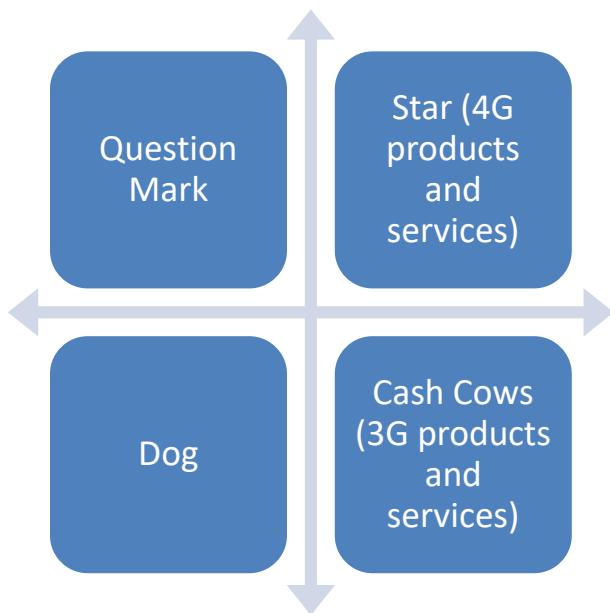


Figure 2: Product Portfolio Analysis (BCG Matrix)

Source 2: Created by author

- **External analysis:** External analysis of EE can be explained through PESTLE and Porter's five forces.

Political Factors: UK government is careful about consistent national coverage of mobile network, though it is observed that areas that are far from urban centres face significant issues with network coverage (Shahzad Khan, 2012, p.12834). Moreover, it is observed that overall customer satisfaction

regarding network coverage is almost 76% but in rural areas it goes down to 67%. UK government in collaboration with Ofcom is investing hefty amount to solve this network coverage problem.

Economic Factors: During 2008-09 UK has faced a period of decline and UK citizens are affected by governments' action plan to cope up with the financial crunch. With national benefits reduction and more vat implementation, citizens have become concerned about their expenses, this process continues and customers have become more conscious before spending (Kim and Hyun, 2011, p.430). Apart from inflation, the issue of BREXIT also makes the customer more selective about their expenditure.

Social Factors: As per the findings of socio cultural factors of UK telecom market, customers' preferences and choices vary as far as age groups are concerned. The teenagers, who use smartphones, prefer to use social network, streaming internet sites, free texting and calling through applications and offers, they prefer to share opinions and media files. The aged people have different communication needs and expectations from teenager. Again the professionals have different communication aspects (Jurisic and Azevedo, 2011, p.350).

Technological factors: By upgrading technology, telecom operators want to improve their network coverage and exceptional data services to retain its customers. To satisfy the customer needs, long term evaluation standard based 4G network was launched in UK.

Legal Factors: UK legal structure emphasises in healthy competition among telecom players. The regulator ensures that consumers can terminate their contract without giving penalties if they are not satisfied with their respective telecom operators' service regarding price rise (Edward and Sahadev, 2011, p.330).

Ecological factors: According to the UK's regulating body, telecom players should give emphasis on environmental factors while providing or promoting their services. Use of handsets, relevant infrastructure and their effect on environment must be considered prior to any development in telecom sector.

Porter's Five Forces – Competitive Analysis

Competition between major network operators in UK- high risk

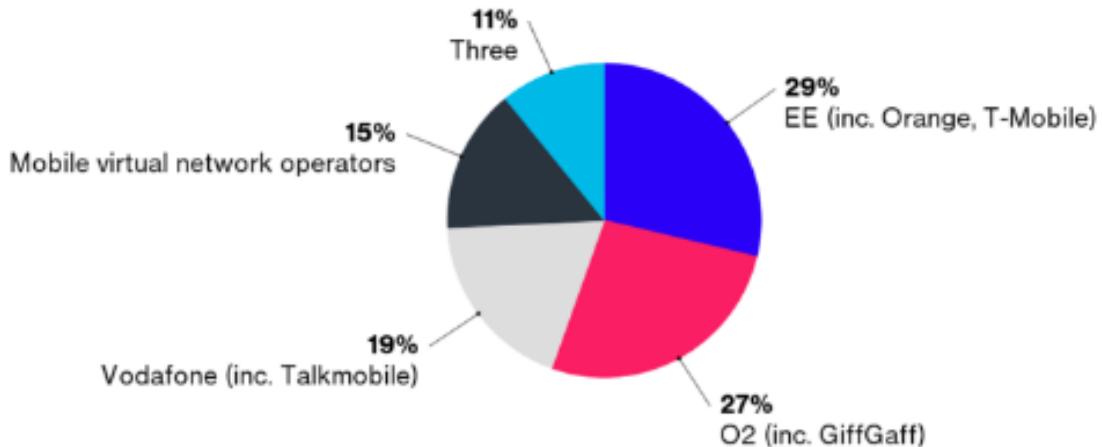


Figure 3: Mobile Network Provider Consumers Use Nov, 2016

Source 3: Noori, 2015, p.30

From the above market share scenario of major telecom players of UK it is evident that the competition is very intense and market is almost saturated and all the players have strong competitive advantage in their respective areas (Ishaya and Folarin, 2012, p.280). However EE performs best in the above ranking but there are some issues of customer dissatisfaction with this major player of UK telecom industry. It could make EE's position vulnerable as O2 is not far behind of EE (from figure 1).

Threat of new entrant- Low risk

Competition in UK telecom market is very intense and already saturated as the main players like EE, Vodafone, O2 have already established in the market with their lucrative product segregation. They all have strong customer bases with their exclusive offers and service categorization. For instance, EE is pioneer in serving 4G networking facilities with LTE advanced to its customers whereas other telecom players are focussing on standard network provision (Wu, 2013, p.370).

Buyers Bargaining Power -- Medium Risk

In UK customers have the right to change their respective network providers to get the best suitable offer, this makes the competition more intensified among telecom operators of UK. This forces the company to introduce new services and offers to retain their customers, though the number portability is not easy in UK as the customers need to inform their operators prior to cancellation of contracts, so the bargaining power of customers are low.

Suppliers Bargaining Power- High Risk

EE is the market leader in 4G market; still it is facing intense competition from its competitors. EE has upgraded its 4G network, but their double speed services are limited to restricted locations. The company needs to be consistent in its high level performance by relying on high quality technology of suppliers. The bargaining power is strong of the suppliers, so EE needs to maintain a good

relationship with its suppliers to retain customer loyalty and competitive advantage in the market (Bigliardi *et al.* 2012, p.50).

Threat of Alternative Products and services- Medium risk

With the emergence of Skype, Viber, Whatsapp , mobile network operators have lost their exclusivity in providing voice communication and messaging services to its customers. The main advantage the mobile network operators have against these new services is interoperability. Mobile network is the simplest way for customers to interact and talk to each other (Battistella, 2014, p.67).

- **SWOT analysis:**

Strength	<ul style="list-style-type: none"> • Market leader in network providers industry in UK • Pioneer in 4G networking and owner of largest 4G customer base in UK • First UK operator who provides 'Lookout Mobile Security App' on smartphone to customers • Highest level of performance as far as speed is concerned
Weakness	<ul style="list-style-type: none"> • Low level of branding (customers recognize themselves as Orange or T-mobile subscriber instead of EE) • Low value for money • Now 4G roaming facility when customers travel abroad • Poor customer service rating
Opportunity	<ul style="list-style-type: none"> • More chances to give new packages to its huge customer base • Increase profit through post-paid connection • Penetrate through EE smart phone and tablets
Threat	<ul style="list-style-type: none"> • Skype, Whatsapp, Viber offer free services • Competition from Vodafone, O2 and

	three who are offering advanced 4G services
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Objectives:

As per the above analysis it is noticed that EE needs to focus on their customer service and retain its leadership position in the telecom market. In this regard, two objectives of the company are-

Objective 1: Increase number of satisfied customers by 40% in the next one year

Objective 2: Increase 4G subscriber by 35% within next one year

S.M.A.R.T of EE

S- Specific	<ul style="list-style-type: none"> Since customer service is EE's one of the main concerns so they need to focus on customer satisfaction and it is definitely specific objective Since 4G network is EE's USP, so increasing number of subscriber will help the company to retain its leadership position
M- Measurable	<ul style="list-style-type: none"> Yes it is measurable as both of the objectives are data based and this could be measured from company's increase penetration in the target market
A-Achievable	<ul style="list-style-type: none"> These two objectives are totally achievable since company is in the leadership position in UK telecom market
R-Realistic	<ul style="list-style-type: none"> Yes it is realistic, as the company has a huge customer base in UK and could expand their business with improved marketing strategy
T- Time bound	<ul style="list-style-type: none"> These two objectives could be achieved within one year of its implementation

Strategy:

Ansoff Matrix on EE

Intensive strategies

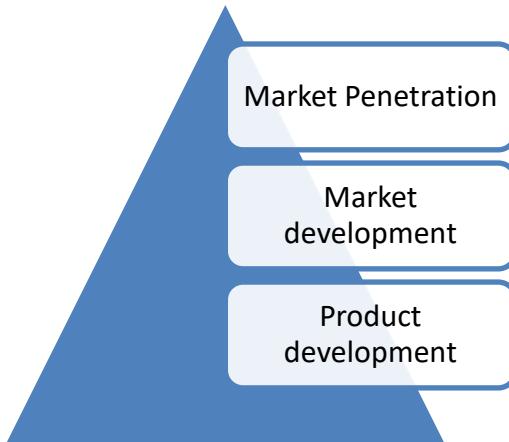


Figure 4: Ansoff Matrix of EE

Source 4: Created by author

Market penetration	It is highly important for EE to increase its market share to increase 35% subscribers for its 4G network. Moreover the company should focus on greater marketing efforts for increase customer satisfaction
Market development	To increase its subscriber by 35% EE needs to penetrate new market with existing products and services
Product Development	To increase sale and expand its market the EE needs to improve its products and services and develop new products

Table 2: Intensive Strategies of EE

Source 2: Created by Author

Diversification Strategies:

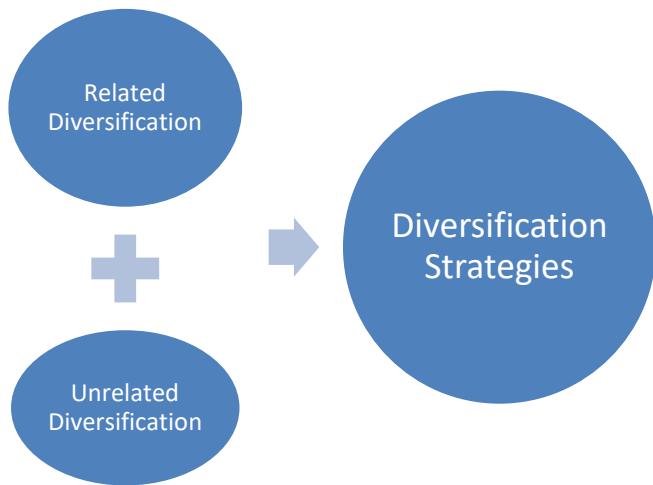


Figure 5: Diversification strategies of EE

Source: Created by Author

Related Diversification	EE should add new related products or services to retain its customer base and attract new customers
Unrelated Diversification	EE could add completely new services or products to penetrate target markets to achieve its objectives

Segmentation, targeting and positioning (STP):

Segmentation means dividing the market in small segments as per their characteristics and analyse consumer behaviours of these small segments accordingly ("American Marketing Association", 2017). After segmenting the market, EE needs to choose one or two segments as their target market with their offers. It is important to find a profitable customer group from T-mobile and Orange. To do this, EE could adopt customer lifeline value assessment proposed by Bayer. Within the chosen market EE needs to develop a positioning strategy to segregate itself from its competitors. EE could claim itself as a premium brand compared to the Vodafone and O2 who have more value for money proposition. To retain their customer base and leadership position in the market ("CIM | Qualifications, Training and Membership", 2017), EE should focus on improving its customer service quality and upgrade product quality.

Tactics & Action:

Product	To increase customer satisfaction company needs to develop efficient complaints' management network and could give its customers an opportunity to change their handset with newest ones
Price	Maintain current price structure and adopt price skimming approach to protect its customers
Place	EE should give its customers quick access to channels and
Promotion	Reliable identification of customer's taste and preferences should be done.. EE should focus on PR and media relations to promote its products or services. Could give customers a more convenient navigation through its website
People	Company should focus in its employees, their training and upgrade them as per company standard. Customer service personnel should be well trained.
Process	Plans are not that user friendly and there are complaints regarding customer service management
Physical Evidence	Sim Card, Handsets, Digital TV services

Budget:

Marketing Budget Plan of EE for FY17

	1Q 17(€)	2Q17 (€)	3Q17(€)	4Q17(€)	FY17(€)
Television	300	300	250	250	1100

Radio	700	500	100	100	1400
Newspaper	800	800	100	100	1800
Billboards	1500	1500	0	0	3000
Buss slides	1000	1000	0	0	2000
Other	100	100	0	0	200
Total	4400	4200	450	450	9500

Control:

Key Performance Indicators of EE:

Network	Network performance or cost per unit
Billing	Correct procedure of billing or number of customer questions related to invoice
IT Systems	System reliability, uptime, cost per order processing
Customer Service	Time to address customer complaint, grievance related mails and phones handled in month
Order Delivery	Order error percentage, delivery time per order
Sales	New customers visited or orders received
Marketing	Market share positioning or net promoter score

All the tactics and actions should be taken in tight monitoring and controlling measures to achieve maximum results. When the objectives of the organization are fulfilled then the successful achievement of objectives will be recognised.

Conclusion:

EE has many advantages compared to its competitors; still the company has few drawbacks that could become a threat for EE to retain its leadership position. With this recommended strategies and actions EE could recover its deficiency in customer service and regain its brand image by retaining customer base and penetrating new market. This will help the company to fully utilize its 4G potential and increase profit margin by maximising its efficiency.

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