Exercise walk-through

Marketing strategy ▪ 3.4

eXercise

You must be able to

- explain how the four Ps fit together in a marketing strategy
- describe legal controls on marketing
- analyse the opportunities and problems of selling abroad

Method — A joined-up marketing strategy

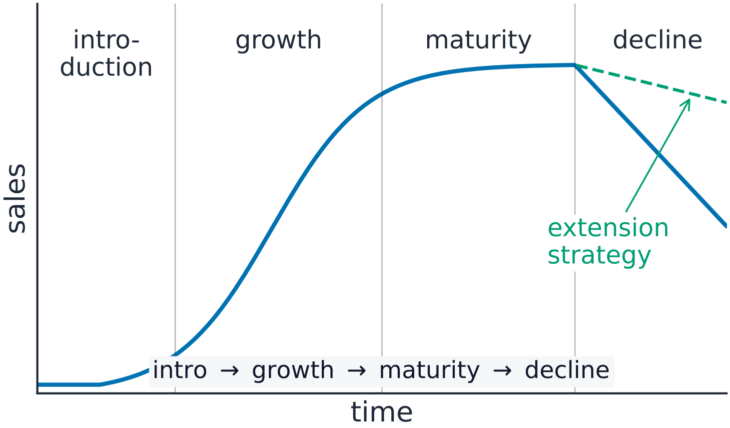
- **Marketing strategy 营销策略**: a plan using the four Ps together to meet objectives — e.g. a luxury product needs a high price, smart packaging and image-based adverts.
- **Legal controls 法律管制**: **consumer protection 消费者保护** (no unsafe goods) and bans on **misleading 误导** adverts.
- **International markets 国际市场**: more customers and higher sales, but different tastes, **tariffs 关税** and local competition.

Answer shapes: K + App + An + Ev (a justified judgement, for “do you think” questions).

Method — A joined-up marketing strategy

Branding helps a product stand out from rivals

Method — A joined-up marketing strategy



Sales rise through introduction and growth, peak at maturity, then decline

Practice 2.1 ▪ 2 marks

Define the term *marketing strategy*.

Solution 2.1

Method: A joined-up marketing strategy

Worked steps

a plan that uses the four Ps together to reach the business's marketing objectives (2 for a clear definition; 1 for a partial idea).

Practice 2.2 ▪ 2 marks

Identify two legal controls on marketing.

Solution 2.2

Method: A joined-up marketing strategy

Worked steps

any two of: consumer protection laws (no unsafe/faulty goods); a ban on misleading promotion $(1 + 1)$.

Practice 2.3 ▪ 1 mark

State one problem a business may face when selling in another country.

Solution 2.3

Worked steps

any one of: different languages and tastes; higher transport costs; foreign laws and tariffs; strong local competition (1).

Exam-style 3.1 ▪ 2 marks

Identify two opportunities of selling in an international market.

Solution 3.1

Worked steps

any two of: more customers; higher sales; spreading risk across markets $(1 + 1)$.

Exam-style 3.2 ▪ 6 marks

Explain why the four Ps of the marketing mix must fit together.

Solution 3.2

Method: A joined-up marketing strategy

Worked steps

[6] K 1 + An up to 5 — each P sends a message about the product; if they clash (e.g. a high price but cheap packaging), customers are confused and the product fails → when the Ps fit (a high price *with* quality packaging, smart shops and image adverts), they reinforce each other → the product sells well to the target customer.

Exam-style 3.3 ▪ 6 marks

Do you think a business should always sell its products in other countries to grow? Justify your answer.

Solution 3.3

Method: A joined-up marketing strategy

Worked steps

[6] Both sides + judgement. **For:** selling abroad brings many more customers, higher sales and spreads risk. **Against:** different tastes and languages, transport costs, tariffs and tough local competition can make it costly and risky, especially for a small firm. **Judgement (Ev):** selling abroad can help a business grow, but only if it can adapt to the new market and afford the costs — it is not always the best route; it depends on the firm's size and the market.