

# Conclusions and Recommendations

## Candidate A

### An evaluation of Waterstone's marketing mix

#### Conclusions and Recommendations

In conclusion Waterstones marketing mix is mostly effective however there are some downfalls that could be improved.

Waterstones could lower the price of some of their books. By doing this Waterstones books would be more competitively priced, and customers want the best quality for the lowest price so Waterstones could attract more customers that want value.

Also instead of Waterstones using price skimming on their newly released books they could use penetration pricing. This would mean that Waterstones could increase the volume of sales on their new books as the price will be lower so customers will be more likely to purchase the book when it's first released rather than waiting for prices to lower.

Another method Waterstones could use is press releases to talk about events that they are holding. This would raise awareness of events and hopefully encourage more customers to attend them.

Waterstones could also give out free gifts such as stationery or accessories. This could be used to tempt customers to buy other products from the business again or for the first time. However this could be expensive for the business.

Waterstones could hold competitions, where customers could win newly released books. By doing this Waterstones would be able to increase awareness and create excitement around a new book(s) which could lead to new custom.

Alternatively Waterstones already has a large existing product portfolio. The benefit of this for Waterstones is that having so many different products will increase the awareness of the brand and the company. Having a more varied product portfolio than competitors can be a benefit to Waterstones as customers may choose to shop at Waterstones over a company that sells their items at a lower price but has a smaller product portfolio. In conclusion, Waterstones' varied and large product portfolio offers them more benefits than costs.

**7/10**

# Candidate B

## Tesco marketing mix

### Conclusions and recommendations

I noticed in the first question of my survey that 70% of people say they are satisfied with the price of products that are offered, this means that Tesco have done well in

ensuring they make a profit but also put out an affordable product. In conclusion, I recommend that they continue to keep their prices as they will continue to satisfy their customers.

From the reviews on Sitejabber it shows that Tesco have a 3.5 out of 5 rating on their online services. This means that people are happy with how Tesco offer their products online. In conclusion, I recommend that they continue to use their online services to distribute to their customers as it is working for them.

I noticed in the third question of my survey that 80% of people have seen a promotion or advert by Tesco in the last two weeks. This means that Tesco are making people aware of their products and offers. In conclusion, I recommend that the marketing department continue what they are doing in terms of advertising as they are gaining more customers from doing so.

The Reviews on Trustpilot revealed that Tesco have 60% bad reviews on their customer service. This means that employees are not dealing with customer's issues with the correct procedures to fix their problems. In conclusion I recommend that the management at Tesco get customer service training put in place for their employees so they know how to take the correct procedures to help with a problem a customer may have.

I noticed in the fourth question of my survey that 50% of people are not happy with the cleanliness of their local Tesco store. This means that Tesco are not leaving their stores in a way that will attract customers to return. In conclusion; I recommend that Tesco hire full time cleaners to make sure that their stores are in a state of cleanliness which will make their customers want to return.

Reviews by employees on indeed show that the management at Tesco has been given a rating of 4 out of 5. This means that managers are treating their employees in the way that keeps their morale high. In conclusion, I recommend that managers

continue their processes of appraisals and bonuses for staff to keep the workplace happy.

The fifth question in my survey revealed that 80% of people are satisfied with the quality of product they are receiving. This means they are ensuring that all products are of a standard of quality to satisfy their customers. In conclusion, I recommend that they continue their quality measures in order to maintain the quality of product they are putting out.

Reviews on Trustpilot revealed that people were not happy with the reliability of Tesco's delivery services. This means that Tesco are not meeting delivery times and customers are being left unsatisfied. In conclusion, I recommend that they put more time and effort into ensuring that deliveries go out when they need to and get to the customer for when they were told it would be, this will gain more customer satisfaction as Tesco would be meeting deadlines for deliveries.

From Tesco's website I noticed that they had said that they have price matched their products to Aldi. This means that they are able to sell their products at the same low price as a budget store like Aldi. In conclusion I recommend that they continue with this pricing strategy as it is attracting customers because they are one of the cheapest supermarkets whilst still maintaining a quality product.

**8/10**

## Candidate C

### The effectiveness of the extended marketing mix of Greggs

#### Conclusions and Recommendations

I have come to the conclusion that from my questionnaire that some customers believe that there isn't a wide range of products which suggest that the business may not meet the needs of different market segments and appeal to more customers.

I recommend that the business analyse their current product line and generate new ideas on how they can expand and improve. This means that a much wider and range of customers will be attracted to the business as a range of products increases the awareness of the brand as a whole.

However it may mean the businesses cost will increase as there are very high costs in researching and developing so many new products.

From the trust pilot reviews I can conclude that many customers have had negative customer service experiences which suggests that many customers may not return to the business and also mean it could be the last place they go to when it comes to buying a new product.

I recommend that the business should train staff to deal with customers effectively and monitor staff by using the peer appraisal system and customer comment cards to highlight any problems. This means that staff will be informed of the expectations of the business when dealing with customers such as being polite and helpful and also ensures employees represent the business appropriately and standards are maintained.

However it may be very time-consuming to train staff to do the job and also reduce productivity elsewhere in the organisation as staff will need to take time out for training.

Also from the trust pilot reviews I can conclude that many customers have had negative experiences when using the Greggs app. Many complained of the menus online were very limited and also many complained that when they received their order it was not what they ordered.

I recommend that the business employ a team or specialist in this department to develop a more efficient online ordering process which meets the customer's needs. This means that more customers will use the online process as it's much more straight forward and includes more choice.

However it may be costly to employ specialist staff which can increase wage costs resulting in the business having less available finance to spend elsewhere in the business.

By visiting the Greggs website I can conclude that they have used promotional techniques to appeal to different market segments by launching a clothing line and café within Primark stores.

I recommend that the business continues to expand the business. Developing new ranges of the products such as hot meals such as small pots of macaroni cheese and lasagne etc can mean the product appeals to the tastes and desires of different market segments.

However if Primark receive bad publicity it could also tarnish Greggs reputation.

**9/10**