



Libyan international medical university
Faculty of Business Administration

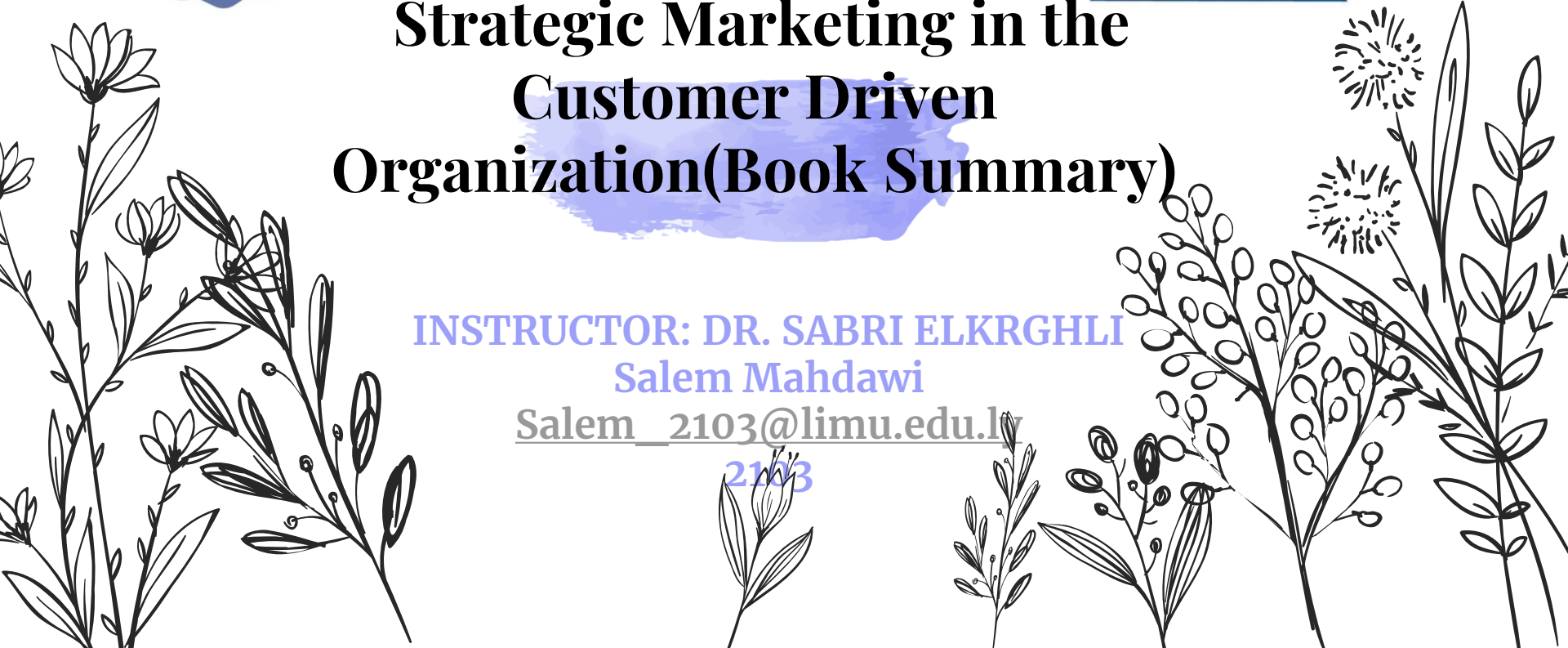


Strategic Marketing in the Customer Driven Organization(Book Summary)

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Preface



Introduction



**Summary of
chapters**

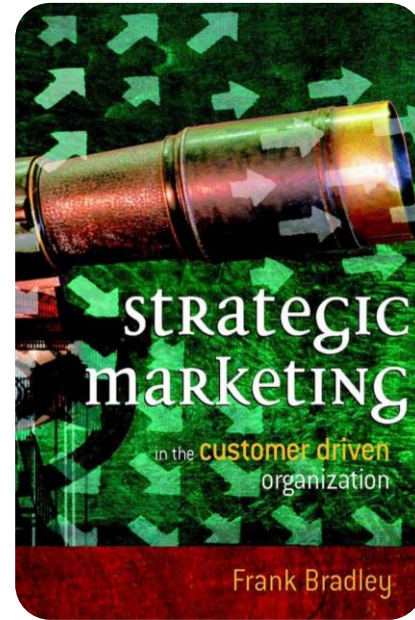


Conclusion



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Preface



PREFACE

The book is written by Frank Bradley in 2004. Consisting of 14 chapters. Furthermore, this book focuses on consumers and how firms identify and pick the value they want, as well as how to offer, convey, and deliver it.

The emphasis is on offering satisfaction while making a profit. The book takes an integrated strategic perspective with a consumer orientation.



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Summary of chapters



SCOPE OF STRATEGIC MARKETING

Customer needs are first assessed via market research, and then an integrated marketing effort is designed to serve customers so that the firm may fulfill its goals, particularly those impacting shareholders. This is a customer orientation.

Competitor orientation is based on sales in which the business aims to achieve high sales and long run profitability by capitalizing on the flaws of vulnerable rivals or by eliminating its own competitive deficiencies.

Marketing strategy is a collection of internally integrated but externally oriented choices regarding how a firm addresses its consumers in a competitive setting.



FOCUS ON THE CUSTOMER

A consumer market is defined as all persons and households that are potential or current customers of goods and services for self, family, or household consumption.

On the other hand, an organizational market includes any organizations that purchase items and services to use as components, raw materials, or equipment in the production of other products and services.



MARKET SEGMENTATION AND POSITIONING

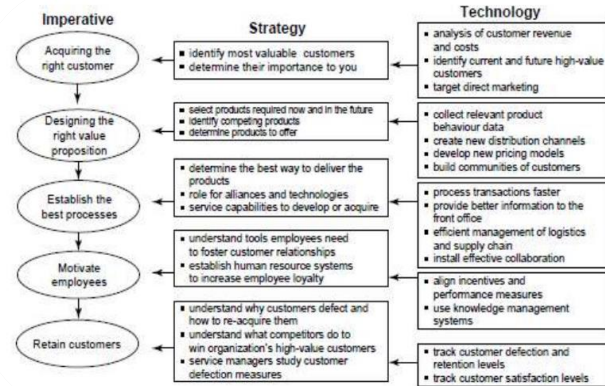
The company examines variables such as market size, competitiveness, effective demand in the segment, and product and service suitability with the segment's demands when selecting market segments for different marketing mixes.

Furthermore, once a segment is selected, there is continuous monitoring of both competitive and technological changes, which could dramatically change the boundaries and attractiveness of segments



STRATEGIC MARKET PLANNING

Marketing planning is a process in which a business seeks to comprehend the marketing environment, as well as the requirements and desires of its consumers, while keeping in mind that other rival companies also service the market



OBTAINING CUSTOMER INFORMATION

A successful customer orientation requires the business to identify client needs and desires with extreme precision, determine the importance of the many items that client's desire, create, and deliver goods and services that satisfy the needs of consumers, as well as convey these values to them.



COMPETITION IN THE BUSINESS SYSTEM

Factors such as goods, markets, segments, technology, and rivals are determined while defining a firm. Moreover, there are three ways for a firm to prosper: a product and service supplier with low prices a high-priced, distinct service provider a



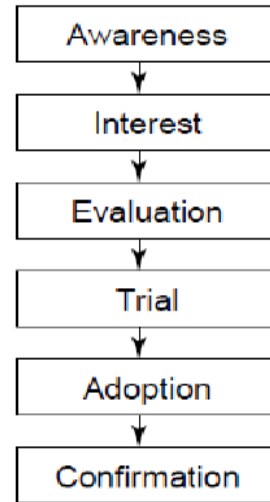
BUILDING COMPETITIVE BRANDS

The construction of a successful brand begins with a physical product or service that, once the organization or owner has incorporated design and quality, established appropriate packaging, and settled on a suitable brand name, becomes the fundamental brand.



DEVELOPING NEW PRODUCTS AND SERVICES

Managing the creation of a new product involves balancing efforts committed to three goals: product performance, speed to market, and product cost.



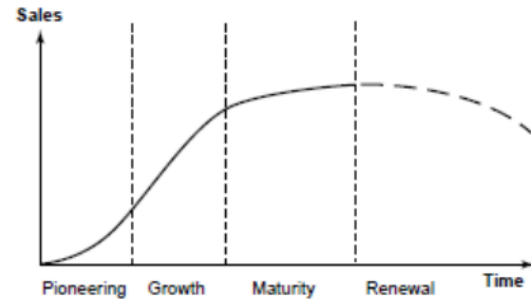
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MANAGING THE PRODUCT THROUGH THE LIFE CYCLE

Prior to the introduction of a product, the business incurs significant expenses, many of which remain after the product is available in market. However, before the actual introduction, three types of expenses arise: marketing research, market testing, and promotion charges.



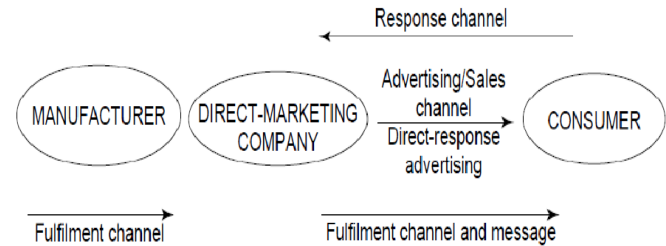
MARKETING COMMUNICATIONS

In order to communicate successfully with buyers, a promotion strategy must be developed, which necessitates a knowledge of the communications process itself. Moreover, the message's source, message, media or channel used, sender, and receiver are the five essential factors in the communications process.



DIRECT MARKETING AND PERSONAL SELLING

The main advantages of any direct marketing technique are the accuracy with which customers can be reached due to the targeting involved, which is based on computer databases



PRICING STRATEGIES AND TICKETS

Price is a monetary measure of stated worth or desiring that is agreed upon in some way between a buyer and seller in a transaction.

Six primary factors that affect pricing decisions: the organizations marketing objectives, consumer perceptions, distribution channels, costs, competition, and laws/regulations/directives.



MARKETING CHANNELS OF DISTRIBUTION

The channels for consumer goods include manufacturer, wholesaler, retailer, and customer/user. On the other hand, the channels for industrial items include manufacturer, wholesaler, and industrial user.

Consumer products



Industrial products



ALIGNING PERFORMANCE WITH MARKETING

A customer-oriented structure represents market differentiation. It may be suitable when there are many consumer groups, each with unique demands and purchasing significant enough quantities of the company's products to necessitate a separate organizational response.





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Conclusion

Conclusion

The book discussed firstly, the scope of strategic marketing and focused on meeting the requirements and desires of both the consumer and the shareholders. However, it emphasized on placing products in the thoughts of customers in such a manner that they are different from rival products.

Moreover, the book clarified the job of marketing, determined that a successful customer orientation requires the business to identify client needs and desires with extreme precision. In addition, the clarification how a construction of a successful brand begins, and illustrated how to manage the product through the life cycle. Furthermore, the part of direct marketing, pricing strategies and marketing channels of distribution plays an important role in a customer-oriented business.



Conclusion

As a reflection, Libyan companies should consider gaining more knowledge about strategic marketing. Moreover, using the models mentioned in this book or any regarding the matter of strategic planning. As a result, they can get access to forecasts, market segmentation in a correct manner. In addition, companies should give serious attention to their marketing department ideas and truly apply them.



References

Bradley, F. (2003). Strategic marketing: In the Customer Driven Organization. Wiley.





**Thank you for the
attention**