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Marketing Draft

**Section 3 Executive Summary**

The growth and development of technology have improved marketing strategies and primarily how companies connect with their customers. The primary objective of this research is to identify the main goals of marketing and ideal customers and strategies to use to gain a competitive advantage. Notably, the research focuses on the broader role of marketing in improving the company's standing. Therefore this report explores ways of enhancing target customers' ability to prefer and make decisions that promote the company's products.

The research adopts different approaches to achieve its objectives. Firstly, the research explores the marketing goals of the company using observation and literature review. These methods will also involve the analysis of competitors, including their attributes. The following table highlights the top three competitors and their identified competitive attributes.

|  |  |  |  |
| --- | --- | --- | --- |
| **Products** | **Soft Company** | **Uplift** | **Sundew Inc.** |
| Soap | Price | Availability | Price |
| Aloe Vera Cream | Natural traits | Organic | Safety and packaging |
| Lotion | Smell | Price | Feel |
| Sun cream | Color | Feel | Feel |

These attributes are among the research findings that indicate that the competitors are active in targeting their customers. The goal of the senior management, as indicated in the research, is to offer products that not only meet their needs but also make them happy. Therefore, an ideal customer is one that a company puts effort and resources to acquire. The efforts may be minimal and easy to make them loyal customers. The research indicates that an ideal customer is;

* One that happily pays for the product offered
* Easy to share information about the product (communicates)
* Appreciate and returns

Other traits that make an ideal customer include;

* Psychographics
* Demographic
* The best communication channel

The ideal customers are found through a different platform, online and through a physical location. From the research, the geographical segmentation of the company reveals more than five hundred customers. These ideal customers are based on repeating and loyal customers. In order to improve the number, the company can focus more effort on online marketing to reach more customers. The high number and user base give the online platforms a competitive edge.

**Section 4 Introduction**

The marketing plan is designed for a company in cosmetics and beauty products for both men and women. While the company has a physical location, it has also established an online platform that has improved reaching more clients. The company's share market is 43% in the local area. The sales are improved through its online platform that has taken advantage of social media. This approach has helped the company compete with its leading company in the industry. The customers that have enhanced the company included the loyalty of choosing the brands and even referred others to experience the products. However, it is essential to note that the company has also focused on female customers who mainly use beauty products.

Although other elements drive the company's effort, plans are laid down by management to secure its ideal customers. For instance, the improvement of communication cannel has helped create a dialogue with customers who have helped improve the products. The growth of the industry is therefore attributed to the customers who have purchased products repeatedly. The brand has improved over time because of market research and engagement with customers. In addition, analysis including competitors such as Soft, Sundew, and Uplift has improved the customers and strategies used to retain them. The research focuses on identifying the marketing strategies for improving loyal customers in the beauty industry.