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ABSTRACT OF DIPLOMA THESIS

**EVALUATION OF MARKETING MIX IN A
SELECTED COMPANY**

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Evaluation of Marketing Mix in a selected company

Abstract

The goal of the diploma thesis “Evaluation of Marketing Mix in a selected company” is to analyze the current marketing mix of selected company where as an object of analysis the company Baby Office has been chosen. The theoretical part deals with the basis of marketing, marketing environment and segmentation. Various concepts of marketing mix are introduced, however, the main part of the work is devoted to the marketing mix 7P (product, price, place, promotion, people, physical evidence and process) which is characteristic for the service sector in which the company operates. In the practical part, the selected company is introduced, and individual instruments of marketing mix closely examined. Based on the findings the recommendations are proposed.

Keywords: Marketing mix, marketing, Baby Office, marketing tools, promotion

Introduction

In today’s highly competitive environment, marketing should be not understood only as the ability to convince potential customer to buy products or services but also to meet customer’s needs and wants. The study of customer’s needs and subsequently meet these needs are the basic building block for any kind of business. That is why the marketing became an indispensable tool for attracting and retaining loyal customers. Marketing mix is a tactical tool, which is based on long-term company strategy. Classical concept of marketing mix represents product, price, place and promotion. Since this diploma thesis deals with the company operating in the service sector, practical part is focused in more detail on explanation of individual instruments of the model "7P" – product (service), price, place, promotion, people, physical evidence and process.

As an object of analysis the company Baby Office based in Prague was chosen. Parents of young children cannot find enough opportunities for work and self-realization. Baby Office is an unique project in the Czech Republic, which is supposed to fill a gap in the market and provides full facilities for working parents and quality care for their

children and that all "under one roof". The four main services that company offers are: mini kindergarten, co-working space along with possibility of rental of conference room, courses and seminars, and mobile kid's corners.

Objectives

This thesis will define marketing in general, specifics of the marketing mix and its instruments with regards to service sector. The main goal of this diploma thesis is to evaluate the current marketing mix of selected company where as an object of analysis the company Baby Office has been chosen. Subsidiary objective is focused on evaluation of customer satisfaction with certain elements of the marketing mix. Based on the analysis of the marketing environment, current marketing mix and results of questionnaires, the author of this diploma thesis will suggest recommendations that would eventually help the company to gain a competitive advantage in order to retain loyal customers and attract new potential clients.

Methodology

In the theoretical part the literature published by professionals has been used. Author applied methods of induction, deduction and comparison and briefly described the concept of marketing, explained the specifics of services, emphasized the importance of segmentation, introduced individual concepts of marketing mix and then focused more on the selected concept of "7P" because this extended concept of the marketing mix represents all the characteristics of the services sector in which is the company Baby Office operating.

In the practical part, author analyzed the macro-environment of the company using the PEST analysis. Further step was to apply the knowledge gained from the literature on this company and find out to what extent they use marketing instruments. In next, also appreciable is author's experience gained in time of working as a trainee in selected company, where he had an opportunity to figure out how the company operates and how their marketing mix instruments are implemented and therefore the method of observation has been applied as well. Thesis is further enhanced by the supporting survey conducted through written questioning in order to evaluate customer's satisfaction with certain elements of the marketing mix, together with customer's preferences.

Summary of the results

Despite the fact that selected company is a social enterprise with considerable limiting financial resources its marketing mix is very sophisticated. The interconnection of the services provided creates a totally unique competitive advantage enabling it to be capable of competing in the market. The current level of prices of individual services is satisfactory with respect to the quality provided.

The company Baby Office performs mostly direct distribution of their services (apart from mobile kid's corners) since almost does not use any intermediaries, but provides a service directly to the customer.

Marketing communications, or in other words promotion, is the strongest point of the company. Although the company is not investing large sums of money in advertising, exhibits a professionally-managed internet communications. Furthermore, mainly PR articles help the company to improve its visibility.

Among the employees, there are mainly disadvantaged people in the labor market, especially parents with small children and women aged over 50 years, what fulfills one of company's social objectives. Furthermore, qualified lecturers are employed and the services of external professionals are often utilized.

Except for the outside appearance of the building, the company created an environment that is suitable for both working parents and for their children.

Last instrument of marketing mix in the company represents process; i.e. process of providing services to customers designed in such a way so as the smooth running of the company would not be disturbed.

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