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Abstract

Marketing analysis of a selected company

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Summary

This bachelor thesis is focused on marketing situational analysis, its characteristics and individual steps presented on the energy company named Pražská plynárenská, a.s.. The aim is to show the importance of both internal and external environment of the company, to observe the market dynamism where the company is operating in and to identify the influences that affect the company.

The first part of this thesis describes the characteristics of marketing in general terms, the procedure of marketing situational analysis, the process of defining the right strategy, and determines the aspects of marketing that are specific in the energy industry.

The second part of the thesis is already concerned with marketing situational analysis achieved through the elaboration of each appropriate analysis suitable for the given environment of the company. The main goal of this thesis is to present and show the process of marketing situational analysis on Pražská plynárenská, a.s., by using analyses of the internal and external environment such as Marketing mix analysis, PEST analysis, Porter's five forces model analysis and SWOT analysis.

Keywords: Marketing situational analysis, PEST analysis, SWOT analysis, SWOT matrix, Porter's five forces analysis, Marketing mix.

Introduction

This thesis will conduct and deal with the marketing analysis of the energy company Pražská plynárenská, a.s.. Marketing data analysis gathers information from all marketing channels and consolidates it into one common marketing view. It also shows how well the company has done in the market using its current marketing techniques. As a first, this thesis will explain and focus on marketing from the general point of view and then on concrete marketing analysis of Pražská plynárenská, a.s., which nowadays is one of the most important companies in the market engaged in the energy industry in Prague and almost in the Czech Republic as well.

The theoretical part of the thesis deals with marketing itself as a first and then the thesis will also concentrate on individual marketing conceptions. Another thing which the thesis discusses is what does the strategic management mean and what should we imagine under this term. There is an explanation of single phases of strategic management, and that it is important for the company to create some concrete vision, define its goals, gather all information and analyze it. The next step is an explanation of marketing management and its individual steps. Finally, the marketing situational analysis, its general process and implementation. The last step of the theoretical part is the description of marketing in the energy industry, showing up the significant features and differences between the marketing in this industry and the marketing that we are accustomed now.

The practical part of this thesis focuses on basic information about the company Pražská plynárenská, a.s., followed by the elaboration of the marketing analysis of this company. The first step is the analysis of the internal environment using the analysis of individual components of Marketing mix, then the analysis of the external environment using the PEST analysis and the Michael Porter's five forces model. Gathered information is used for the SWOT analysis development, in order to define the strengths, weaknesses, opportunities, and threats. Finally, the last step is the creation of the SWOT matrix to select the most effective strategy for Pražská plynárenská, a.s..

Thesis objectives and methodology

The main objective of this thesis is to clarify the theoretical concepts of marketing and marketing analysis. To highlight the particular specifics that relate to marketing in the energy industry and come up with a strategy according to all available information which seems to be the most suitable for the company.

Using marketing situational analysis find out how Pražská plynárenská, a.s., is worth on the market, discover its strengths and, on the other hand, its weaknesses, look at the opportunities that should be taken into account and which threats to avoid.

The thesis uses mainly comparative and descriptive methods, marketing analysis, specifically the analysis of an external and internal environment (PEST analysis, Michael Porter's five forces analysis and Marketing mix analysis) and last but not least SWOT analysis, the interpretation of results using SWOT matrix and the determination of appropriate strategy for the company.

Conclusion

The main objective and purpose of this work were to get acquainted with the problems of marketing situational analysis, characterize the energy company Pražská plynárenská, a.s., and suggest the most powerful strategy.

In the practical part was initially developed the PEST analysis, it means the analysis of the external environmental, more specifically macro environment. Here it has been found, what factors affect the company. These factors are divided into the political, economic, social and technological environment. These are factors that the company is unable to influence, and if yes, then very few. Followed by the analysis of micro environment using the Porter's five forces analysis. In this analysis was examined the influence of individual competitive forces on the company Pražská plynárenská, a.s..

As a further marketing analysis, this time, the analysis of the internal environment was performed the Marketing mix analysis where it can be stated that the company provides a wide range of products and offers quality services associated with energy supply. The company has such a market position that can fully compete with other competing

companies. In terms of distribution, Pražská plynárenská, a.s., is able to supply gas and electricity throughout the Czech Republic, but its strongest position occupies in Prague and its surroundings. Regarding the communication, the last component of Marketing mix, the company uses mainly a personal form of selling that is provided by the salesmen primarily to wholesalers. Among impersonal forms of communication used by the company the most, belong direct marketing where the company communicates by telephone in cooperation with the external call center, sales promotion where the company tries to address the customers through various discounts, public relations in terms of company's website and the company also focuses on sponsorship.

The last analysis of the practical part was the SWOT analysis. With the help of the previous three analyses have been determined the possible strengths and weaknesses, threats and opportunities, and put into the SWOT matrix. This matrix has published the specific strategy, namely the strategy maxi-maxi, where the company has enough strengths to take advantage of all the possible opportunities to maximize their success and, on the other hand, can eliminate its weaknesses and potential threats.

Currently, most energy companies try to distinguish themselves and offer their customers new services and new special offers. The most common form of offers for the "big players" have become the various forms of campaigns. Another way that "big players" in the energy market have started to practice is offering other commodities. These include the original specialized companies in the electricity, which have begun to offer the commodity of the natural gas and vice versa, the companies specialized in the natural gas have begun to offer the electricity. From this perspective, Pražská plynárenská, a.s., has the advantage that the company has been already offering both natural gas and electricity, but also compressed natural gas (CNG).

In conclusion, we can say that the company should expand its global distribution and become an even more competitive company and thus take a greater position in the energy market.

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