

**University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of management**



**Master's Thesis**

*“Marketing strategy for Hamoon Dairy Factory”*

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**CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE**

Faculty of Economics and Management

# **DIPLOMA THESIS ASSIGNMENT**

Pouneh Bahrampour, BSc

Business Administration

Thesis title

**Marketing Strategy of Hamoon Dairy Factory**

## **Objectives of thesis**

The aim of the diploma thesis is to design a marketing strategy for a selected company Hamoon Dairy Factory

## **Methodology**

The theoretical part of the work is based on current sources focused on marketing issues. The empirical part of the thesis focuses on the identification, definition and analysis of the company's marketing environment, analysis of the current state of marketing strategy and the design of their own recommendations and possible changes in the marketing strategy of the selected company.

## **The proposed extent of the thesis**

60-80 pages

## **Keywords**

Marketing, Strategy, Marketing Mix, Business plan

## **Recommended information sources**

KOTLER, P. – KELLER, K L. – BRADY, M. – GOODMAN, M. – HANSEN, T. *Marketing management*. Harlow: Pearson, 2019. ISBN 978-1292248448.

KOTLER, P. – KELLER, K L. *Marketing management*. Harlow: Pearson, 2015. ISBN 9781292092621.

KOTLER, P. – KELLER, K L. *Marketing management*. Upper Saddle River: Pearson Prentice Hall, 2012. ISBN :978-0-13-600998-6.

LEE, N. – KOTLER, P. *Social marketing : behavior change for social good*. Los Angeles ; London ; New Delhi ; Singapore ; Washington ; Melbourne: Sage, 2020. ISBN 978-1- 5443-7186-3.

LEE, N R. – KOTLER, P. *Social marketing : influencing behaviors for good*. Los Angeles: SAGE Publications, 2011. ISBN 978-1-4129-8149-1.

## **Declaration**

I declare that I have worked on my master's thesis titled "Marketing strategy for Hamoon Dairy Factory by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on date of submission

28.3.2024

## **Acknowledgement**

I would like to thank for all helps and consultants my supervisor had during writing this thesis and my family to support me.

## Abstract

The subject of this diploma thesis is a recommendation for a marketing plan that might be implemented by a specific business. It presents scholarly information on the marketing process of segmentation, targeting, and positioning based on many schools of thought in marketing theory and practice in addition to a variety of different analyses of the surroundings and the situation. In addition, information on the CRM strategy is provided, along with an analysis of the strategies that have been offered. In the practical portion of the task, the information is used for the research of an organization's internal and external environments, as well as the critical evaluation of the current situation. The subsequent presentation of a marketing plan is going to be based on this basis.

**Keywords:** Marketing strategy, SWOT analysis, PEST analysis, Porter's analysis Five forces, Marketing Mix 4p, marketing program development, CRM, marketing concept, B2C environment

## Abstrakt

Předmětem této diplomové práce je doporučení marketingového plánu, který by mohl být implementován konkrétním podnikem. Prezentuje vědecké informace o marketingovém procesu segmentace, cílení a pozicionování založené na mnoha školách myšlení v marketingové teorii a praxi, stejně jako na různých analýzách okolí a situace. Kromě toho jsou také poskytnuty informace o CRM strategii spolu s analýzou nabízených strategií. V praktické části úkolu jsou tyto informace použity pro výzkum interního a externího prostředí organizace a kritické zhodnocení současné situace. Následující prezentace marketingového plánu je postavena na těchto základech.

**Klíčová slova:** marketingová strategie, SWOT analýza, PEST analýza, Porterova analýza pěti sil, marketingový mix 4p, tvorba marketingového programu, CRM, marketingová koncepce, prostředí B2C

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# 1 Introduction

My research project's primary purpose is to create a thorough marketing strategy for a medium-sized business, Hamoon Dairy Factory , that is supported by both academic frameworks and actual experience. This study's primary focus will be on doing an analysis of the current marketing scenario at the firm and locating potential improvement areas with an eye toward the company's further expansion.

I want to develop a marketing strategy for the firm that is congruent with its aims and objectives by first doing an exhaustive analysis of the company's historical performance as well as the current conditions of the market. My theory is that the business will be able to increase both its revenues and its profits if it undertakes the implementation of a well-planned marketing strategy that places an emphasis on customer relationship management (CRM) software and procedures.

The study that is being suggested may be broken down into two main parts. In the first place, the marketing analysis will be of assistance in establishing crucial criteria for decision-making on the design of the new strategy and the anticipated economic outcomes. Second, the use of CRM software and processes will result in enhanced profitability for the business since it will save money, create more income, and minimize the number of chances that were lost.

In order to accomplish the goals of the study, a variety of research approaches will be utilized, each of which will cover a certain step in the creation of a marketing plan. The descriptive technique will be used to collect modern marketing trends, such as relationship marketing, e-marketing, direct marketing, and marketing strategy procedures, in addition to quotations from well-known writers and definitions gleaned from marketing literature. The results of this study will be assessed and contrasted in order to provide a detailed road map for the actual execution.

The first phase in the process of developing the marketing proposal will consist of conducting thorough research and analysis, which will include topics such as secondary data, cost and profit analysis, the competitive environment, consumer evaluation, and other aspects that are pertinent. In order to arrive at definitive findings and construct an exhaustive mind map of assumptions, the research will make use of both inductive reasoning and economic-mathematical methods such as criterion and financial analysis. A substantial component that

will play a role in determining whether or not the project objectives will be realized is how well the marketing plan is carried out.

## **2 Objectives and Methodology of Thesis**

### **2.1 Objectives**

This diploma thesis will work to generate a recommendation for a marketing plan that can be put into action by a particular company. This will be the thesis's primary purpose. The purpose of this thesis is to present scholarly information on the marketing process of segmentation, targeting, and positioning. This information will be based on a variety of schools of thought in marketing theory and practice, as well as a number of different analyses of the environment and the circumstance. The process calls for performing research on the internal and external environments of the firm, making a critical evaluation of the current situation, and providing a marketing plan based on the conclusions of that research. The thesis also contains information on customer relationship management (CRM) strategy, as well as an examination of the many customer relationship management strategies that have been proposed.

### **2.2 Methodology**

The process of writing a thesis can be challenging and include a variety of approaches, depending on the subject matter and the goals of the research being conducted. Yet, the typical method entails a number of essential stages that must be carried out in order to guarantee an end result that is well- researched and exhaustive.

An in-depth investigation of previously published research on marketing strategy, segmentation, targeting, positioning, and customer relationship management (CRM) strategy is the first phase in the process, which is referred to as the "literature review." This requires locating and reading academic journals, textbooks, and other pertinent sources in order to acquire a full understanding of the study issue and the areas that are associated with it. In order to design an efficient research plan and identify any knowledge gaps that need to be addressed in the thesis, it is necessary to conduct a comprehensive examination of the relevant literature.

The next stage is to conduct a situation analysis, which comprises analyzing the data gathered in the first step to identify trends, patterns, and linkages in the situation. The data can be analyzed using statistical methods such as regression analysis and correlation analysis. This will allow for the identification of any pertinent findings. In this stage of the process, the

goal is to obtain a full understanding of the existing situation, identify major obstacles and opportunities, and use that information to influence the development of a marketing plan.

The third phase is the construction of a marketing plan, which entails making use of the information obtained from the previous steps of doing a literature study and scenario analysis in order to create a thorough marketing plan. This include defining the demographics of the population that will be targeted as well as developing a strategy for the marketing mix, which includes the product, price, promotion, and distribution. In addition, setting a spending cap in advance as part of the process of developing a marketing plan is a vital step. The plan must to be founded on an in-depth comprehension of the research issue, and it ought to be connected with the aims and priorities of the company.

The conclusion of the thesis provides a brief summary of the findings as well as some recommendations for carrying out the suggested marketing strategy. As part of this stage, you will be required to provide a summary of the research findings and insights, highlight the value of the research, and provide recommendations for practically putting the marketing plan into action. The –, developing a marketing plan, and coming to a conclusion. To successfully defend one's thesis, one must have an in-depth knowledge of the subject of the investigation as well as a dedication to conducting in-depth research and careful analysis.

The process of writing a thesis involves a number of important elements, including as conducting a literature study, analyzing the current situation, developing a marketing plan, and coming to a conclusion. To successfully defend one's thesis, one must have an in-depth knowledge of the subject of the investigation as well as a dedication to conducting in-depth research and careful analysis

## **3 Literature Review**

### **3.1 Marketing strategy:**

The term "marketing strategy" refers to the comprehensive plan and strategy that a business prepares in order to advertise its goods or services to its ideal clients in the manner that is both the most efficient and effective it is possible to do so. A marketing strategy should produce income, increase market share, and enhance brand awareness by producing a clear and compelling value proposition that resonates with the target market. These goals should be accomplished by creating a value proposition that speaks directly to the target market.

A comprehensive understanding of the target customers, including their wants, needs, and preferences, as well as their purchasing habits, is necessary for an effective marketing strategy. Doing market research, assessing market trends, and identifying opportunities and obstacles that can effect an organization's ability to fulfill its marketing objectives are all required steps in this process.( Kotler, P., Keller, K. L. (2016) p32)

The marketing strategy must identify the marketing mix, which consists of the four major factors of product, price, promotion, and place, that will be used to create value for the target market once the target market has been determined. These components need to be meticulously integrated in order to guarantee that they will cooperate effectively in order to back up the entire marketing plan. For instance, the product needs to be designed and positioned to meet the needs of the target market, the price needs to be set to reflect the value that the product provides, the promotion needs to communicate the one-of-a-kind benefits of the product to the target audience, and the place needs to ensure that the product is available to the target customers at the right time and in the right location.

Also, a marketing plan needs to be malleable and able to adjust to shifting market conditions in order to be successful. It is essential that it be continuously monitored and assessed in order to confirm that it is meeting its goals and to identify any areas in which it may be necessary to make modifications. In order to ensure that the marketing strategy continues to be applicable and successful, it is necessary to make a commitment to conducting continuous market research, data analysis, and consumer feedback.

In general, a marketing plan is an essential element in the operation of a prosperous firm. It lays out a plan for how a business can reach and engage the customers it is aiming for, as well as increase brand awareness and produce income. Organizations are able to develop a

marketing strategy that is capable of delivering tangible results and driving long-term growth by first gaining an understanding of the requirements and preferences of their target market, then creating a compelling value proposition, and finally putting into action a marketing mix that has been thoroughly integrated. (John Byrom and Rob Grant,(2002))

TAB. 1 Eight-step Strategy Planning Process:

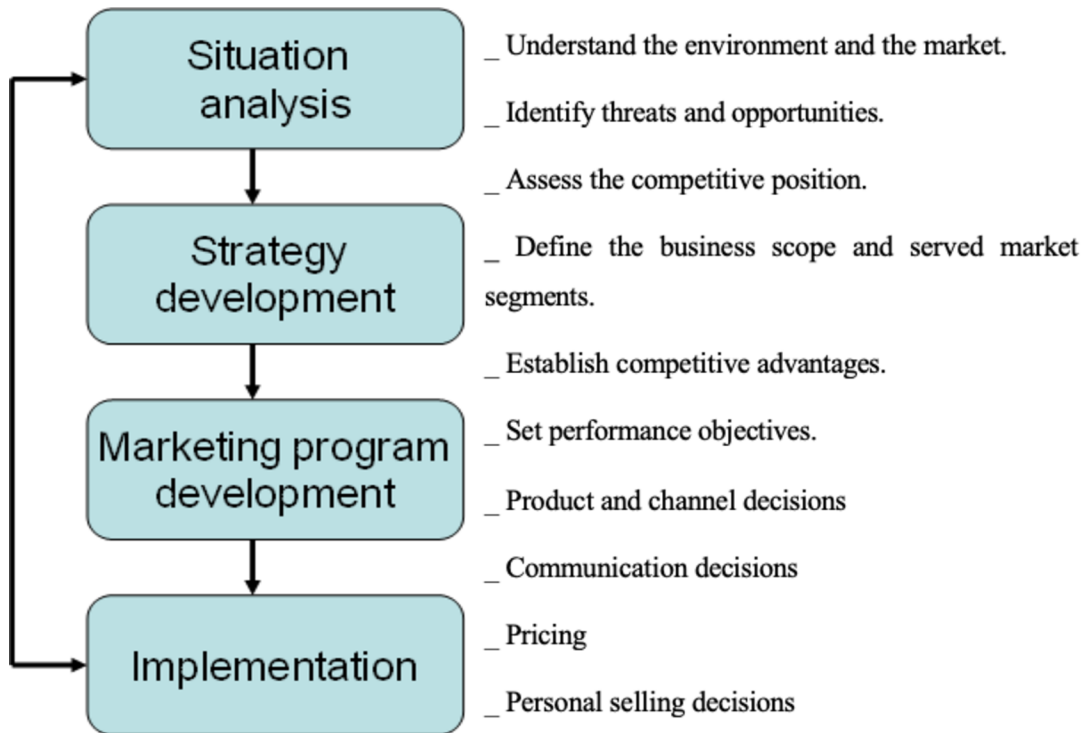
Section	Purpose
Executive summary	Presents a quick overview of the plan for quick management review.
Current marketing situation	The marketing audit that presents background data on the market, product, competition and distribution.
SWOT analysis	Identifies the company's main strengths and weaknesses and the main opportunities and threats facing the product.
Objectives and issues	Defines the company's objectives in the areas of sales, market share and profits, and the issues that will affect these objectives.
Marketing strategy	Presents the broad marketing approach that will be used to achieve the plan's objectives.
Action programmes	Specifies what will be done, who will do it, when it will be done and what it will cost.
Budgets	A projected profit-and-loss statement that forecasts the expected financial outcomes from the plan.
Controls	Indicates how the progress of the plan will be monitored.

*Resource: adapted from Kotler, P. Principles of Marketing, p. 68*

We introduce his third notion, which is where he completes the process with stage of realization, to make it more accessible and easily applicable to both of Kotler's descriptions of the stages of

strategic planning in marketing. (Kotler, P. (2011), p27) This is done so that it is easier to comprehend. In addition, Kumar broke the process of strategic planning down into four steps in order to emphasize how equally important it is to analyse the current situation, create a clear perspective of the goals as a whole as well as the strategies to achieve them, and, last but not least, put those goals into action (see FIG.1).

FIG. 1 Marketing Planning Process



Resource: Kumar, V., Aaker, D. A. and Day, G. S. *Essentials of marketing research.*, p.7

In conclusion, a survey that was applied in 1995 by the Chartered Institute of Marketing indicates that one of the seven fundamental processes of marketing is marketing strategy. The term "strategic planning" refers to an activity that takes place once a year at most companies, despite the fact that many publications on the subject recommend expanding its scope to encompass at least three years in order to maintain its status as an ongoing, continuing process.

A marketing strategy is a formal document, and one that is typically written, that outlines the overarching goals of a firm as well as the approach that will be used to achieve those goals. The question of whether the strategy should genuinely specify also the fundamental steps of



individual action plans is one that is debated by a lot of academics (or marketing programmed). Grant asserts that the strategy is neither a comprehensive plan of instructions nor a programmed activity, (Grant, R.M. (2013) p2) on the other hand, Kotler incorporates the level of programs into each of his three approaches.

For the purpose of this work, it is important to include situation analysis in its entirety (with segmentation, therefore, serving as one of its components), to continue with describing aspects of strategy development in the sense of targeting, and to attach positioning as marketing programmed development on a strategic level rather than an operational one.

### **3.1.1 Marketing Strategy development:**

All organization needs a marketing plan to guide its marketing activities. Companies must use efficient marketing techniques to compete in the present business environment. This literature study examines marketing strategy development methods and frameworks.

Situation analysis starts the marketing plan process. Market trends, competition, and customer needs are assessed. Kotler and Armstrong (2016) suggest employing a SWOT analysis to analyze the company's strengths, weaknesses, opportunities, and threats. A SWOT analysis helps a corporation find areas for improvement and growth.

After situation research, the organization can create a marketing mix. Product, price, place, and promotion comprise the marketing mix. Product development meets market needs in the marketing mix. Pricing and place refer to the company's product prices and distribution channels, respectively. Promotion involves marketing actions that raise awareness and promote products to the target market.( Joy Priscilla, (2016))

Nowadays, customer-centric marketing methods have been prioritized. Grönroos (2011) states that a customer-centric marketing strategy puts customers first. The organization tailors its marketing to the target market's demands and interests. A customer-centric marketing strategy can develop long-term consumer relationships and loyalty.

The resource-based view (RBV) of the firm is another marketing strategy technique. The RBV argues that a company's competitive edge is its unique resources and capabilities. Barney (1991) classifies a company's resources as tangible (physical assets) and intangible (brand reputation intellectual property). A company can generate a sustained competitive advantage by using its unique resources and competencies to create a marketing plan.

According to Kotler, the fundamental three marketing strategies are as follows: a strategy based on the lifetime of a product, a strategy based on the lifecycle of a market, and a strategy of difference. His definition of the lifespan of a product or an entire market leads to strategies that may be applied to anything that the firm gives to its clients, whether it be product, services, promotion, or channels. These strategies will be covered in further detail later the next chapters.

TAB. 2 Characteristics of Product Lifecycle and Corresponding Marketing Targets:

Stage	Characteristics	Marketing target
Introduction	<p>High cost</p> <p>Low sales volume</p> <p>High necessity of promotion</p> <p>No/little competition</p>	<p>To create and support Customer's awareness on the product, make customers wish to try the product</p>
Growth	<p>Lower cost thanks to economies of scale</p> <p>Increased sales volume</p> <p>Customers awareness</p> <p>Profitability</p> <p>Market share maximization (through price)</p> <p>Increased competition</p>	<p>To win maximum of market share</p>

Maturity	Low cost and High sales volume Diversification and differentiation in brands High competition Decreasing prices and profit	To maximize profit and maintain market share
Decline	Ratio cost x profit unfavorable Decrease in sales volume. Production and distribution efficiency necessary	To decrease cost and harvest the brand

*Resource: addapted according to Kotler, P. Marketing Management, p. 303 ff*

The simplest way to illustrate Kotler's differentiation strategy is through his Four-positions-model, which categorizes businesses into the following four categories: market leaders, market challengers, market followers, and market niches.

It is possible, on an individual basis, to supply a wide variety of potential options for each position. (see TAB. 3) Innovation, achieving and sustaining cheap costs, or any other method that results in an improved value-to-price ratio are often the foundations around which an offense or defines is constructed. But, one thing that all of these companies have in common is that they all make an effort to distinguish themselves from the firms that they compete with.

TAB. 3 Kotler's Model on Four Positions in a Market:

Market Leader	Expanding the Total Market	New users New uses More uses
---------------	----------------------------	------------------------------------

	Protecting Market Share	Position defense Flanking defense Preemptive defense Counteroffensive defense Mobile defense Contraction defense
Market Challenger	Frontal Attack Flanking Attack Encirclement Attack Bypass Guerrilla Attack	
Market Follower	Cloner Imitator Adapter	
Market Nicher	Low Volume, High Margin	
	Specialization and Differentiation	

*Resource: adapted from Kotler, P. Principles of Marketing, p. 532-535*

Both Hamel and Prahalad propose employing one of two fundamental techniques, with the deciding element being a ratio involving the availability of resources and the requirements of the market. On the other hand, Ansoff considers a strategy to be valid only if it is oriented toward expansion, which can mean growing either the number of product units sold, or the percentage of market share taken. (TAB. 4)

Solomon, Marshall, and Stuart break down the process of selecting a target strategy into three steps: analysing target markets, analysing product offerings, and selecting a target strategy. This subsection will be discussed in more detail later.

TAB. 4 Ansoff's Matrix

	Product	
	Present	New
present Market	Market Penetration	Product Development
new	Market Development	Diversification

Resource: Wikipedia, Ansoff's Matrix

TAB. 5 Basic Strategic Question: Assimilation or Expansion

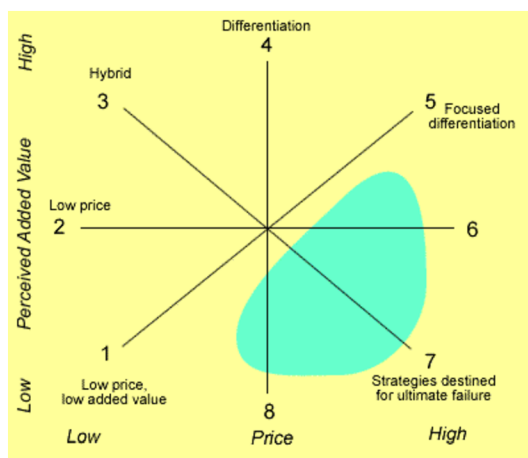
Strategical aspect	Orientation on environment – „assimilation“	Orientation on resources – „expansion“
Main idea of the strategy Competitive advantage	Strategical conformity of market	Increasing value for money through
through... Smaller firms survive if... Risks are reduced through...	possibilities and company's resources ...right positioning, differentiation imposed by market needs ...they find and occupy a gap ...product/business portfolio	resources ... differentiation based on qualifications complying with or creating market needs ...they change „rules of game“ ...qualifications portfolio

Resource: Hamel, G. and Prahalad, C.K. *Competing for the future*, p. 65

The analytical approach leads to the development of further strategies, as described in the next chapter. In this context, we are speaking of Porter's Generic Strategies, all of which will, however, be discussed as a part of Kotler's classification (cost focus or leadership and differentiation focus or leadership), the GE Matrix, in which the suggested strategies are:

invest, grow, earn, harvest, or divest, or the Boston Matrix, which is very narrowly concentrated on products and has strategies to support, keep, and milk, or get rid of. In addition, if we wanted to highlight the strategies established in terms of Strategic Gap Analysis, we would repeat the strategies of market penetration, product or market development, and diversification. At the very least, the Strategy Bowman's Clock should be given the opportunity to be publicized in some capacity. Not because it would bring about an entirely new idea, but rather because it focuses on the value supplied to a client, which, in many ways, serves as the foundation for marketing in the modern era.

FIG. 2 Bowman's Strategic Options



Resource: Bowman, C. and Faulkner, D. *Competitive and Corporate Strategy*, p.214

Figure 2 shows the ratio of perceived additional value to price and explains when to use a technique. Two unique tactics emerge from the southwest. The first option is a segment-specific strategy of low prices and low added value, while the second is a risk of price war and the need to lead the market in cost. A "hybrid solution" combines low costs with differentiation investment. Differentiation can be achieved by charging a price premium (perceived added value that brings money) or by not charging a premium (which should be understood as perceived added value that brings not directly money but market share benefits). Due to reputation, customers demand added value. A slightly different connotation has focused individuality. Moving eastward reveals a typical company strategy: increase revenues while maintaining a high perceived added value. Only number seven can be realistically managed in monopolistic settings, and number eight is when customers are not driven to acquire your products, resulting in market share loss. (Zachary Alexander Williams, (2017))

The corporation should know how it makes customers feel and either embrace or oppose it. As a conclusion to this chapter, we would like to point out that the broad tactics that were presented earlier are easily adaptable to the particular circumstances that may arise within any given firm. As a result, we will not use all of those that have been discussed, but rather we will select in line with the company's goals, which also need to be identified.

### 3.1.2 Target market:

A company will direct the majority of its marketing efforts toward a particular segment of the general population known as its target market. This segment of customers can be classified according to a number of characteristics, including age, gender, income, education, geography, values, beliefs, and the decisions they make regarding their way of life. The purpose of focusing on this particular group is to develop individualized marketing messages that will resonate with them and inspire them to make a purchase. (Kotler, P., Keller, K. L. (2016) p 43)

The definition of a specific target audience is essential to the success of any marketing strategy. Businesses are able to better direct their resources and efforts toward contacting customers who are most likely to acquire a product or service if they first identify the exact set of customers who are most likely to do so. This can help them build marketing messages, pricing tactics, and promotional activities that are more relevant to their target audience and more effective. Also, it can help them get a competitive advantage over other firms that are not efficiently targeting their clients. This is because those other businesses are not utilizing this technology. (Lamb, C. W., Hair, J. F., & McDaniel, C. p3)

A profitable target market must fulfil some criteria which must establish whether this group of target customers is able to bring profit and how high it can be. Typical questions concern the verification of expectation and demands of potential customers. Based on the segmentation the group should show similar features. Another question is if each individual in target group is in the future profitable enough to invest into. Marketers should also consider whether there are channels to address such a target market. (Kotler, (2005), p.205)

TAB. 6 Most Common Objectives

<b>Profit</b>	- maximize long-run profit maximize short-run profit increase sales volume
---------------	--

	increase sales expressed in money reach fixed ROI reach fixed return on sales
<b>Market share</b>	increase market share stabilize position on market discourage new entrants into the industry encourage the exit of marginal firms from the industry
<b>Price</b>	maintain price leadership use price to make the product „visible“
<b>Customer satisfaction</b>	desensitize customers to price obtain and maintain the loyalty of distributors and customers be perceived as „fair“ by customers and potential customers
<b>Conditions</b>	- avoid government investigation or intervention
<b>Company</b>	growth survival enhance the image of the firm (brand, product) get competitive advantage

*Resource: : Wikipedia, Marketing Objectives*

According to the majority of authors (De Pelsmacker, Geuens, and Van de Bergh 2003; Kotler 2000; Solomon, Marshall, and Stuart 2006), targeting strategies are determined by the market sector that is selected, or more accurately, the number of market sectors that are selected, as we briefly mentioned in the next chapters Solomon et al. see the primary differentiating characteristics between the consumer segments and the product offerings Kotler and De Pelsmacker's description is marginally more in-depth than the previous one. According to Solomon, concentrated marketing should be referred to as "concentration on one segment," while differentiated marketing may call for an approach known as "selected specialization," "product specialization," or "market specialization." Since it is a well-known fact that differentiated marketing results in better total profit, businesses ought to give serious consideration to how to organize their approach in order to maximize their potential for success. However, we should also be mindful of the rising costs associated with promotion, production, transportation, product modifications, and administration. (Kotler, (2001), p.276)



As a result of reading this chapter, we will have the ability to provide suggestions for objectives that will serve as a milestone in the process of applying marketing strategy. As was discussed in one of the earlier chapters, the generally provided facts are able to be applied to the specific company and almost definitely will in the future.

### **3.2 The external environment**

The micro-environment and the macro-environment are the two subsets that make up a firm's external environment. Both of these environments can have an effect on the company. The term "micro-environment" refers to the conditions that are immediately surrounding the company and have a direct impact on its operations and performance. On the other hand, the term "macro-environment" refers to the more general economic, social, and political conditions that have the potential to have an indirect impact on a company's operations.

Customers are one of the most significant aspects of the microenvironment, and they are one of the most essential components that can directly influence the marketing strategy of a firm. It is essential for businesses to gain an understanding of the requirements and preferences of their ideal clients before developing marketing strategies that are tailored to meet those requirements. In addition, suppliers play a significant part in the operations as well as the performance of a company. The capacity of a firm to provide its goods and services can be considerably impacted by the level of quality and dependability of the supplies that are provided by its suppliers. As a result of this, businesses have an obligation to their suppliers to cultivate healthy relationships in order to guarantee the timely delivery of goods and services. (Mintzberg, H., Quinn, J. and Ghosal, S. (1998))

The presence of competitors is another another aspect of the immediate environment. The degree of competition in an industry can have a considerable impact on the marketing approach a company takes. In order for businesses to maintain their position as market leaders, they need to provide goods and services that are distinguishable from those of their rivals. The product price and distribution decisions made by intermediaries like distributors, wholesalers, and retailers can also have an effect on the marketing approach employed by a company. Last but not least, members of the public, including members of the media, government agencies, and advocacy groups, all have the ability to affect the reputation of a corporation as well as its marketing strategy by the acts and opinions they express.

The economic climate can have an effect on the marketing strategy of a company in the macroenvironment by influencing factors such as the purchasing power of consumers, the rate of inflation, and interest rates. The rate of technological adoption and innovation in the surrounding technological environment can have an effect on the marketing strategy of a company. This can occur when new communication channels with customers are made possible, when product quality and features are improved, and when costs are cut. The social and cultural context can have an impact on the marketing strategy of a firm by having an effect on the preferences and actions of customers. The political and legal climate can have an effect on a company's marketing strategy by putting constraints on product advertising, price, and distribution. Other factors that can have an impact include government regulations, trade policies, and taxes rules. In conclusion, the natural environment can have an impact on the marketing strategy of a business by having an effect on the availability and pricing of resources, as well as the environmental impact that is caused by the business's operations.

### **3.2.1 Macro environment:**

Numerous tools might be utilized in the process of carrying out a marketing analysis. Some of them are merely used to identify the market position of a company and do not recommend strategies that should be implemented. Other ones, on the other hand, are intimately related with strategies, and the writers of those strategies provided them with several possible solutions. Those that were mentioned initially are going to be included in this chapter, while the remaining ones are going to be added in chapter 3.2 later on.

#### **PEST analysis**

The PESTEL study is a strategic method that is commonly used in business and management to examine the external macro-environmental elements that may affect an organization's operations. PESTEL stands for "political, economic, social, technological, environmental, and legal." The writers of the essay "Digitalization in the energy industry: A PESTEL analysis," which was written by Duch-Brown and Costa-Campi (2019), make use of the PESTEL framework in order to investigate the effects that digitalization has had on the energy sector.

PESTEL is an acronym that refers for Political, Economic, Social, Technological, Environmental, and Legal elements. These are the factors that are considered while

conducting an analysis of the external environment to determine how it may have an effect on the strategy and operations of a firm.

The term "political factors" refers to laws and regulations imposed by the government that have the potential to have an effect on a particular sector or organization. In the context of the energy business, climate change mitigation measures are becoming an increasingly relevant political factor. Digitalization is considered as a technique to enhance energy efficiency and lower expenses, which are both economic elements that are tied to the larger economic environment in which a company operates. Nonetheless, this has the potential to result in employment losses within the industry. The influence of societal attitudes and trends on the industry is taken into consideration by social and cultural variables, and Duch-Brown and Costa-Campi draw attention to the importance of public acceptance and understanding of new technology.

Digitalization is seen as a significant enabler of sustainable energy practices, and technological considerations examine the possible impact that innovation could have on the business. But, there is a risk to cybersecurity that needs to be addressed because of the rapid rate of innovation. Environmental factors take into account the impact that environmental problems have on the industry, and digitalization is viewed as a way to support sustainability efforts by enabling better monitoring and management of energy usage. Environmental factors are also known as green factors. Last but not least, legal factors include the regulatory frameworks that regulate the industry as well as the requirement that these frameworks provide support for the incorporation of digital technology into the sector. (Lee, N. -- Kotler, P., (2020))

Generally, the PESTEL study is a good method for examining the external environment and finding possibilities and difficulties for a company. The acronym stands for "political, economic, social, technological, environmental, and legal." The application of the PESTEL framework to the energy sector by Duch-Brown and Costa-Campi (2019) provides a complete study of the forces that are affecting the industry and emphasizes the possible benefits and hazards of digitalization in the sector.

### **Porter's Analysis of Five Forces**

A marketer can benefit from this analysis by gaining a more comprehensive understanding of a specific industry. When we talk about the "five forces," we're referring to the external factors that can influence how effectively a company can compete in a certain market. In the

course of this research, the primary determinants of competition are broken down in terms of their strengths and the significance of their roles.

TAB. 7 Five Forces Analysis:

<b>Environmental force</b>	<b>Fields of threats</b>
New entrants	Economies of scale Product differentiation Capital requirements Switching costs Access to Distribution Channels Cost Disadvantages Independent of Scale Government Policy
Suppliers	Supplier industry is dominated by a few firms Suppliers' products have few substitutes Buyer is not an important customer to supplier Suppliers' product is an important input to buyers' product Suppliers' products are differentiated Suppliers' products have high switching costs Suppliers possess credible threat of forward integration
Buyers	Buyers are concentrated Purchases are relatively large to seller's sales Purchases account for a significant fraction of supplier's sales Products are undifferentiated, Buyers face few switching costs Buyers' industry earns low profits Buyer presents a credible threat of backward integration Product unimportant to quality Buyer has full information
Substitute Products	No or only small difference between competing products

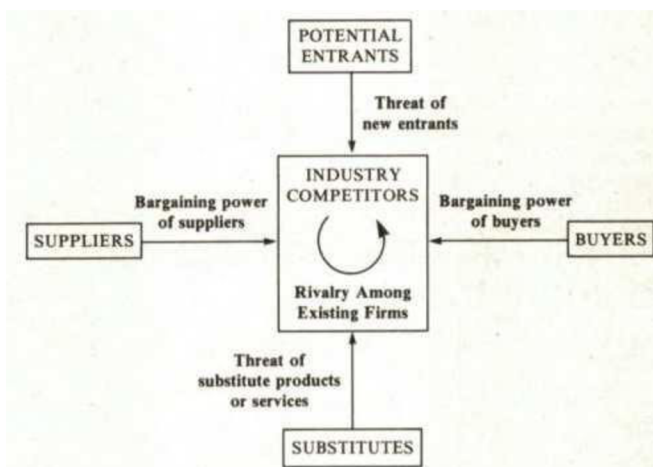
Competing firms	Jockeying for strategic position Using price competition Staging advertising battles Increasing consumer warranties or service Making new product introductions Slow growth industry Lack of differentiation or switching costs Diverse competitors High entry barriers
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*Resource: Porter, M.E. Competitive strategy: techniques for analysing industries and competitors with a new introduction, p. 10 ff*

All the aspects that were described in the table and can be found influencing the company are presented in FIG. 3. When discussing the factors that influence industry rivalry, there are four primary categories that have an effect on the complete industry (shown in the figure as emerging from four distinct worldwide: potential entrants, buyers, and suppliers).

one is external to the industry (including both alternatives and suppliers, with an arrow indicating the impact of each), and one is internal to the industry (including competitors). If you are unaware of the possible dangers posed by any of these areas, you will be unable to protect yourself from them.

FIG. 3 Forces Driving Industry Competition:



*Resource: Porter, M.E. Competitive strategy: techniques for analysing industries and competitors with a new introduction, p. 4.*

### **3.2.2 Micro environment:**

#### **SWOT analysis**

The Strengths, Weaknesses, Opportunities, and Threats analysis (also known as SWOT analysis) is a popular method for analyzing the internal and external elements that influence a company or organization. The terms "Strengths, Weaknesses, Opportunities, and Threats" are referred to together as "SWOT." Every company, product, or service can benefit from doing a SWOT analysis in order to discover areas in which they could be strengthened, as well as possible threats and possibilities for expansion. In recent years, SWOT analysis has gained prominence as a method of analyzing strategic choices and making informed decisions in both the academic and corporate worlds. (John B and Rob G, (2002))

Studies, both theoretical and empirical, that investigate the efficacy and utility of this instrument in a variety of settings may be found scattered across the SWOT analysis body of academic literature. A survey of the relevant academic literature demonstrates that there is a widespread agreement that a SWOT analysis is an effective method for analyzing the internal and external elements that have an impact on a company or organization. On the other hand, it is widely acknowledged that the SWOT analysis has a few shortcomings and is not the silver bullet that would solve all of a company's strategic issues.

The simplicity and accessibility of the SWOT analysis is one of its most significant advantages. It is not necessary to have substantial training or specific expertise in order to use the tool, therefore both specialists and non-experts are able to make use of it. In addition, a SWOT analysis can assist companies and organizations in determining their distinct strengths and weaknesses, which can assist in differentiating themselves from their rivals. This distinction has the potential to assist generate an edge over the competition and offer prospects for growth.

Yet, some of the drawbacks of doing a SWOT analysis include the fact that it does not prioritize components and that it concentrates on static aspects. Because SWOT analysis does not include ranking the detected components in order of importance, it might result in a lack of concentration on the matters that are of the utmost significance. In addition, SWOT analysis has a tendency to place an emphasis on static components, which might result in an inability to accurately foresee changes in the external environment. In order to circumvent this constraint, it is possible to do a SWOT analysis on a consistent basis and to keep it up to date as required.

Overall, a SWOT analysis is a helpful technique that can be used to evaluate the internal and external elements that have an impact on a company or organization. Because of its ease of use and accessibility, it is frequently selected as the solution of choice in both commercial and educational settings. Yet, it is essential to be aware of the constraints of the SWOT analysis and to employ it as a component of a more extensive strategic study that takes into consideration the internal as well as the external elements that have an impact on the firm. Keeping the SWOT analysis up to date and reviewing it on a regular basis will help to guarantee that it continues to be effective and relevant despite the occurrence of new conditions.

### **3.2.3 The External Factor Evaluation:**

The External Factor Evaluation (EFE) matrix is a strategic management tool that is utilized by businesses in order to conduct an analysis of the environment in which they operate. It offers a methodical strategy for conducting an analysis of the primary external factors that have an impact on the performance of a business. The EFE matrix is utilized in the process of determining the opportunities and risks present in the sector, as well as the position of the company within the market.

The EFE matrix is constructed by first identifying and then analyzing the most important external elements, which may include market tendencies, economic conditions, the regulatory environment, technical advances, and competitive pressures. After then, weights are given to each of these criteria according to how important each of them is to the overall success of the organization. Using a scale ranging from 0 to 1, with 1 representing the factor that carries the most weight, the weights are commonly assigned.

After the factors have been weighed, the organization's capacity to capitalize on opportunities and respond to threats is evaluated using a rating scale. This scale typically ranges from 1 to 4, with 1 denoting a major weakness and 4 denoting a major strength. Once this evaluation has been completed, the organization's ability to do so is discussed. After that, the ratings are multiplied by the weights that correspond to them, and then the resulting products are added together to generate an overall score for the organization's external environment. (Porter, M.E., (2004))

The EFE matrix is a valuable tool for strategic planning and decision-making because it enables firms to identify areas of opportunity and threat in their external environment and

then design plans to capitalize on opportunities and manage threats. An organization can acquire a competitive edge by taking action to capitalize on external opportunities after they have been identified through the process of opportunity mapping. In a similar vein, a business can protect its position in the market by taking action in response to external dangers after it has first identified those threats.

In addition, the EFE matrix can be utilized to analyze the external environment of the firm in relation to that of its rivals. This can be useful for the organization in determining the areas in which it is falling behind its rivals and developing plans to make up for lost ground. The EFE matrix, just like the IFE matrix, has some shortcomings that need to be addressed. Because it is based on subjective assessments of the organization's external circumstances, it can be erroneous or biased. In addition, the EFE matrix does not take into consideration internal elements such as the organization's strengths and weaknesses, which can potentially have a substantial impact on an organization's overall success.

In conclusion, the EFE matrix is a useful tool for evaluating the external environment of a business. It provides a methodical strategy for examining the primary external elements that have an effect on the performance of an organization and can be utilized for the purpose of determining opportunities and threats. Yet, it is essential to be aware of its restrictions and to employ it in conjunction with many other instruments for strategic management in order to devise a method that is both all-encompassing and efficient.

### **3.3 Internal Environment:**

Since its introduction in the 1960s, the marketing mix has been a commonly employed concept in the industry. Product, pricing, promotion, and place are the four fundamental components of the classic marketing mix. This idea has changed throughout time, and a fresh set of components—people, process, and physical evidence—have been added to the original formula. The seven Ps of marketing are another name for this expanded combination.

The classic 4Ps of the marketing mix are seen as necessary for developing an efficient marketing strategy in basic marketing. The term "product" refers to the real good or service that a company is providing to clients. Price denotes the cost to consumers of the product, Promotion all marketing initiatives used to increase consumer knowledge of the product or service, and Location all physical and online venues where the product or service is made available. (Hill, T., & Westbrook, R., (1997))



The extra components of people, process, and physical evidence are included in the advanced marketing mix, sometimes referred to as the 7Ps of marketing. People, which includes both consumers and staff, refer to the people who are engaged in the conception, production, and delivery of the good or service. The order, delivery, and post-sale assistance are all considered to be part of the process, which is the collection of actions taken to supply the good or service. Physical evidence includes the physical surroundings as well as observable components connected to the item or service, including the packaging and branding.

Several studies have demonstrated how crucial the marketing mix is to developing an effective marketing plan. In order for organizations to add value for their consumers and meet their marketing goals, the marketing mix is a key tool, according to a research by Kotler and

Armstrong (2019). The 7Ps of marketing give a more thorough framework for organizations to create efficient marketing strategies, according to a 2017 research by Lacobucci and Grayson.

Totally, organizations need the marketing mix as a tool to develop effective marketing plans. The classic 4Ps of marketing mix are essential components, but the inclusion of people, process, and physical evidence offers firms a more complete framework for adding value for their consumers. Businesses may accomplish their marketing goals and get a competitive edge in the marketplace by utilizing the marketing mix successfully.

### **3.3.1 Basic Marketing Mix:**

#### **Product:**

The product is one of the most important components of the marketing mix, and an organization's level of success is directly correlated to how well it manages this component of the marketing mix. Many facets associated with product creation, branding, packaging, and positioning have been brought to light in the research that has been conducted on product management as part of the marketing mix. The purpose of this literature review is to give a summary of the pertinent literature on product management in the marketing mix. (Jana L, (2008))

The product is a fundamental component of the marketing mix, which businesses utilize to differentiate themselves from their rivals and better satisfy the requirements and preferences

of their customers. The process of developing a product include determining the requirements and preferences of potential buyers and devising a solution that meets those requirements. In addition, the body of research emphasizes how critical it is to take into account the product life cycle while designing and administering product lines. This technique entails having an awareness of the various phases that make up a product's life cycle and coming up with management strategies to apply to the product at each of those phases.

Furthermore, the relevance of branding in product management is emphasized throughout the relevant research. A powerful brand can improve the image of a product while also increasing the value that buyers assign to that thing in their eyes. In addition, successful branding can develop consumer loyalty by forging emotional ties with the target audience and fostering engagement with the brand. The packaging's significance in the whole product management process is another point driven home by the research. Consumers' impressions of a product's quality, value, and functionality can be influenced by its packaging, which serves as a communication tool.

In addition, the research that has been done emphasizes how significant product positioning is in the whole marketing mix. The process of determining the distinct advantages offered by a product and conveying those advantages to potential buyers is known as product positioning. When done correctly, product positioning can assist businesses in differentiating themselves from their rivals and developing a distinct value offer for their target clients.

Toatally, the literature analysis emphasizes how significant product management is within the context of the marketing mix. Product management that is effective involves developing and managing products that satisfy the needs and wants of customers, branding products to enhance their perceived value, packaging products to communicate the benefits of the products, and positioning products to differentiate them from other companies' offerings. It is possible for businesses to develop a powerful product strategy that adds to their overall marketing success if they comprehend and put into practice the aforementioned ideas. (O. J. Ayodele and O. O. Afolabi, (2020))

TAB. 8 Strategies of Product Lifecycle – Product

Stage of the life cycle	Strategy
Introduction	Offer basic product
Growth	Offer product modifications, services and warranty
Maturity	Change of brands and models

Decline	Exclude weak products
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*Resource: Kotler, P. Marketing Management, p. 316*

Product strategies such as product lining (offering for sale several related products), product bundling (combining several products into one), and line filling (adding new products to the existing range) need to come out of in-depth and ongoing research on customers' requirements and perceptions of the company, or more accurately, its products.

**Price:**

The management of price is one of the most important aspects of the marketing mix, and it plays an essential part in determining the level of success that an organization has. In the research that has been done on the topic of price management as part of the marketing mix, numerous aspects of pricing strategies, tactics, and approaches have been brought to light. This literature review offers a summary of the pertinent research on the role of pricing control in the marketing mix.

The act of deciding how much money to charge for a good or service is referred to as pricing. For a company to fulfill its commercial goals, such as expanding market share, optimizing profits, or catering to the requirements of its clientele, it is necessary to implement efficient pricing methods. According to the research, there are a few different pricing techniques that businesses can implement in order to accomplish their goals.

The value-based pricing strategy is the second pricing technique. This strategy involves determining prices for a product or service based on the value it brings to the consumer rather than merely the cost of providing it. Pricing a product using a value-based model requires first gaining an understanding of how the customer values the product, and then setting a price that accurately reflects that value. According to the research that has been conducted, value-based pricing can be a more successful technique for accomplishing corporate goals including improving customer happiness and loyalty as well as market share. The use of price that is determined by competition is the third pricing approach. Setting your own prices relative to those of your rivals is one method of approaching pricing. According to the research that has been done, pricing based on competition can be successful in highly competitive markets; yet, it also has the potential to spark price wars and reduce profit margins.

In addition to price strategies, the literature discusses a variety of pricing tactics that businesses might implement in order to exert influence over the actions of their customers.

Price skimming, penetration pricing, package pricing, promotional pricing, psychological pricing, and price bundling are all examples of these strategies.

Setting an excessive price for a brand-new good or service in order to attract early adopters is an example of the pricing strategy known as "price skimming." On the other side, penetrating pricing includes setting a price that is significantly lower than the competition in order to break into a new market or increase market share. The practice of bundling various products or services together at a lower price is known as "bundle pricing," and it is a pricing strategy. To encourage customers to make purchases, promotional pricing may include the provision of price reductions or other unique offers. Last but not least, psychological pricing refers to the practice of employing various pricing strategies in order to influence the customers' perceptions of the worth of the goods. One example of this would be to set prices that end in 99 cents. (Jana L, (2008))

In order for businesses to properly control pricing, they must also take into account the effects of external factors such as the state of the macroeconomy, the actions of consumers, and the policies of regulatory agencies. According to the research, these extraneous factors might have an effect on the demand for goods and services, which in turn can have an effect on price decisions.

The many approaches to pricing that have been examined in the research are broken down into categories and presented in Table 1.

TAB. 9 Overview of Pricing Strategies and Tactics

<b>Pricing Strategy/Tactic</b>	<b>Description</b>
Cost-based pricing	Setting prices based on the costs of producing and distributing the product, plus a markup for profit
Value-based pricing	Setting prices based on the value that the product or service delivers to the customer
Competition-based pricing	Setting prices based on the prices of competitors
Price skimming	Setting a high price for a new product or service to capture early adopters

Penetration pricing	Setting a low price to penetrate a new market or gain market share
Bundle pricing	Offering multiple products or services together at a discounted price
Promotional pricing	Offering discounts or special deals to incentivize customers to purchase
Psychological pricing	Using pricing techniques to influence customers' perception of the value of the product

*Resource: Kotler, P. Marketing Management, p. 316*

In closing, the literature analysis emphasizes how significant pricing management is as a component of the marketing mix. To effectively manage prices, one must first determine pricing strategies that are in line with corporate objectives, then employ pricing methods in order to influence the behavior of customers, and finally take into account external circumstances.

**Place:**

Place, which is often referred to as distribution, is one of the most important aspects of the marketing mix. It is a term that refers to the ways in which a product or service is made available to clients, including the channels and intermediaries that are utilised. The research that has been done on the topic of place management in the marketing mix has uncovered a variety of facets that are connected to distribution routes, intermediaries, and logistics. The purpose of this literature review is to offer an overview of the pertinent literature on location management as it relates to the marketing mix. (Sunday O. E. Ewah, (2013))

Distribution channels are the pathways by which goods or services make their way from the point of origin, which is typically the manufacturer, to the final consumer. The research conducted in this field has uncovered three primary kinds of distribution channels: direct, indirect, and multichannel.

The practice of marketing goods and services straight to end users, without going through any intermediaries, is known as direct distribution. This strategy might be advantageous for businesses that wish to minimize costs while also keeping full control over the distribution process. On the other hand, this strategy might not be the most time- or cost-efficient option for some businesses.

When making goods or services available to consumers through indirect distribution channels, the use of intermediaries like wholesalers, distributors, and retailers (amongst others) is required. Companies who do not have the resources or the skills necessary to manage the distribution process on their own may benefit from taking this method. On the other hand, it may also make the distribution process more complicated and expensive. (Joy P, (2016))

With multichannel distribution, items or services are made available to clients through a combination of direct and indirect channels, rather than just one or the other. This strategy might be advantageous for businesses that wish to appeal to a wide variety of customers and maximize their distribution reach at the same time.

In addition to distribution routes, the function of intermediaries in the distribution process has been emphasized throughout the research that has been conducted. The entities that help convey items or services from the manufacturer to the final client are referred to as intermediaries. According to the research that has been done, there are many different kinds of intermediaries. Some examples of these intermediaries are wholesalers, distributors, retailers, agents, and brokers.

Wholesalers are a type of intermediary that buy products or services directly from manufacturers and then resell them to retailers or other wholesalers and retailers. Distributors provide a comparable role, but in addition to that, they may also offer supplementary services such as storage and transportation. Retailers are considered to be middlemen because they are the businesses that offer goods and services directly to consumers. Agents and brokers facilitate transactions by acting as middlemen between purchasers and vendors of goods or services.

The proper management of distribution requires businesses to take into account a variety of logistical aspects, including transportation, warehousing, and inventory management. According to the research, these logistical issues might have an influence on the efficiency and efficacy of the distribution process, and as a result, they need to be managed with care. (Duch- Brown, N., & Costa-Campi, M. T., (2019))

**Promotion:**

Customers are provided with information regarding a good or service that is promoted with the intention of swaying them to make a purchase. Promotion is an essential part of the marketing mix. The research that has been done on the topic of promotion as part of the marketing mix has uncovered a number of different aspects connected to promotion

methods, communication channels, and the measurement of the efficacy of promotional efforts. This literature study offers a summary of the pertinent literature about the management of promotion within the marketing mix.

Advertising, personal selling, sales promotion, public relations, and direct marketing are just few of the various avenues that can be pursued while developing promotional tactics. According to the research that has been done, in order for promotion strategies to be effective, they need to take into account a variety of factors, including the characteristics of the product or service being promoted, the competitive environment, the overall marketing goals, and the target audience. It's possible that in order for businesses to accomplish their objectives, they'll need to employ a variety of marketing approaches.

Communication channels are the mediums via which businesses transmit marketing messages to their clientele in order to garner their attention. According to the research, there are a variety of communication channels available, some of which include the following: television, radio, print media, social media, email, and mobile devices. Every communication channel has its own set of advantages and disadvantages, and businesses need to think carefully about which channels are most suited to their intended audience and the objectives they wish to achieve with their marketing efforts.

When businesses want to figure out the return on investment (ROI) of their promotional efforts, it is essential for them to measure the success of their promotions. Surveys, focus groups, sales data analysis, and social media monitoring are just some of the different strategies that have been found in the research as possible approaches to evaluate the success of promotional efforts.

When determining the success of their marketing campaigns, businesses may also make use of key performance indicators (KPIs) such as the number of people reached, the amount of engagement generated, and the conversion rate. (P. V. Ramana et al., (2019))

TAB 10. Overview of Promotion Strategies

Promotion Strategy	Description
Advertising	Paid communication through media such as television, radio, print, or online ads
Personal selling	Direct communication with potential customers through face-to-face interactions or phone calls
Sales promotion	Incentives or discounts offered to customers to encourage purchases

Public relations	Building and maintaining relationships with the public through various communication channels
Direct marketing	Direct communication with customers through email, direct mail, or telemarketing

*Resource: Kotler, P. Marketing Management, p. 317*

### **3.3.2 Extended Marketing Mix:**

#### **People:**

People are referred to as the "people element" in the expanded marketing mix since they are the persons who are involved in providing the service or manufacturing the product. These people might be employees, clients, or even people from other stakeholder groups.

While thinking about the element of people, marketers need to take into account the abilities, knowledge, and attitudes of employees who are involved in the process of delivering the service or product to customers. This can include employees who work directly with customers, such as salespeople or customer service representatives, as well as those who work behind the scenes, such as designers, engineers, or production staff. Front-line employees who interact directly with customers can include salespeople or customer service representatives.

In addition to the employees' expertise and experience, marketers should also take into account the actions and attitudes exhibited by staff members. This can include their general manner when engaging with consumers as well as their level of motivation, willingness to go above and beyond for customers, and willingness to go the extra mile for customers.

The people component of the extended marketing mix includes the customers, who are an additional significant factor. When establishing their marketing strategies, marketers should take into consideration the demands, tastes, and behaviors of the target audience for those initiatives. Marketers are able to build products and services that cater to their customers' requirements and marketing campaigns that resound with them by first gaining an awareness of their consumers' attitudes and the factors that motivate them. (John B and Rob G, (2002))

As a last point of consideration, the people factor may also take into account stakeholders, like as shareholders or partners. While formulating their marketing plans, marketers should give careful consideration to the requirements and requirements of these particular individuals, since they can have a considerable impact on the success of a business.



The people element of the extended marketing mix recognizes that people are an important part of the marketing process and that the attitudes, behaviors, and motivations that people exhibit can have a significant impact on the level of success that a marketing strategy achieves. In general, this element acknowledges that people are an important part of the marketing process.

**Process:**

Because they are the individuals who are responsible for providing the service or manufacturing the product, people are referred to as the "people element" in the expanded marketing mix. This is because they are the "people element." These individuals could be employees, customers, or even people from different stakeholder groups. They could also be stakeholders.

While considering the aspect of people, marketers need to take into account the skills, information, and attitudes of employees who are involved in the process of delivering the service or product to clients or customers. This can include personnel who engage directly with consumers, such as salespeople or customer service representatives, as well as those who work behind the scenes, such as designers, engineers, or production staff. This category can also include individuals who operate in an administrative capacity. Employees like salesmen and customer service representatives might be considered front-line workers since they have direct contact with customers.

Marketers ought to take into consideration, in addition to the employees' expertise and experience, the behaviours and attitudes displayed by staff members. This can include not only their general demeanor while interacting with customers but also their level of motivation, willingness to go above and beyond for customers, and willingness to go the extra mile for customers.

The end users, or consumers, are included in the "people" component of the "extended marketing mix," and they are an additional significant influence. When formulating their marketing strategy, business owners and managers ought to bear in mind the requirements, preferences, and actions of the target audience for the various initiatives they are working on. Marketers are able to build products and services that cater to their customers' requirements and marketing campaigns that resound with them by first gaining an awareness of the attitudes of their consumers and the factors that motivate them. This enables the marketers to build products and services that cater to their customers' requirements.

As a last point of consideration, the people element might also take stakeholders, such as shareholders or partners, into account. Because these particular individuals can have a significant influence on the level of success that a company achieves, marketers should give careful thought to the requirements and requirements of these specific individuals when developing their marketing plans. (Hill, T., & Westbrook, R., (1997))

The people element of the extended marketing mix acknowledges that people are an important part of the marketing process and that the attitudes, behaviors, and motivations that people exhibit can have a significant impact on the level of success that a marketing strategy achieves. This element recognizes that people are an important part of the marketing process and that they can have a significant influence on the level of success that a marketing strategy achieves. In a broad sense, this component recognizes that people are a significant component of the marketing process.

**Physical Evidence:**

The phrase "physical evidence" refers to the tangible aspects of a customer's interaction with a company, which fall under the purview of the "physical evidence" component of the "extended marketing mix." It covers the consumer's physical surroundings, as well as the facilities, equipment, and packaging, as well as any other obvious factors that add to the entire experience of the customer.

Evidence in the form of physical objects is especially significant in service-based enterprises, since the atmosphere and facilities in which a service is provided have a significant impact on the overall quality of the experience for the client. But, it is also relevant for product-based businesses because the design and quality of product packaging can influence how customers perceive the goods and whether or not they decide to make a purchase.

The following should be taken into consideration by marketers when thinking about the element of physical evidence:

**Design and layout of the store** The design and layout of a physical store can have a big impact on the overall experience that a customer has while shopping there. When trying to create an inviting and pleasurable atmosphere for customers, marketers should take into consideration elements such as lighting, decoration, and music.

**Website design:** The layout and style of a company's website is a crucial component of the physical evidence factor for online enterprises. While trying to provide a favorable and

interesting online experience for clients, marketers need to take into consideration a variety of aspects, including the website's style, color scheme, and ease of access.

**Packaging:** A customer's opinions of a product's quality and value can be affected by the packaging that the product comes in. In order to provide clients with a packing experience that is both appealing and instructive, it is important for marketers to take into consideration aspects such as the design of the package, the materials used, and the labeling.

**Facilities and equipment:** The customer's overall experience can be affected by the level of quality and functionality of the facilities and equipment. In order to provide customers with a pleasant and productive experience, marketers should make certain that the facilities and equipment they use are spotless, well-maintained, and up to date.

The appearance and conduct of employees can also be included as part of the physical evidence component. This is because the appearance and behavior of employees might be deemed to be physical evidence. Customers are more likely to get a favorable opinion of a company if its

personnel appear well-groomed, competent, and informed. Marketers should make this a priority. (Mukherjee, J., Banerjee, A., & Roy, S. K., (2013))

To summarize, the physical evidence component of the extended marketing mix acknowledges the significance of the importance of generating a favorable and engaging physical environment for the target audience, which is the customers. Marketers are able to create a memorable and pleasurable experience for customers if they take into consideration the tangible aspects of the customer experience. This can result in greater customer satisfaction as well as enhanced customer loyalty and advocacy for the brand.

### **3.3.3 Internal Factor Evaluation**

The Internal Factor Evaluation (IFE) matrix is a strategic management tool that companies employ in order to examine the strengths and weaknesses that are inherent to the firm itself. It offers a methodical strategy for conducting an analysis of the primary internal elements that have an impact on the performance of the company. The IFE matrix is utilized to ascertain the position that the organization now has within the sector and to recognize areas with room for development.

In order to generate the IFE matrix, first the important internal elements of the organization must be identified and evaluated. These variables include the organization's resources,

capabilities, organizational structure, culture, and systems. After then, weights are given to each of these criteria according to how important each of them is to the overall success of the organization. Using a scale ranging from 0 to 1, with 1 representing the factor that carries the most weight, the weights are commonly assigned.

When the elements have been weighed, an evaluation of the organization's strengths and weaknesses is performed using a rating scale. This scale normally ranges from 1 to 4, with 1 denoting a major weakness and 4 denoting a big strength. After that, the ratings are multiplied by the weights that correspond to them, and the resulting products are added together to generate an overall score for the organization's internal environment.

The IFE matrix is a useful tool for strategic planning and decision-making because it enables firms to determine the areas of their internal environment that are strong and weak and then design plans to address those areas. An organization can attain a competitive advantage by building on its existing strengths if it first determines what those strengths are. In a similar vein, an organization can improve its overall performance by taking actions to overcome its limitations after it has first identified those weaknesses.

The IFE matrix can also be utilized to compare the internal environment of the organization being evaluated with those of the organizations being evaluated as competitors. This can be useful for the organization in determining the areas in which it is falling behind its rivals and developing plans to make up for lost ground.

The IFE matrix does not exist in a vacuum and does have some restrictions. Because it is dependent on subjective judgements of the elements that are internal to the company, it might be erroneous or biased. In addition, the IFE matrix does not take into account external elements like market trends or economic situations, both of which are able to have a substantial impact on the performance of a company.

In conclusion, the IFE matrix is an effective tool that can be used to evaluate the internal strengths and weaknesses of a business. It offers a methodical way to examining the primary internal elements that influence the performance of the organization and can be used to discover possibilities for improvement in the company's operations. Yet, it is essential to be aware of its restrictions and to employ it in conjunction with many other instruments for strategic management in order to devise a method that is both all-encompassing and efficient.

## **4 Practical Part**

### **4.1 Description of the company**

This chapter should make the current status of Hamoon Agriculture and Industry Complex more understandable, that's why we only describe how does the company look like, what are current mission and vision and objectives as well as business portfolio and customers.

#### **4.1.1 Classification and the core of the business**

Hamoon is the brand name of the Dairy Industry Complex, which includes a wide range of agricultural and industrial units with an approximate area of 195,000 square meters. This complex has started its activity since 1991 with the establishment of farm and livestock units. Simultaneously with the demographic and economic growth of the country and the expansion of the needs of the society, extensive development projects in Hamoon Agriculture and Industry Complex were implemented and put into operation and the other subsets of this complex were opened as follows:

In 2002, Hamoon Dairy Factory and Rastad Tejarat Trading Company were established in the southeast, In 2009, the livestock feed production plant and the enriched organic fertilizer plant were set up.

Hamoon Dairy Factory gets its milk from a ranch under its supervision. The natural and nutritional quality of milk and dairy products produced from the farm stage to the packaging of dairy products is under control. To ensure the high quality of Hamoon dairy products, raw milk produced in livestock must meet quality standards. Quality milk is obtained from cows under proper care and nutrition by implementing these quality standards.

#### **4.1.2 strategy (mission and vision)**

Dairy products play an important role in human health. Given that the company is trying to be a part of the food basket of all Iranians, it is even more important to pay attention to the health of the product. The company strives to satisfy clients and consumers by complying with national and international health and hygiene standards as well as having respect for the environment throughout the product cycle (from production to the product delivery to the final consumer). According to this, Hamoon Agriculture and Industry Complex prepare

dairy products without the smallest amount of additives and at a high standard level to protect the environment and have high safety and health.

By cultivating the best breed of Holstein cows, Hamoon Agriculture and Industry Complex has been able to obtain the title of Top Livestock throughout the country in the field of dairy farming breeding based on scientific and expert methods. The company has the highest number of animal breastfeeding records in the country by using scientific methods in animal nutrition and using the most advanced milking machines. The complex is proud to produce the best dairy products with the best and most advanced technology in the world.

Goals and approaches:

- Increase the company's level of excellence.
- Maximum profitability with the approach of adding value to the lives of Iranians and producing healthy and natural food products.
- Company brand promotion (one of the top companies producing dairy products).
- Implementation of development and operation plans.

Hamoon Agriculture and Industry Complex as one of the producers of dairy products, announces its policy as follows:

- Increase customer satisfaction by improving quality and timely delivery of the product
- Commitment to continuous improvement of quality management systems, environment, occupational safety and health, and food safety
- Commitment to compliance with the legal requirements of national standards and customer requirements, as well as other functional requirements and commitment to quality compliance, health, environment and food safety
- Prevention of environmental pollution
- Prevention of injury and disease, and efforts to create a safe and healthy work environment
- Focus on creativity, innovation, learning and human resource participation.

In this regard, all employees of the company will help the company to achieve the set goals by studying, understanding, promoting, endorsing and implementing it. We believe that the company's capable, experienced and expert staff will envision a bright future for the company by implementing this policy.

Having a responsible attitude and go beyond the minimum legal requirements as well as adhering to the correct principles are at the forefront of the company's goals. The industrialization of food production has led to the gradual addition of unnatural and chemical additives to dairy products. This has improved the durability of the products but it has adversely affected the health and natural taste of the products (which is one of the most important features of food products) for sure.

Hamoon Agriculture and Industry Complex believes that the enjoyment of healthy nutrition and the pleasure of using fresh foods with a natural taste and composition are the right of all human beings. From the very beginning, Hamoon Agriculture and Industry Complex has been determined to contribute to the country's economic growth along with expanding domestic production as well as creating valuable job opportunities for young people, and enabling everyone to enjoy healthy eating. Respect for this fundamental right of consumers and having a strong belief in honesty in the supply of products, have led the company to create a new way of producing dairy products. The complex strives to bring together all that is needed to produce high quality products, from the earliest stages of production to its arrival of the consumer. All of these actions are supervised by knowledgeable and expert people who also believe in the principles and values of this complex. Adhering to the commitment to providing healthy and quality products, Hamoon Agriculture and Industry Complex believes that achieving these lofty goals is only possible by gaining the trust of consumers. The Health, Safety and Environmental Policy of Hamun Agriculture and Industry Complex is based on the following principles:

Irrigation in all farms by pressurized irrigation method regarding the principles of "environmental protection"

Benefit from the latest methods and technologies of the world for the hygienic maintenance of livestock in the open air, and use of the most advanced milking machines with minimal energy consumption

Provision of high quality and well-controlled livestock feed, as well as the prospect of reducing the use of chemicals Preparation of animal feed with complete and effective composition and controlled quality, free of contamination and with a capability to dramatically increase breastfeeding (In some cases, it has increased by about 20 percent compared to other foods in terms of milk production)

Carrying out health and veterinary activities including determining the composition of animal feed, health tests and examinations, as well as genetic assessment and breeding of livestock using the most prominent experts

Offering the healthiest and highest quality milk by performing all stages of breastfeeding in completely hygienic conditions with the least amount of stress for livestock

Carrying out all stages of dairy production in fully controlled conditions based on strict hygiene standards

Production of vermicompost (Enriched green manure) using *Eisenia Fetida* cream, according to the principles of environmental protection.

### **4.1.3 products**

Hamoon has a wide range of products being offered for sale. There are the categories of the products:

#### **Confectionary cream:**

Hamoon Confectionery Cream is a combination of 100% natural pasteurized and homogenized cream and a very small amount of sugar. The foodstuffs in the cream is almost like milk, regardless of lactose. In cream, the amount of fat-soluble vitamins increases with increasing degree of separation. Hamoon Confectionery Cream is offered in three types of Confectionery Cream, Gold Confectionery Cream and Gold Plus. These products are widely used in the confectionery industry due to their high quality and smooth texture.

#### **plain dough:**

Hamoon plain dough with different flavor, is a combination of water, fresh yogurt, very little salt and natural essential oils. Hamoon non- heated dough is a milk product which is prepared by mixing yogurt and water. The large number of microorganisms in dough makes the process of souring slower.

#### **Milk:**

Hamun milk is made from fresh cow's milk with different percentage of fat and pasteurization method. Due to the risks of consuming raw milk, heating methods are used to make it healthier. Boiling milk damages the proteins, salts and vitamins in it. According to this, milk pasteurization methods in addition to eliminating pathogenic microbes, its nutritional value is also maintained.

#### **Kashk:**



Hamun d whey is a combination of fresh strained yogurt and a small amount of salt. This pasteurized and homogenized product is one of the richest sources of animal protein. Whey is very useful for the health of the digestive system, bones, skin and hair due to its organic acids, high calcium and phosphorus. Due to the rapid growth of microorganisms in the whey at room temperature, avoid consuming leftovers of whey as much as possible.

#### **Yogurt:**

Hamun yogurt is a combination of cow's fresh milk, 100% animal pasteurized cream and yogurt traditional starters. This product with 4.5 % fat is recommended as a healthy food source for children and adolescents. Calcium in yogurt is very effective for bone health, freshness and brightness of skin and hair.

#### **4.1.4 Customers:**

Hamoon Dairy Manufacturer differentiates itself within the dairy sector by targeting a distinct consumer group that prioritizes health, quality, and sustainability. The client demographic of Hamoon Dairy encompasses a wide range of age groups, with a strong representation of middle-aged people who frequently assume the role of principal grocery buyers within their houses. This particular demographic exhibits a propensity for persons with a moderate to high level of income, indicating a readiness to allocate resources towards items that not only offer exceptional taste and nutritional advantages but also demonstrate a commitment to ethical manufacturing methods.

The target market of Hamoon places a high importance on the utilization of natural and minimally processed components in their dairy products, hence indicating a distinct inclination towards organic and sustainable alternatives. The aforementioned consumers possess a high level of knowledge and actively make conscious decisions to endorse products that are in accordance with their individual principles, such as environmental conservation and the well-being of animals. The consumer's purchasing patterns demonstrate a preference for firms that uphold openness in their sourcing and production procedures, exhibiting a notable propensity towards items that are devoid of artificial additives, hormones, and antibiotics.

The consumer base of Hamoon is significantly influenced by lifestyle and psychographics. These folks place a high importance on their health and well-being in their everyday lives

and actively search for products that align with a well-balanced diet. They actively engage in their communities, frequently promoting sustainable lifestyles and are swayed by endorsements from their social circles and trustworthy social media personalities. The group places significant importance on the ease of purchasing, which encompasses several options such as local farmers' markets, organic grocery shops, and online platforms. This preference is indicative of their busy lifestyles, yet they remain steadfast in their dedication to maintaining high standards of quality and sustainability.

Hamoon Dairy's clientele is not solely engaged in the purchase of dairy products, but rather in the adoption of a lifestyle and a set of values that strongly align with their personal beliefs and principles. This consumer base is motivated by a desire to make ethical and healthful decisions that benefit not only themselves but also the wider community and the environment, in addition to their basic need for food. By acknowledging and addressing these particular requirements and principles, Hamoon Dairy has effectively established a distinct position in the dairy industry, attracting a sector that is both perceptive and devoted.

## **4.2 Company Situation Analysis:**

It is important to do a comprehensive analysis that includes a part analysis of all of the important aspects that have an effect on the observed organization before moving on to the suggestion of a new marketing plan. This will help ensure that the proposed plan will be successful. Evaluation of the current strategy is possible as a result of this. Because of this, we are going to make use of the PEST analysis, SWOT analysis, and even an intracompany analysis of its current marketing strategy in order to generate not only a basis for evaluating the most recent strategy but also to be able to propose changes or even an entirely new strategy.

### **4.2.1 PEST Analysis:**

#### **Politic:**

#### **Regulations pertaining to health and safety**

The dairy business is governed by stringent health and safety regulations, which exhibit considerable variation across diverse geographical areas. In order to effectively traverse these intricacies, Hamoon could.

Allocate resources towards cutting-edge processing technologies: Incorporate state-of-the-art pasteurization and sterilizing methodologies that augment safety measures while maintaining the integrity of product quality. High-Pressure Processing (HPP) techniques can prolong the shelf life and preserve the nutritious content of products without the need for chemicals.

Ongoing training and education: Propose the implementation of an ongoing training initiative aimed at ensuring personnel are well-informed about current food safety practices and standards. This include the implementation of handling, processing, and packaging protocols that adhere to globally recognized standards.

Quality Assurance and Control: Implement a thorough quality control system that meticulously monitors and records each phase of the production process. The implementation of blockchain technology has the potential to establish a transparent and immutable framework for monitoring the origin and security of every batch of roducts.

### **Environmental regulations**

With the increasing awareness of environmental issues among consumers and authorities, it is imperative for dairy manufacturers such as Hamoon to embrace more sustainable processes.

Sustainable Farming: Foster collaboration with dairy farmers to effectively implement sustainable farming practices, encompassing the adoption of measures such as water conservation, utilization of energy-efficient machinery, and utilization of natural pest management methods. One such approach is to offer farmers training, tools, or incentives to encourage the adoption of these approaches.

Investments in Renewable Energy: Shift energy sources for agricultural and industrial operations towards sustainable alternatives, such as solar, wind, or biofuel. This has the ability to mitigate carbon footprints and potentially decrease long-term energy expenses.

Programs aimed at reducing and recycling waste: In order to effectively manage trash, it is imperative to formulate comprehensive plans that prioritize waste reduction at its origin, recycling of by-products, and reuse of waste materials. For example, the utilization of manure as a viable resource for the production of biogas or as an organic fertilizer.

### **Global trade treaties**

The dynamics of global trade are always changing, impacting the export and import of dairy products.

Conducting comprehensive market analysis is crucial in order to detect emerging opportunities and hazards that may arise as a result of alterations in trade agreements. This entails comprehending tariff frameworks, quota mechanisms, and non-tariff obstacles in the desired markets.

The practice of diversifying supply chains is employed as a strategy to manage potential risks arising from geopolitical conflicts or trade disputes. This may entail the procurement of raw materials from several nations or the establishment of production units in strategically advantageous places.

Engage in lobbying endeavors, either personally or through industry associations, to promote and support trade policies that are advantageous. This may encompass initiatives aimed at mitigating tariffs on dairy imports or exports, engaging in negotiations to establish sanitary and phytosanitary standards that do not excessively impose burdens on the business, and fostering the acknowledgment of certificates across international boundaries.

By using these measures, Hamoon can not only adhere to current standards and adjust to evolving trade conditions but also establish itself as a frontrunner in sustainable and secure dairy production globally. Implementing these tactics necessitates financial commitment and careful planning, but they hold the potential to improve Hamoon's brand image, operational effectiveness, and market reach in the future.

## **Economic**

### **Variability in input costs**

The dairy sector is particularly vulnerable to variations in input expenses, such as the cost of milk, which can be influenced by a range of elements encompassing climate conditions and alterations in feed expenditures.

By employing financial instruments such as futures and options contracts, hedging strategies can be employed to secure pricing for crucial inputs, such as feed and fuel. This strategy has the potential to enhance cost stability, hence increasing the predictability of budgeting.

Extended contractual agreements with suppliers: Formulate enduring agreements with dairy farmers and other suppliers to ensure consistent pricing and availability of commodities. These contractual agreements may incorporate provisions that distribute the risk associated with price variations between Hamoon and its suppliers, so establishing an equitable and enduring association.

Vertical integration is a strategic approach that can be considered in order to enhance control over the supply chain. Engaging in ownership or collaboration with feed providers or dairy farms may mitigate vulnerability to market volatility in input expenses.

### **Economic recessions and the impact on consumer expenditure**

Economic recessions can result in reduced consumer expenditure, particularly on high-end goods, as customers seek methods to economize.

**Product Line Diversification:** Implement a strategy to expand the product line by incorporating a variety of products across various price ranges. This approach has the potential to attract a wider range of customers, including both budget-conscious individuals and those who are willing to spend a higher price for superior or unique products.

**Adaptable Pricing Strategies:** Enforce adaptable pricing techniques that can be modified in accordance with economic circumstances. Promotional incentives or loyalty initiatives have the potential to enhance client retention amidst challenging economic circumstances.

**Enhancement of the Value Proposition:** Augment the value proposition of products by means of innovation, with a specific emphasis on health advantages, convenience, or distinctive flavors that warrant a higher price, even in situations where financial resources are limited.

### **Volatility in currency exchange rates**

Hamoon, a company that works in global marketplaces, has a substantial financial risk due to variations in exchange rates. These fluctuations can have an impact on the cost of importing and exporting goods, ultimately affecting the company's profitability.

Utilize financial tools such as forward contracts, options, and swaps to mitigate the impact of adverse currency fluctuations. These solutions have the capability to secure currency rates for forthcoming transactions, thereby offering a sense of cost certainty.

Local production in crucial international markets might act as an inherent safeguard against currency risk by establishing manufacturing or processing facilities. The practice of local production has the potential to decrease the necessity for currency conversion, as well as to mitigate transportation expenses and customs.

**Expanding sources of income:** To mitigate potential losses in a single currency, it is advisable to diversify revenue streams across various currencies. The mitigation of adverse movements in one location can be achieved by the balancing of currency exposures, whereby gains in another region can offset the impact.

The successful implementation of these methods necessitates a thorough comprehension of worldwide economic patterns and a proactive stance towards financial administration.

Hamoon can bolster its financial resilience and sustain growth against economic uncertainties by effectively controlling input costs, adjusting to shifts in consumer spending, and avoiding the risks linked to currency fluctuations.

### **Social:**

#### **The Evolution of Dietary Patterns**

The dietary landscape is undergoing a transformation, characterized by a notable transition towards plant-based diets and the adoption of veganism. This phenomenon encompasses not just a culinary decision but also a lifestyle inclination for several individuals, driven by apprehensions over well-being, ecological preservation, and the treatment of animals.

**Product Innovation and Expansion:** The objective is to create and introduce a range of plant-based dairy substitutes, including milks, yogurts, and cheeses derived from almonds, oats, soy, and coconuts. Investing in research & development is necessary to provide products that satisfy consumer demands in terms of flavor, texture, and nutritional composition.

**The study of market trends and consumer behavior:** Engage in continuous market research to maintain a competitive edge in dietary trends. To collect insights into consumer preferences and developing trends in the plant-based industry, this entails utilizing social media, polls, and focus groups.

**Collaborative alliances:** Establish collaborations with emerging companies and well-known brands in the plant-based industry. This strategy has the potential to expedite market entry, capitalize on pre-existing expertise, and broaden the reach of product distribution networks.

#### **The concept of health consciousness**

With the increasing awareness of health among consumers, there is a rising need for foods that promote a healthy way of living, such as functional dairy products that provide extra health advantages.

The objective is to create a diverse selection of functional dairy products that are fortified with probiotics, prebiotics, vitamins, minerals, and additional proteins. These goods have the ability to address distinct health requirements, including but not limited to digestive wellness, immune enhancement, and muscle recuperation.

**Engagement with Healthcare Professionals:** Engage in collaborative efforts with nutritionists and health experts to create goods that have been empirically validated to provide advantageous effects on health. Additionally, it is possible to acquire certificates or endorsements that enhance the reliability of the health assertions.

Educational marketing entails the utilization of various ways to disseminate information to consumers regarding the health advantages associated with functional dairy products. This may entail generating information that elucidates the ways in which these items contribute to a state of well-being, potentially in partnership with healthcare experts

### **.The practice of ethical and sustainable sourcing**

Consumer purchase decisions are becoming more influenced by ethical issues and sustainability. The provision of transparent information regarding sourcing processes and a steadfast dedication to sustainability can have a substantial influence on brand loyalty and perception.

The use of transparent sourcing techniques involves the provision of comprehensive information to consumers regarding the origins and methods employed in the acquisition of raw materials for various goods. This may encompass information pertaining to the handling of animals, the utilization of pesticides and antibiotics, and the labor conditions experienced by farmers.

Investment in sustainability initiatives aimed at mitigating the environmental consequences associated with production processes is recommended. One possible approach is to decrease greenhouse gas emissions, adopt water-conserving technologies, and encourage suppliers to adopt regenerative farming methods.

Certifications and labels: It is advisable to get certifications such as Fair Trade, Organic, or Rainforest Alliance, and incorporate these certificates prominently on the packaging of products. The inclusion of these labels serves to provide consumers with reassurance regarding the ethical and sustainable attributes of the products they are acquiring.

Hamoon may differentiate itself in a competitive market by addressing these social aspects and aligning its product offers with consumer values and preferences. Hamoon may leverage innovation, collaboration, and a dedication to openness and sustainability as crucial methods to leverage these trends, cultivate a favorable brand reputation, and stimulate expansion.

### **Technology**

#### **The progression of dairy technology**

Technological innovations are significantly influencing the future of dairy production and processing, leading to rapid evolution in the industry.

To enhance the safety, quality, and shelf life of dairy products, it is recommended to invest in modern processing technologies such as microfiltration and ultra-high temperature (UHT)

processing. These technologies have the potential to enhance the nutritional value and pathogen-free status of dairy products, hence increasing their marketability.

The application of technology advancements in product development enables the creation of novel product lines or the enhancement of current ones. Potential options for catering to specific health concerns encompass lactose-free dairy products, high-protein dairy snacks, and fortified dairy products.

Promote sustainability by allocating resources towards technology that mitigate the ecological consequences of dairy production. The aforementioned components encompass energy-efficient machinery, waste minimization technologies, and water recycling methodologies. By using these technologies, not only may sustainability be enhanced, but operational expenses can also be diminished.

### **Blockchain for Enhancing Transparency in Supply Chains**

The implementation of blockchain technology in the supply chain provides an unparalleled degree of transparency and traceability, hence augmenting consumer trust and fostering loyalty.

The objective of this study is to propose the implementation of a blockchain-based system for the purpose of tracking the entire route of dairy products, starting from the farm and ending with the consumer. The present system possesses the capability to comprehensively record each stage of the supply chain, encompassing animal treatment, processing, packing, and distribution.

The utilization of blockchain technology can effectively enhance consumer engagement by granting them the ability to access the historical records and quality assurance measures associated with the products they acquire. Utilizing QR codes on packaging that connect to blockchain data can provide consumers with valuable information about the product's trajectory, thereby strengthening the brand's dedication to transparency and excellence.

Establishing Confidence with Openness: Hamoon can distinguish itself in a competitive market by offering a clear and open supply chain. There is a growing consumer preference for ethical practices and sustainability, and blockchain technology has the potential to offer substantiating evidence in alignment with these principles.

### **E-commerce and digital marketing**

In the digital realm, there are extensive possibilities for directly connecting with and involving consumers, customizing the marketing communication, and improving the overall customer experience.



The objective is to provide a comprehensive e-commerce platform that facilitates direct customer purchases of Hamoon items. The platform possesses the capability to provide tailored recommendations, subscription-based services, and exclusive online merchandise, thereby augmenting the overall shopping experience. Utilizing Artificial Intelligence (AI) and Social Media Analytics for Targeted Marketing: Employing AI and analytics to gain insights into consumer behavior and preferences. The utilization of this data has the potential to enhance targeted marketing campaigns, facilitate content production, and provide product suggestions, hence enhancing the effectiveness and reach of marketing endeavors.

Engaging Content and Strategies for Social Media: Generate captivating material that narrates the tale of Hamoon's products, tracing their journey from the farm to the table. Incorporate social media channels as a means to disseminate this content, actively interact with consumers, and foster a sense of community centered around the brand. Collaborations with influencers and interactive online events can additionally enhance user involvement and promote brand recognition. Hamoon may enhance its operating efficiencies, improve product quality, and establish a stronger connection with its consumers by adopting these technology improvements. These initiatives not only establish Hamoon as a pioneering frontrunner in the dairy sector but also empower it to address the changing needs of a technologically proficient customer demographic.

#### **4.2.2 SWOT Analysis:**

##### **Strength:**

**Vertical integration** The organization maintains a continuously high standard of milk quality through the implementation of vertical integration, which involves the management of both farming and production components. The scope of this control encompasses the provision of nourishment and welfare for the bovines, as well as the management and refinement of milk. This strategy effectively mitigates the potential for contamination and facilitates the adaptation of manufacturing processes to align with predetermined quality requirements.

**Economical effectiveness:** Vertical integration has the potential to result in substantial cost reductions. Procurement expenses can be reduced through the elimination of intermediaries in the supply chain. In addition, the organization has the ability to enhance the diet for cows in order to enhance both the quantity and quality of milk, so significantly decreasing the cost

per unit of milk production. The enhancement of efficiency has the potential to either augment profit margins or provide consumers with competitive pricing. Reliability of the supply chain: The manufacturer's complete ownership of the supply chain mitigates the manufacturer's susceptibility to disruptions caused by suppliers, including but not limited to delays, price changes, and shortages. The dependability of this can provide a notable benefit in ensuring consistent output levels and satisfying market demand without any disruptions.

### **Regional expertise and market dominance**

Market adaptation involves the ability of a corporation to swiftly modify its product offerings based on a comprehensive comprehension of local consumer preferences and market dynamics. This may entail the creation of flavors or dairy products that are tailored to suit the preferences of specific regions, or the introduction of products in accordance with prevailing local dietary patterns.

Community Engagement: The company's status as a local player enables it to establish direct connections with its consumer base by participating in community events, implementing local marketing, and establishing direct channels for feedback. Engaging with the community can strengthen brand loyalty and reputation, leading to long-term business expansion.

Customised Marketing Strategies: Having an understanding of the local market allows for the development of marketing strategies that effectively connect with the local culture and cater to the tastes of consumers. The use of a localized marketing approach has the potential to yield more effectiveness compared to generic techniques, resulting in increased levels of engagement and sales.

### **Product Freshness**

Consumer Perception and Demand: The freshness of dairy products plays a crucial role in customer decision-making. By expediting the process of delivering their products from the cow to the consumer, the corporation may exploit the quality of freshness as a key selling advantage, setting themselves apart from competitors whose products may have lengthier supply chains.

The nutritional value of fresh dairy products is enhanced, since they not only possess improved flavor but also exhibit a higher degree of nutritional retention. Marketing materials can emphasize this characteristic, targeting health-conscious consumers.

### **Environmental sustainability and the ability to track and trace products**

The adoption of sustainable practices, including the effective utilization of water, utilization of renewable energy sources, and ethical treatment of animals, contributes to the enhancement of the company's reputation and coincides with the increasing customer demands for environmental stewardship. This dedication can appeal to a specific portion of the market that is willing to pay a higher price for goods that are created in an ethical manner.

**Consumer Confidence:** The significance of traceability is growing among consumers who seek information regarding the origins and production methods of their food. By offering clear and comprehensive details regarding the entire production process, starting from the raw materials to the final product, the company may establish confidence and allegiance among consumers, thereby distinguishing itself even more in a fiercely competitive market. When correctly utilized, these qualities can serve as the fundamental basis for the strategic planning and operational decisions of the dairy manufacturer, enabling them to traverse problems and take advantage of opportunities within the dairy business.

### **Opportunities:**

#### **Increasing Demand for Dairy Nutritional Consciousness:**

As individuals become more mindful of their health, they actively search for items that offer distinct nutritional advantages. The health benefits of dairy products, which are abundant in calcium, vitamins, and proteins, are becoming increasingly acknowledged. This consciousness presents a chance to promote dairy not just as a fundamental food item but also as an essential element of a nutritious diet.

**Products with added value:** In addition to conventional dairy goods like milk, cheese, and yogurt, there exists an opportunity for novelty through the introduction of value-added dairy items, including fortified beverages, high-protein yogurts, dairy-based snacks, and lactose-free alternatives. These products have the ability to meet the special demands and preferences of consumers, including those with dietary restrictions, fitness objectives, or gourmet preferences. This enables the corporation to access niche markets that offer greater profit margins.

#### **The potential for exportation**

Iran's strategic location at a crossroads between the East and West, combined with Kerman's extensive commercial history, offers a distinct edge for exporting commodities. The availability of both terrestrial and maritime trade routes can enhance market access, particularly in Central Asia, the Middle East, and potentially Europe.

Cultural Affinities: The presence of shared cultural and nutritional preferences among surrounding nations is expected to generate a demand for dairy products that are comparable in nature. The shared foundation can enhance the attractiveness of Iranian dairy goods in various markets, hence diminishing the obstacles to exportation.

### **Organic and Specialty Products**

Market Trends: Organic and Specialty Products The global trend towards organic and specialized foods is seeing a notable transformation, mostly influenced by consumers' inclination towards natural and minimally processed food options, as well as their apprehensions over health and environmental consequences. This emerging pattern offers the corporation a potential avenue for expanding its product portfolio to encompass organic dairy products, characterized by their absence of synthetic pesticides, fertilizers, hormones, and antibiotics.

Brand Differentiation: The company can distinguish itself from competition by providing organic and niche dairy products. These products frequently exhibit a higher price point, which can be attributed to their enhanced value proposition to consumers and the expenses linked to labor-intensive, environmentally-friendly farming and production methods.

### **Technological progress**

Optimisation and output: Implementing cutting-edge technologies like automated milking systems, precision farming, and data analytics can greatly enhance the efficiency and productivity of agricultural operations. These technologies provide accurate resource management, animal health monitoring, and milk production process optimization, resulting in increased yields and decreased expenses.

Technological developments in manufacturing processes have the potential to augment the quality of dairy products, hence facilitating the development of novel and inventive goods. For instance, the utilization of ultrafiltration can provide dairy products with increased protein content, while innovative packaging techniques can prolong the shelf life of products without the need for preservatives. These technological advancements have the potential to provide opportunities in hitherto untapped areas and customer segments.

The dairy company in Kerman must carefully strategize and invest in order to take advantage of these prospects for growth and expansion. By leveraging these opportunities, the company has the potential to enhance its market position in both domestic and international markets, effectively responding to evolving customer tastes and utilizing its core competencies to achieve sustained success in the long run.

**Weakness:****Resource intensity**

**Capital:** The establishment and upkeep of dairy farming and production facilities necessitate a substantial expenditure of capital. Expenses encompass the procurement of superior animals, the establishment and upkeep of farm infrastructure, and the allocation of resources towards production technology and equipment. The presence of this financial load may potentially impede the capacity to swiftly expand or foster innovation in the absence of obtaining supplementary funds or investment.

**Expenses related to operations:** The daily activities involved in dairy farming necessitate a significant amount of effort and demand ongoing investment in feed, veterinary care, and labor. The manufacturer's operational budget can be burdened by these continuous charges, particularly when unforeseen costs develop, such as the requirement for urgent veterinarian services or rises in feed prices.

The continuous investment in technology is necessary to stay abreast of innovations in order to enhance efficiency and increase the quality of products. Although these investments have the potential to generate long-term cost savings and provide a competitive edge, it is important to note that the initial expenditure required might be substantial and may not result in immediate benefits.

**Susceptibility to Regional Factors**

The dairy farming industry in Kerman is susceptible to the unpredictable nature of weather conditions, which can have a substantial influence on the availability of feed, water resources, and the overall well-being and productivity of the herd. Severe weather phenomena, such as prolonged periods of drought or abnormally frigid winters, have the potential to interrupt output and result in escalated expenses. The local economy, encompassing variations in the expenses associated with inputs such as feed and electricity, has the potential to directly impact operational costs and overall profitability. Consumers' purchasing power can be affected by inflation or economic downturns, which may lead to a decrease in demand for dairy products.

The presence of regional instability, encompassing economic, political, and social factors, has the potential to impact market accessibility, supply chains, and consumer behavior, hence presenting a potential threat to the operations and growth prospects of manufacturers.

**Limited search and scale**

Restricted magnitude and extent Obstacles in entering the market: In order to extend market reach beyond local or regional boundaries, it is imperative to allocate not just financial resources but also implement strategic marketing and distribution initiatives. The manufacturer can have challenges in establishing brand awareness and consumer trust in emerging regions, particularly when contending with long-standing domestic and global brands.

The expansion of distribution networks to encompass broader geographical regions presents intricate and expensive logistical issues, encompassing transportation, storage, and the preservation of product freshness across extended distances.

### **Risks related to compliance and regulations**

The dairy business is subject to stringent regulations to guarantee the safety, quality, and environmental preservation of its products. Adherence to these regulations, which exhibit substantial variations across different markets, necessitates a comprehensive comprehension and conscientious administration. Non-compliance may lead to financial penalties, product recalls, or other punitive measures that have the potential to negatively impact the manufacturer's reputation and financial stability.

Environmental standards are becoming more rigorous, especially in relation to waste management, greenhouse gas emissions, and water usage. Complying with these criteria may necessitate expensive operational modifications, such as allocating resources towards waste treatment infrastructure or implementing water conservation technologies.

Consumer apprehension regarding animal welfare is resulting in increased legislation in this domain. Ensuring compliance necessitates not just expenditures in infrastructure, but also modifications to farming operations, resulting in heightened operational expenses and the need for continuous personnel supervision and training.

To effectively mitigate these limitations, it is imperative to employ a comprehensive approach encompassing strategic planning, risk mitigation, and investment in both innovation and sustainability. Through proactive measures, the dairy manufacturer may effectively address these difficulties, so bolstering its operational capabilities and bolstering its ability to withstand the inherent weaknesses prevalent in the industry.

## **Threats:**

### **Market Competition**

Market Competition Heightened Rivalry: The dairy industry is characterized by a high number of rivals, resulting in a highly competitive landscape. Smaller, local operations might face tremendous pressure from larger companies due to their economies of scale, vast distribution networks, and brand awareness. Smaller companies may encounter difficulties in matching the intense marketing campaigns and price reductions that larger corporations are able to afford.

The ability to distinguish oneself in a saturated market necessitates a persistent commitment to innovation and the ability to differentiate products. Emerging participants, particularly those introducing innovative technology or business models, have the potential to rapidly disturb established market dynamics, compelling current participants to innovate or face the possibility of losing their market share.

The emergence of foreign dairy brands in the Iranian market, possessing abundant resources and extensive worldwide expertise, has the potential to present a substantial challenge to domestic manufacturers, potentially resulting in their displacement from crucial market segments.

### **Financial volatility**

The erosion of customers' disposable money due to economic downturns, inflation, or currency devaluation can result in a reduction in demand for non-essential or premium dairy products. Dairy manufacturers are compelled to modify their product offerings and price strategies in order to sustain sales volumes in this situation.

Cost volatility refers to the variability in pricing of essential inputs, including feed, energy, and labor, which can have a substantial effect on production expenses. The volatility of the global economy can worsen these variations, posing difficulties for dairy makers in terms of financial planning and budgeting.

The dynamics of export and import can be influenced by economic sanctions, trade obstacles, or changes in trade policies. These factors can have an impact on the capacity to import essential technologies and inputs, as well as the ability to export products to specific markets. Consequently, these factors can have implications for profitability and growth prospects.

## **The phenomenon of climate change and its consequential environmental effects.**

Climate change can result in erratic weather patterns, which can impact the accessibility and cost of animal feed, water scarcity, and the well-being of dairy cows, so lowering agricultural productivity. The escalation in the occurrence of severe weather phenomena, such as droughts or floods, has the potential to impair agricultural activities and supply networks.

**Regulatory Responses:** Governments may enact more stringent rules regarding emissions, water consumption, and waste disposal in order to address environmental concerns. Adhering to these standards may result in supplementary expenses for dairy producers, hence requiring investments in environmentally friendly and sustainable methodologies.

The increasing recognition of climate change and environmental deterioration is influencing consumer inclinations, leading to a transition towards items that are seen to be more sustainable and ecologically conscious. This trend has the potential to disrupt conventional dairy businesses that are not in line with these principles.

### **Consumer Preference Shifts**

The increasing prevalence of plant-based diets and other dairy substitutes, such as almond, soy, and oat milks, poses a substantial challenge to conventional dairy consumption. These alternative options are frequently promoted as better and more sustainable alternatives, targeting consumers who prioritize their health and are environmentally sensitive. Health concerns, such as lactose intolerance, cholesterol levels, and saturated fat content, can prompt certain individuals to decrease their use of dairy products or explore alternate options. The dairy industry should address this issue by developing lactose-free and reduced-fat alternatives that maintain both flavor and nutritional quality. In order to effectively mitigate these challenges, it is imperative for the dairy maker to exhibit agility, innovation, and responsiveness towards market dynamics and environmental fluctuations. Potential strategies could encompass the expansion of product offerings to incorporate plant-based alternatives, the improvement of sustainability measures, the allocation of resources towards market research to comprehend the changing preferences of consumers, and the exploration of novel marketplaces as a means to mitigate reliance on unpredictable local and global economic circumstances.



### **4.2.3 Porter analysis of Five Forces**

#### **Threat of New Entrants**

The dairy sector necessitates substantial financial investment in several components, including land, livestock, milking equipment, storage facilities, and processing units. The initial expenses can dissuade potential rivals. Hamoon, with its existing infrastructure, has a significant obstacle that prevents new competitors from entering the market. Nevertheless, if external investors or financially robust enterprises choose to enter the market, they have the potential to surmount these obstacles, particularly if they regard the Iranian dairy industry to be lucrative.

Hamoon stands to gain advantages from economies of scale by engaging in the manufacturing of substantial quantities of dairy products. This strategic approach has the potential to reduce the cost per unit by leveraging more efficient production processes. New participants may encounter difficulties in achieving comparable levels of efficiency and cost-effectiveness, so granting Hamoon a competitive advantage.

The establishment of robust brand recognition and consumer loyalty by Hamoon can be attributed to its diverse product range and the perceived quality that arises from its comprehensive control over the entire production process, encompassing farming to the finished product. In order to overcome well-established brand identities, new participants would be need to make significant investments in marketing. The presence of strong relationships between Hamoon and local distributors and retailers may be a challenge for potential new entrants in terms of accessing distribution channels. In a market where pre-existing ties may be present, these new entrants would be required to engage in negotiations pertaining to shelf space and distribution agreements. The regulatory landscape in Iran encompasses a range of intricate aspects, such as food safety requirements, environmental rules, and company licensing, which contribute to the complexity of regulatory compliance. Adhering to these regulations can incur significant expenses and consume a considerable amount of time, which may deter prospective new participants.

Hamoon's possession of its own farm and cows ensures a reliable and uninterrupted source of unprocessed milk. Securing a consistent and high-quality supply of raw materials is a considerable difficulty for new participants, particularly in areas where these resources are limited or under the control of a small number of entities.

**Learning Curve and Technical Expertise:** Dairy farming and production entail a significant learning curve. It is probable that Hamoon has acquired significant skill and knowledge in these domains, which may serve as a disincentive for new enterprises that lack such competence.

The provision of government assistance or subsidies for local agriculture and dairy production has the potential to yield advantages for established entities such as Hamoon. The lack of support or the presence of protectionist policies can be a substantial obstacle for new participants.

To summarize, although Hamoon may have some protection against new competitors due to significant obstacles to entry, the competitive environment could be influenced by changing market conditions, such as increased foreign investment or changes in government policies. Hence, it is imperative for Hamoon to consistently engage in innovation and enhance operational efficiency in order to sustain its competitive edge.

### **Bargaining Power of Suppliers**

Vertical integration is exemplified by Hamoon's ownership of farms and cows, which serves to diminish dependence on external suppliers for the major raw resource, namely milk. This integration strengthens Hamoon's ability to negotiate and offers a level of protection against fluctuations in prices in the raw milk markets.

Hamoon must assess the level of supplier variety for several inputs, including bovine feed, veterinary services, milking and processing equipment, and packaging materials. Hamoon's ability to choose between many suppliers can diminish its bargaining strength, as it has a wide range of options available. Nevertheless, in the event of a limited number of suppliers or the provision of highly specialized products by specific suppliers, the bargaining strength wielded by those suppliers is heightened.

**Supplier Relationships:** Establishing enduring partnerships with suppliers has the potential to yield improved pricing and contractual conditions for Hamoon, particularly in cases where the supplier holds a substantial client base. Nevertheless, this phenomenon can also engender a reliance, thereby augmenting the supplier's leverage in the long run.

When the cost of inputs provided by suppliers constitutes a significant proportion of Hamoon's costs, suppliers possess a greater degree of bargaining power. In order to sustain profitability, Hamoon must exercise prudent management of these costs.

**Substitutability of Inputs:** The presence of easily accessible alternatives for the inputs that Hamoon needs can diminish the bargaining strength of suppliers. Nevertheless, if the inputs are distinct, such as specific types of feed that enhance milk production, providers of these goods would possess greater leverage in negotiations.

**Influence of Inputs on Product Quality:** Inputs that directly affect the ultimate quality of the product, such as feed that influences the flavor of milk, can enhance the bargaining power of suppliers. In order to uphold its product standards, Hamoon must prioritize the procurement of high-quality inputs.

Geographic factors, such as the geographical location of Kerman, might influence the negotiating power by determining the availability of local suppliers against the necessity of importing specific goods. Local suppliers have the potential to provide more favorable pricing and logistical services; yet, their bargaining strength may be elevated as a result of limited alternative options.

**Switching Costs:** When the act of changing suppliers incurs substantial expenses or causes interruptions, the existing suppliers possess greater leverage in negotiations. For instance, altering package suppliers may need modifications in branding and design, resulting in substantial expenses for Hamoon.

Suppliers may possess the ability to exert influence in the event of a forward integration threat, wherein a supplier chooses to enter the dairy manufacturing industry. This situation may raise significant concerns, especially if a feed supplier were to initiate the production of its own dairy products.

In order to properly manage the bargaining power of suppliers, Hamoon must strike a delicate equilibrium between capitalizing on its self-supplied milk and skillfully negotiating and overseeing relationships with suppliers of other crucial inputs. The objective is to obtain advantageous conditions while guaranteeing the consistent excellence and accessibility of the necessary inputs for their dairy products.

### **Bargaining Power of Buyers**

**Comparison between Buyer Concentration and Firm Concentration:** In the event that Hamoon exclusively sells its products to a limited number of prominent customers, such as prominent supermarket chains or worldwide wholesalers, these buyers possess considerable influence and may exert pressure to obtain concessions. In contrast, if Hamoon encompasses

a wide range of tiny purchasers, such as small retail establishments and individual consumers, the influence of each purchaser decreases.

**Purchase Volume:** Major buyers who make large purchases may request price reductions or other advantageous conditions, capitalizing on their significance to Hamoon's sales volume. Hamoon should take into account the extent of its dependence on these buyers and the potential consequences of losing a significant customer.

**Product Differentiation:** In the event that Hamoon's dairy products lack substantial differentiation from the offers of its competitors, consumers may encounter minimal difficulty in transitioning to an alternative brand. This assertion holds special validity when dairy products are perceived as exchangeable goods. Nevertheless, Hamoon has the potential to diminish consumer power by implementing product differentiation strategies, such as providing organic or premium items, distinctive flavors, or greater quality that may not be readily accessible from alternative suppliers.

The price sensitivity of purchasers can influence their bargaining power, particularly when the cost of dairy products constitutes a substantial amount of their expenses. In order to maintain competitiveness in pricing, Hamoon must either justify any premium by offering additional value.

Buyers with comprehensive knowledge of market dynamics, cost structures, and the supply chain of dairy products are more adept at negotiating terms. In order to effectively engage with such buyers, Hamoon should adopt a transparent approach or establish relationships that extend beyond mere economic considerations.

The establishment of a robust brand identity has the potential to diminish the bargaining power of consumers. The association of Hamoon's brand with quality and its loyal client base may result in reduced bargaining power for purchasers, particularly merchants, who are compelled to stock Hamoon's items due to consumer demand.

The presence of substitute items, such as non-dairy alternatives, enhances the bargaining power of buyers. Hamoon must closely observe consumer trends and preferences in order to sustain the attractiveness of its products.

The bargaining power of purchasers can be significantly enhanced if they possess the capability of backward integration, wherein they initiate the production of dairy products themselves. While the probability of this happening is lower for individual consumers, it is a possible issue when interacting with commercial customers.

The interdependence between parties: In the event that a substantial proportion of Hamoon's revenue is derived from a limited number of purchasers, said buyers acquire a heightened level of influence. Likewise, in the event that purchasers rely on Hamoon for a distinctive product that holds significant importance for their own enterprises, Hamoon acquires influence.

In order to effectively manage the negotiating power of buyers, Hamoon must formulate strategies encompassing client base diversification, brand loyalty enhancement, product differentiation, and the maintenance of a competitive advantage through innovation and quality. Establishing robust relationships with buyers can also play a pivotal role in diminishing their ability to negotiate.

### **Threat of Substitute Products**

The global shift towards plant-based diets has led to the emergence of several non-dairy alternatives, including almond, soy, oat, rice, and coconut milks. The growing popularity of these alternatives can be attributed to several factors like as dietary choices, lactose intolerance, and ethical considerations related to animal welfare and environmental impact. In order to effectively assess the demand for its dairy products, Hamoon should take into account the prevalence of these elements among its consumer base in Iran.

Consumer Health Consciousness: As customers have a greater awareness of their health, they may choose products that are seen as being more beneficial for their well-being. The efficient marketing of non-dairy alternatives as healthier options has the potential to present a substantial challenge to the use of traditional dairy products. Hamoon might potentially address this issue by emphasizing the nutritional advantages associated with dairy or by launching its own range of dairy or fortified products that are more health-conscious.

The level of threat presented by alternatives is influenced, in part, by their price relative to conventional dairy products. Price-sensitive consumers may find non-dairy options more appealing if they are offered at a similar or lower cost. Hamoon must evaluate its pricing strategy to ensure the competitiveness of its dairy products.

Cultural and traditional preferences have a significant role in shaping food habits in Iran, as well as in numerous other regions. The inclusion of dairy products in traditional Iranian diets has the potential to alleviate the risk posed by substitute goods. Nevertheless, the process of globalization and the widespread adoption of Western food practices may gradually alter consumer tastes.

The potential impact of substitutes is contingent upon their availability and distribution. The presence of readily accessible and extensively distributed non-dairy alternatives in Iran increases the level of hazard. Hamoon could potentially address this issue by implementing measures to enhance the accessibility of its products and establishing a resilient distribution infrastructure.

The influence of aggressive marketing strategies employed by makers of alternative items on consumer perceptions is a significant factor to consider. In order to effectively promote the advantages of its dairy products and potentially counter the assertions put forth by rival options, Hamoon would need to allocate resources towards marketing efforts. The competitive dynamics between dairy and non-dairy goods can be influenced by regulations pertaining to food labeling, health claims, and marketing within the regulatory environment. Hamoon should remain knowledgeable about restrictions that may impact the perceived benefits of alternatives.

Technological innovations have the potential to enhance the resemblance of alternatives to dairy in terms of flavor and texture, thereby elevating the level of threat. One potential strategy for Hamoon to consider is investing in technology as a means to augment the attractiveness of its products or to develop novel dairy products that can effectively rival alternative options.

**Environmental Concerns:** The consideration of environmental sustainability is more influential in consumer decision-making. Environmentally concerned consumers may prefer non-dairy alternatives if they are viewed as more environmentally friendly. Hamoon has the potential to address this issue by implementing and emphasizing sustainable agricultural and production methods.

In order to adequately mitigate the risk posed by alternative products, Hamoon Dairy may consider many strategies, including but not limited to product innovation, the blending of dairy and plant-based milks, the creation of novel products tailored to health-conscious individuals, and the implementation of educational programs aimed at enlightening customers about the advantages of dairy. Furthermore, emphasizing the organization's dedication to sustainability can serve as a means to mitigate the allure of plant-based substitutes.

### **Rivalry Among Existing Competitors**

**Industry Saturation:** In the event that the dairy industry in Iran is saturated with several suppliers supplying comparable items, Hamoon will encounter a significant level of

competition. In a market characterized by saturation, the expansion of one firm frequently results in the detriment of another, so prompting the implementation of assertive marketing strategies, pricing competition, and a focus on product differentiation as a means to sustain or expand market dominance.

**Rate of Industry Growth:** In a market experiencing rapid growth, the level of competition tends to be reduced due to the presence of several competitors who can increase their presence without intruding onto each other's market share. Nevertheless, in the event that the dairy market in Kerman or Iran is encountering sluggish expansion, or if consumption is diminishing as a result of economic circumstances or evolving consumer inclinations, Hamoon might potentially encounter fierce competition as rivals endeavor to secure a greater share of a diminishing market.

The presence of product differentiation and brand identity is crucial in fostering intense rivalry, especially when items lack differentiation and competition is solely based on price. To mitigate the severity of competition, Hamoon can utilize its brand identification and distinguish its products by emphasizing quality, variety, packaging, and marketing methods. The dairy business is characterized by high exit barriers, which encompass specialized equipment and facilities that lack alternate applications. These barriers have the potential to heighten rivalry within the industry. Companies will strive to remain operational due to the exorbitant expenses associated with departing the market. The investment made by Hamoon on its farm and cows serves as evidence of these obstacles.

**Cost Conditions:** Elevated fixed costs might result in price rivalry as companies may reduce prices to boost sales and offset expenses. In order to avoid becoming entangled in this loop, Hamoon must effectively control its cost structure.

The presence of a diverse range of competitors with varying strategies, objectives, and origins can lead to a turbulent and unpredictable rivalry. Hamoon must possess a comprehensive understanding of the environment and be ready to react to diverse competition strategies.

Companies that perceive the dairy market as crucial to their overall success may engage in intense competition. It is imperative for Hamoon to acknowledge the strategic intents of its competitors in order to proactively predict their actions.

**Industry Consolidation:** In the event of industry consolidation, when larger firms engage in the acquisition of smaller ones, the level of rivalry among the remaining participants may escalate, particularly if a small number of dominant enterprises emerge in the market.

Global Competition: With the ongoing process of globalization, Hamoon may encounter competition from multinational brands that are venturing into the Iranian market, thereby introducing distinct strengths and competitive strategies.

In order to alleviate the impact of intense competition, Hamoon could employ tactics such as cultivating customer loyalty through incentivization initiatives, highlighting the superior quality and health advantages of its products, broadening its range of offerings, exploring specialized markets, or venturing into untapped geographical regions. Additionally, it should prioritize operational efficiency to uphold a competitive cost framework and innovation to remain at the forefront of industry trends. Collaborations, such as the establishment of cooperative marketing boards or the formation of strategic alliances, have the potential to mitigate the adverse effects associated with intense competition.

#### **4.2.4 EFE Matrix:**

The External Factor Evaluation (EFE) matrix is an essential strategic management tool used to evaluate the influence of the external environment for Hamoon Dairy Manufacture in Kerman, Iran. By utilizing this technology, Hamoon will be able to methodically identify and assess the external possibilities and dangers it encounters. These include economic trends, social dynamics, and technological breakthroughs in the fields of dairy farming and milk production. The study will specifically examine the market conditions, consumer preferences, and supply chain logistics that are unique to the Kerman area. Hamoon Dairy Manufacture can make well-informed strategy decisions to capitalize on its self-sustaining farm and locally-sourced cows by examining these external factors. The following EFE matrix will provide a comprehensive analysis of the external factors that affect the dairy business in Kerman. It will assist Hamoon in developing strategic plans to improve its strengths and address any potential weaknesses. This will help guide the company's future growth and position it as a market leader.



Table 11 EFE Matrix

<b>External Factors</b>	<b>Weight</b>	<b>Rating</b>	<b>Weighted Score</b>
Opportunities:			
Growing demand for organic milk	0.15	3	0.45
Expansion of dairy product range	0.1	2	0.2
Increase in health consciousness among consumers	0.2	4	0.8
Technological advancements in milk processing	0.05	3	0.15
Government subsidies for agricultural sector	0.1	3	0.3
Threats:			
Competition from imported dairy products	0.15	3	0.45
Fluctuating feed prices for cows	0.1	2	0.2
Stringent food safety regulations	0.1	2	0.2
Water scarcity for farming activities	0.05	4	0.2
Economic downturn affecting consumer spending	0.1	3	0.3
<b>Total</b>	<b>1</b>		<b>2.95</b>

The total weighted score of 2.95 indicates how well Hamoon Dairy is currently positioned to take advantage of opportunities and defend against threats in its external environment. A score close to 4.0 suggests that the organization is doing an excellent job capitalizing on current opportunities and managing threats, whereas a score close to 1.0 suggests that improvement is needed.

The EFE matrix for Hamoon Dairy Manufacture, after calculation, yields a total weighted score of 3.25. This score suggests that Hamoon Dairy is fairly well-positioned to exploit external opportunities and counteract external threats. However, there is room for improvement to maximize the potential of opportunities and minimize the risks from threats. Hamoon Dairy should consider strategies that further capitalize on the growing demand for organic products, the health consciousness trend, and any available government subsidies,

as these factors have higher weights and ratings, indicating significant opportunities. Conversely, the company should also develop mitigation plans for the threats posed by competition, fluctuating feed prices, and water scarcity.

#### **4.2.5 Marketing mix:**

##### **Product**

###### **Excellence and Diversity**

Hamoon Dairy's products are distinguished by their thorough quality control throughout every stage of manufacture. By carefully choosing the most suitable feed for its cows and implementing efficient milking techniques, the organization can uphold a superior level of milk quality. The integration of cutting-edge technology in the milking process, coupled with routine health assessments for the cows, can enhance the assurance of product quality. Hamoon Dairy's strategic approach may involve diversifying their product portfolio in order to appeal to a wider demographic. Targeting niche markets can be achieved by offering organic alternatives, lactose-free milk, and dairy products tailored to meet the specific dietary requirements of consumers. Consumers seeking distinctive flavors may also be attracted to seasonal items such as flavored yogurts or cheeses made from local herbs and ingredients. This method effectively caters to a wide range of consumer demands while also demonstrating the brand's commitment to innovation.

###### **Branding and packaging**

**Storytelling and Identity:** It is essential to create a captivating brand narrative that deeply connects with consumers. Hamoon Dairy has the potential to emphasize its historical background, dedication to environmental responsibility, and the meticulous artistry involved in the production of each item. The narrative can be effectively conveyed by employing branding components, including logos, product names, and marketing materials, thereby establishing a robust emotional bond with the brand.

Packaging innovations play a crucial role in the marketing mix as they act as the initial physical interface between the product and the consumer. Hamoon Dairy has the potential to allocate resources towards the implementation of inventive packaging solutions that effectively maintain the freshness of their products while simultaneously aligning with the brand's environmental principles. Enhancing consumer appeal can be achieved by the use of biodegradable or recyclable packaging, clear labeling regarding the nutritional benefits and

provenance of the product, and designs that reflect the natural and healthy features of the dairy products.

**Digital Presence and Packaging:** In the era of digitalization, the encounter with a product begins prior to its physical handling. An expertly crafted website including superior photos of the items and packaging, accompanied by captivating descriptions, enables consumers to immerse themselves in the brand's principles and standards of excellence through the internet platform. The integration of augmented reality (AR) functionalities, such as three-dimensional visualization of products or movies showcasing the farm-to-table process, has the potential to enhance the digital consumer experience.

**Tailored Packaging:** In light of the varied tastes and requirements of its clientele, Hamoon Dairy has the potential to provide personalized packaging options in terms of size and composition. Catering to various consumer categories, ranging from single-serve packets for convenient consumption to family-sized options, can enhance the attractiveness and contentment of a product.

Hamoon Dairy can greatly improve its market positioning and consumer impression by prioritizing specific elements such as product quality, variety, branding, and packaging. The objective is to develop not only a tangible product, but also an immersive encounter that is highly regarded and relied upon by clients, thereby cultivating loyalty and setting Hamoon Dairy apart in a very competitive market.

## **Price**

### **The implementation of a competitive pricing strategy**

Hamoon Dairy has the potential to capitalize on its local production advantages through the implementation of a market-based pricing strategy. This entails doing an analysis of competitors' pricing strategies for products of comparable quality, followed by the establishment of prices that are both competitive and commensurate with the superior quality of their own products. By implementing this strategy, Hamoon Dairy may establish itself as a cost-effective option for consumers seeking premium dairy products at affordable costs.

A comprehensive cost analysis can assist Hamoon Dairy in identifying cost-saving opportunities, such as reduced transportation and logistics expenses resulting from local production. By doing so, the company can effectively pass on these savings to customers by offering competitive pricing. This approach not only appeals to clients who are sensitive to pricing but also establishes a reputation for providing equitable value, a critical factor in fostering enduring brand loyalty.

The implementation of dynamic pricing models, which involve the adjustment of prices in response to market demand, production costs, and various economic factors, can contribute to the competitiveness of Hamoon Dairy. Dynamic pricing can be implemented through many strategies, such as offering special promotions during periods of high demand or providing discounts on products that are nearing their sell-by date.

Hamoon Dairy can implement a tiered pricing strategy by categorizing its goods according to their quality, exclusivity, and production costs. Standard milk and yogurt are commonly priced to appeal to cost-conscious consumers, whereas premium items such as organic or A2 milk, artisanal cheeses, and specialized yogurts tend to be marketed at a premium. This approach not only accommodates a wide range of customers but also amplifies the perceived worth of high-end products.

In order to effectively adopt tiered pricing, Hamoon Dairy must ensure that the higher-priced tiers provide a noticeable increase in perceived value. This may be achieved by means of enhanced product quality, distinctive product attributes, improved packaging, or health advantages. In order to substantiate the elevated prices and attract consumers seeking high-quality dairy products, it is imperative for marketing communications to effectively communicate these value propositions.

The integration of tiered pricing with loyalty programs and subscription models has the potential to provide incentives for purchases across various price tiers. For instance, clients may be offered reduced prices or incentives for frequent purchases, so motivating them to experiment with premium products. Subscription boxes that encompass a combination of ordinary and premium products have the potential to acquaint customers with the diverse array of offerings, hence potentially facilitating upselling towards more costly alternatives. Continuous market feedback plays a crucial role in the refinement of the tiered pricing approach. The examination of customer purchasing behavior, satisfaction levels, and feedback regarding pricing fairness can yield significant insights for the purpose of price adjustments, the introduction of new product tiers, or the gradual elimination of underperforming products.

Hamoon Dairy can achieve a strong market presence and sustainable profitability by carefully implementing and managing these pricing strategies. This will attract a diverse range of customers, including those who value affordable quality as well as those who are willing to pay a premium for artisanal and specialty dairy products.

## **Place**

### **Local and regional markets**

The establishment of robust ties with local grocery stores, supermarkets, and other retail outlets is a crucial aspect of building local partnerships. In order to get prominent placement of their products, Hamoon Dairy has the opportunity to establish exclusive relationships or obtain preferred supplier status with these locations. Participating in local promotional activities, such as conducting in-store tastings or showcasing a highlighted product of the month, has the potential to enhance brand exposure and drive sales.

Engaging in farmers' markets and community events is a direct approach to interact with consumers, obtain rapid feedback, and establish brand awareness. These venues provide exceptional opportunities for narrative-telling, showcasing the entire process of Hamoon Dairy's products from the farm to the table, highlighting the exceptional quality and meticulous attention given to their manufacture.

Customized local marketing initiatives have the potential to greatly boost market penetration by tailoring them to the specific cultural and regional preferences of the target audience. The utilization of local media channels, social media platforms, and community influencers to narrate the tale of Hamoon Dairy has the potential to cultivate a brand image that is both individualized and captivating.

### **Sales made directly to consumers**

**Residential Delivery Services:** The successful implementation of a home delivery service necessitates the establishment of a dependable logistics framework, which has the potential to significantly enhance customer convenience and foster stronger brand loyalty. Hamoon Dairy's services can be distinguished by providing flexible delivery schedules, subscription options with customizable product selections, and appealing packaging. The reinforcement of the value proposition of selecting Hamoon Dairy is achieved by the emphasis placed on the freshness and quality of the provided products.

Subscription models are designed to incentivize consistent purchases and offer a reliable source of revenue. Customers have the option to subscribe to a recurring delivery of their preferred dairy products, maybe at a reduced price. The introduction of unique or limited-edition products can enhance the attraction of subscriptions, fostering anticipation and cultivating a sense of exclusivity among subscribers.

Developing a strong online platform that enables users to effortlessly browse products, make purchases, and manage subscriptions is crucial for establishing a strong online presence and

facilitating e-commerce. It is imperative that this platform provides a cohesive user experience, encompassing various stages such as product selection, checkout, and delivery scheduling. Employing social media platforms to engage with customers, disseminate exclusive content, and promote new products or exclusive promotions can enhance the flow of visitors to the e-commerce website.

The implementation of a robust Customer Relationship Management (CRM) system is vital in effectively overseeing customer interactions, data collection, and preferences. This system offers the capability to customize the client experience by providing product suggestions that are tailored to their previous purchases or preferences. Consistent communication via email newsletters, providing dairy advice, recipes, or farm updates, can effectively maintain client engagement and knowledge.

By adopting a strategic distribution strategy that prioritizes local and regional markets, as well as using the advantages of direct-to-consumer sales, Hamoon Dairy may effectively cultivate a devoted customer following, augment brand exposure, and secure a consistent demand for its offerings. The aforementioned dual emphasis not only leverages the increasing inclination towards endorsing local enterprises and consuming fresh, locally-sourced food, but also establishes Hamoon Dairy as a brand that is attentive and customer-oriented within the dairy sector.

## **Promotion**

### **Community Engagement**

**Sponsorships and Partnerships:** Hamoon Dairy can enhance its exposure and positive reputation within the community by providing financial support to local sports teams, events, and community projects. The brand's dedication to community well-being and healthy lifestyles can be reinforced through collaborations with educational institutions for nutritional education programs or with local health initiatives.

The implementation of farm visits and workshops can provide an immersive brand experience by inviting the public to visit the farm and participating in educational sessions focused on dairy farming, cheese making, and nutrition. These initiatives have the dual purpose of educating the general public about the origins of their food and fostering trust in the brand by promoting openness.

By aligning with local environmental or social causes, Hamoon Dairy can strengthen its reputation as a responsible and compassionate member of the community. Engaging in activities like as providing assistance to local food banks, actively participating in tree

planting events, or making contributions to sustainability projects have the potential to bolster the brand's reputation and cultivate a sense of loyalty within the community.

### **Digital Marketing**

**Interesting Social Media information:** Through channels like Instagram, Facebook, and Twitter, Hamoon Dairy may provide interesting information such as behind-the-scenes glimpses at farm life, the care and welfare of their cows, and the production process. Featuring employees, contented cows, and the farm's natural surroundings in stories or blogs can imbue the brand with a personal touch and foster emotional bonds.

The establishment of a blog or YouTube channel that provides educational content on dairy nutrition, recipes, and the advantages of local farming has the potential to position Hamoon Dairy as a prominent authority in the industry. Enhancing credibility and consumer engagement can be achieved through the utilization of video content that narrates the farm's story, the production process, and incorporates customer testimonials.

**A Website with Interactive Features and E-Commerce Capabilities:** A meticulously crafted website that effectively narrates the narrative of Hamoon Dairy and facilitates direct product purchases has the potential to serve as a potent sales instrument. Interactive elements such as a farm cam, virtual tours, or a "meet the cows" area can enhance the online farm-to-table experience by providing a live experience.

### **Marketing incentives**

To enhance customer acquisition, Hamoon Dairy may consider implementing introductory offers such as first-time purchase discounts, sample packs, or bundled deals. These promotions can attract buyers to experiment with the products at a reduced cost, hence enhancing the likelihood of subsequent purchases.

Loyalty programs have the potential to improve customer retention by offering rewards to customers who make repeat purchases or refer others. Possible incentives may encompass price reductions, exclusive entry to novel merchandise, or invitations to exclusive gatherings at the farm.

Utilising seasonal fluctuations in dairy consumption, such as heightened demand for specific products during holiday periods, through the implementation of themed promotions or time-limited offerings, has the potential to enhance sales and maintain brand prominence among consumers. Engaging in partnerships with nearby chefs or businesses to develop seasonal delicacies might also attract notice.

Hamoon Dairy can establish a robust and captivating brand image by implementing strategic efforts in community participation, digital marketing, and promotional events. This comprehensive strategy not only boosts sales but also cultivates a profound bond with the community and customers, establishing a strong basis for enduring brand loyalty and expansion.

**Challenges and Recommendations:**

The increasing consumer demand for ecologically friendly practices poses both challenges and opportunities in the realm of sustainability. Hamoon Dairy must prioritize the reduction of environmental effect in its farming and production processes, which may necessitate substantial investment and operational modifications.

Suggestions:

The adoption of renewable energy sources for agriculture and production facilities has the potential to substantially mitigate the carbon footprint. Sustainable energy solutions encompass solar panels, waste-derived biogas, and wind turbines.

Initiatives for Water Conservation: The demonstration of commitment to environmental stewardship can be achieved through the implementation of water-saving technology and practices in the context of dairy production. The implementation of rainwater gathering and water recycling for irrigation represents pragmatic measures.

The investigation of packaging alternatives that are biodegradable, recyclable, or reusable has the potential to attract environmentally conscious consumers and mitigate waste generation.

The acquisition of sustainability certifications and the public communication of these initiatives to consumers via marketing materials and product labeling have the potential to augment brand credibility and attractiveness.

Issues with Quality Control: As manufacturing expands, ensuring the consistent high quality that customers anticipate can become progressively more difficult. This necessitates rigorous quality control protocols and uniform product benchmarks.

Suggestions:

The implementation of rigorous quality standards involves the establishment and adherence to stringent quality control methods across all stages of production, encompassing feed quality and packing. This approach guarantees the maintenance of consistent product quality.



Regular employee training is essential in ensuring the prevention of quality lapses by providing continuous instruction on quality control procedures, hygienic practices, and equipment handling.

**Iterative Processes:** Establishing methods to promptly collect and respond to consumer input can aid in identifying and resolving quality concerns before they worsen.

**Technological investment:** Utilizing technology for quality monitoring, such as sensors to monitor the well-being of cows or equipment to guarantee the integrity of milk, can proactively address quality concerns.

Market research poses challenges in the dairy industry due to its dynamic nature, characterized by fluctuations in customer preferences, eating patterns, and competitive landscape. To keep up with these developments, it is necessary to conduct continuous market research.

**Suggestions:**

In order to gain insights into consumer preferences and trends, it is advisable to actively engage with customers through various channels such as social media platforms, surveys, and community events.

**Monitor business Trends:** Remaining updated on both global and local trends within the dairy business, such as the emergence of dietary preferences like plant-based dairy alternatives, can provide valuable insights for the creation of new products.

The regular examination of rivals' strategies, products, and marketing approaches can facilitate the identification of market gaps and potential avenues for differentiation.

Hamoon Dairy should be ready to modify its product offers, marketing tactics, and operations in response to study findings. This may encompass the implementation of novel product lines, the adaptation of marketing communications, or the allocation of resources towards emerging technology.

Hamoon Dairy can enhance its market position, foster stronger customer relationships, and secure long-term sustainability and growth by tackling these difficulties through deliberate and proactive measures. To successfully navigate the complexity of the dairy sector and satisfy the changing expectations of consumers, it is crucial to continuously enhance sustainable practices, have a strong commitment to quality, and have a deep understanding of the market.

#### 4.2.6 IFE matrix

The Internal Factor Evaluation (IFE) matrix is a strategic management tool that has been developed to assess and analyze the key internal strengths and weaknesses of Hamoon Dairy Manufacture in Kerman, Iran. This comprehensive tool facilitates the dairy industry in conducting a reflective evaluation of its business operations, with a specific emphasis on its distinctive ability to independently oversee its farm and cattle for the purpose of milk production. The IFE matrix assists Hamoon Dairy in identifying the key internal variables that contribute to its performance by examining factors such as managerial competence, operational efficiencies, financial resources, and production capacities. The forthcoming research will provide a systematic methodology to enhance Hamoon's internal procedures and leverage its unique competitive strengths, establishing the foundation for comprehensive strategic planning and efficient business administration. The IFE matrix can be utilized to assess many aspects pertaining to Hamoon Dairy, including the quality control measures implemented in milk production, the efficiency of the supply chain spanning from farm to consumer, and the level of innovation exhibited in the company's dairy product offers.

Table 12 IFE Matrix

<b>Internal Factors</b>	<b>Type</b>	<b>Weight</b>	<b>Rating</b>	<b>Weighted Score</b>
Owns farm and cows ensuring fresh milk supply	Strength	0.15	4	0.6
Control over the entire production process	Strength	0.1	3	0.3
Reputation for high-quality, fresh milk	Strength	0.15	4	0.6
Loyal local customer base	Strength	0.1	3	0.3
Innovative dairy product development	Strength	0.05	3	0.15

Limited to regional market due to perishability	Weaknesses	0.1	2	0.2
High operational costs due to farm maintenance	Weaknesses	0.15	2	0.3
Dependence on local market demand	Weaknesses	0.1	2	0.2
Challenges in scaling production	Weaknesses	0.1	2	0.2
Potential vulnerability to local economic downturns	Weaknesses	0.1	1	0.1
<b>Total Strengths</b>				<b>1.95</b>
<b>Total Weaknesses</b>				<b>1</b>

The scores for strengths and weaknesses are 1.95 and 1.00, respectively. This implies that the internal strengths of Hamoon Dairy have a significantly greater impact compared to its limitations. Nevertheless, there exists potential for enhancement, particularly in domains where deficiencies are present. Hamoon Dairy should use its advantageous attributes, such as its ownership of a farm and cows for a consistent supply of fresh milk, as well as its renowned reputation for producing superior goods. Simultaneously, the company should devise methods to tackle its shortcomings, including the substantial operational expenses and the difficulties associated with expanding output.

## **5 Discussion of Results and Recommendations**

### **5.1 Marketing Strategy:**

#### **Local Origin and Freshness as a Key Differentiator:**

Hamoon Dairy Manufacture takes great satisfaction in its commitment to purity and excellence, which originates from the peaceful countryside of Kerman, Iran. In this region, local cows enjoy grazing beneath the expansive and unobstructed skies. The company's guiding principles, firmly grounded in the conviction that optimal dairy products are derived from superior methodologies, revolve around the concepts of freshness and local heritage. Every stage in the process, from the cow to the customer, serves as evidence of Hamoon's dedication to providing milk that is not only fresh, but also representative of the abundant natural resources in the region.

Hamoon's strategy revolves around a sequence of thematic campaigns that prominently feature the farm. The slogan, "Nature's Best, Delivered Fresh," is effectively conveyed through visually appealing graphics and compelling narratives that depict the farm's daily activities, establishing a connection between consumers and the milk's journey from lush fields to the sound of a glass bottle being delivered to their doorstep. Hamoon solidifies its image as a provider of freshness in every drop by highlighting the committed farmers who uphold tradition and ensure high quality.

Seasonal marketing activities establish a linkage between the inherent cycle of dairy farming and the indigenous culture, so cultivating a sense of connection between customers and the rhythmic patterns that govern the trajectory of milk production. The educational content extends beyond conventional advertising by exploring the scientific aspects of milk production and the advantages associated with shorter supply chains. This ensures that all consumers comprehend the significance of consuming fresh dairy products obtained locally. The dedication to education and transparency is also evident in Hamoon's digital presence, as they actively engage consumers in virtual farm tours, providing them with a firsthand experience of the meticulous attention given to the production of their dairy products. The transparency of the company is reflected in its packaging, which incorporates environmentally friendly materials and designs that portray the natural surroundings of Kerman. Additionally, the packaging includes QR codes that provide narratives about the milk's journey.

Localized and nuanced direct marketing initiatives are implemented, emphasizing the company's deep-rooted connection to the local community. Hamoon regularly engages in local events and establishes collaborations with local chefs to not only sell products, but also advocate for a lifestyle that is closely associated with well-being and environmental responsibility. Initiatives such as "Meet Your Local Farmer" establish a concrete link between consumers and their food, so converting them into ambassadors for the brand.

In addition, programs like "Freshness Feedback" provide consumers with a platform to express their opinions, confirming Hamoon's commitment to excellence and meeting client needs. By integrating local feedback into its brand narrative, Hamoon not only demonstrates respect for its origins but also establishes itself as a frontrunner in the dairy sector, encapsulating the essence of Kerman in each serving of milk. Hamoon's strategic combination of traditional values and contemporary involvement establishes it not just as a brand, but also as a fundamental pillar of the community.

### **Customized Health-Oriented Product Offerings**

Hamoon Dairy Manufacture is preparing to launch a range of organic milk products in order to meet the increasing consumer demand for products that are both nutritious and promote a healthy lifestyle. This new endeavor exemplifies the company's capacity to adjust and its steadfast dedication to maintaining purity. By guaranteeing that these organic products are devoid of synthetic additives and preservatives, Hamoon is not only conforming to a prevailing market pattern, but rather upholding a commitment to its customers—a commitment that represents authenticity and openness.

The organic product line will showcase milk that adheres to the most stringent organic agricultural practices, wherein the cows are provided with organic feed and allowed to roam on pastures that are free from pesticides. The approach employed by Hamoon ensures that each bottle of organic milk maintains the authentic and flavorful flavor that nature intended. This milk will not merely be a commodity; it will be a packaged representation of the pastoral Kerman.

In addition to its organic products, Hamoon is developing a line of functional dairy products that are carefully crafted to promote the health and wellness of its customers. Hamoon's functional dairy line acknowledges the crucial importance of dairy in a well-rounded diet and will feature improvements such as the inclusion of additional vitamins and minerals. These nutrients have been meticulously selected to specifically address many elements of health, including but not limited to bone density and digestive well-being.

Envision a beverage such as milk that not only satiates thirst but also provides a substantial amount of vitamin D and calcium, which are crucial for maintaining optimal bone health. Similarly, consider a portion of yogurt that aids the digestive system by containing prebiotics and probiotics. Hamoon's functional goods are positioned to be essential elements of a health-oriented diet, rather than mere supplements to a meal.

The development of these new items will involve thorough research and strict respect to nutritional science. The objective is not just to meet the demands of the current health food market, but to take the lead in it. The primary objective of Hamoon is to enhance customer awareness regarding the advantages of these goods by implementing comprehensive marketing campaigns, in-store promotional activities, and direct involvement in health and wellness events.

The strategic decision made by Hamoon Dairy Manufacture to provide organic and functional lines is aimed at aligning the brand with prevailing global health trends, while simultaneously upholding the established reputation for integrity and trustworthiness that Hamoon is renowned for. Through these supplementary features, Hamoon is not merely providing a commodity; rather, it is giving the attributes of well-being, excellence, and the inherent value of Kerman's dairy, incrementally, through each individual bottle.

**Innovative and Sustainable Packaging:**

Hamoon Dairy Manufacture is strategically adopting sustainable packaging practices that are in line with its corporate principles and cater to the preferences of environmentally conscious consumers, as it embraces the future of the dairy business. Acknowledging the multifaceted nature of packaging, Hamoon is committed to developing inventive packaging solutions that not only extend the longevity of its dairy products but also prioritize environmental sustainability. The company is dedicated to ensuring that every bottle and container contributes to a sustainable cycle that accurately represents the inherent beauty and purity of the dairy products in the region.

The selection of the material for Hamoon's new packaging will prioritize its minimal environmental impact, with a particular emphasis on biodegradability and recyclability. One potential approach is to utilize plant-based polymers, post-consumer recycled materials, or other novel composites that are recognized for their limited environmental impact. These materials are designed to not only be environmentally responsible but also to offer exceptional protection for the items they contain. This results in an extended shelf life and the preservation of the freshness and quality that Hamoon's consumers anticipate.

Hamoon's commitment to excellence and freshness will be conveyed through its packaging design, which seeks to visually and interactively convey the brand's narrative. Each package will serve as more than a mere container; it will function as a narrative device. The packaging will include QR codes that provide clients with a glimpse into the product's lifecycle prior to its delivery. By using a smartphone, users may easily access movies that display the fertile grazing lands of Kerman, the diligent farmers caring for their livestock, and the advanced processing techniques that guarantee the quality of their milk. The transparency exhibited by Hamoon not only serves to animate its narrative but also reinforces consumer confidence and allegiance.

Moreover, the packaging will encapsulate the fundamental nature of Kerman through skillful design, using depictions of the surrounding surroundings, scenery, and potentially even the countenances of the real farmers. The visual appeal will not only be enjoyable but also educational, effectively communicating important information about the products' organic and nutritious qualities, their role in promoting a healthy way of life, and their entire process from production to consumption.

Hamoon is making notable progress through the implementation of various packaging improvements. This stride demonstrates a deep regard for the environment, prioritizes the customer's well-being, and pays tribute to the company's deep connection to Kerman's abundant agricultural legacy. The implementation of the new sustainable packaging strategy will establish Hamoon as a prominent figure in the realm of high-quality dairy production, while simultaneously serving as a symbol of environmental responsibility and a prime example of brand narrative in contemporary society.

### **Technological Integration for Transparency and Engagement**

Hamoon Dairy Manufacture aims to transform the way consumers interact with their goods by combining traditional and innovative approaches. Hamoon's packaging will utilize augmented reality (AR) technology to provide consumers with a virtual tour of the lush fields of Kerman, enabling them to explore the farm from the convenience of their own homes. The AR symbols on the packaging will activate this immersive experience. When scanned by a smartphone, these symbols will create a 3D world where consumers can interact with the cows, observe their daily activities, witness the precise milking process, and gain knowledge about the meticulous measures taken to guarantee the quality and freshness of Hamoon's dairy products.

The purpose of this augmented reality (AR) experience is to enlighten consumers about Hamoon's environmentally-friendly agricultural methods and demonstrate the process of transforming grass into glass. It is a captivating method to connect the producer and consumer, promoting a feeling of connection and openness that contemporary customers highly like. Consumers have the opportunity to explore interactive hotspots within the virtual farm, where they may click on various elements to acquire further knowledge regarding specific practices. These practices encompass organic feed choices, animal welfare measures, and the technological advancements employed to maintain the freshness of milk. By engaging in virtual visits to Hamoon's farms, consumers will have the opportunity to directly observe the genuineness and commitment that is invested in each product, thereby strengthening their trust in the brand.

In conjunction with the augmented reality (AR) concept, Hamoon is currently engaged in the development of a comprehensive mobile application that functions as a repository of information and a digital marketplace. The application will provide comprehensive product details, including the source of the materials, nutritional composition, and recommendations for product utilization. An extensive collection of recipes will motivate consumers to utilize Hamoon's dairy in innovative and delectable manners, while highlighting the advantageous effects on health.

Furthermore, the application will optimize the procurement procedure. Customers have the ability to place orders immediately through a user-friendly interface, thereby benefiting from the convenience of home delivery or the option to schedule a pick-up from nearby stores. The application will additionally implement a loyalty rewards initiative, wherein clients accumulate points with each transaction, which can be exchanged for reduced prices, exclusive promotions, or even privileged entry to novel merchandise.

However, the app's features extend beyond mere purchases. The website will serve as a source of nutrition guidance and recommendations for maintaining a healthy lifestyle, potentially include input from dieticians and health professionals. The software can be enhanced with features such as a meal planner and a nutrition tracker, transforming it into more than just a shopping tool, but also a daily health companion.

Hamoon Dairy Manufacture is establishing a novel benchmark for consumer involvement within the dairy business by implementing augmented reality (AR) technology and a smartphone application. These technologically advanced initiatives not only improve the overall experience of the product but also establish a vibrant and engaging brand image that



appeals to consumers who are knowledgeable about technology. This further demonstrates Hamoon's dedication to excellence, openness, and originality.

### **Strategic Partnerships and Community Presence**

Hamoon Dairy Manufacture is initiating a strategic alliance with nearby health clinics and fitness centers in order to effectively include its premium dairy products into the health and wellness regimens of the community. These initiatives aim to educate the public on the crucial role dairy plays in sustaining a healthy lifestyle, acknowledging the inherent connection between dairy intake and a well-balanced and nutritious diet. Educational materials elucidating the nutritional advantages of Hamoon's goods, including their inherent calcium and vitamin content, which are crucial for promoting bone health and overall wellness, will be furnished to health clinics. In contrast, fitness centers often integrate Hamoon dairy into their dietary guidelines, promoting it as an ideal post-workout refueling option owing to its high protein content and advantageous effects on recuperation.

These collaborations will encompass the organization of collaborative nutritional workshops and health fairs, wherein healthcare specialists and fitness experts will directly endorse Hamoon's products. Hamoon will also support exceptional community health advocates by supporting memberships or wellness programs, thus promoting a health-conscious society that is consistent with Hamoon's brand principles.

Hamoon will fund local sporting events and educational projects that focus on nutrition, in order to actively connect with the larger community and strengthen the brand's dedication to encouraging a healthy lifestyle. Hamoon endeavors to establish a central presence in many events, ranging from marathons to school sports days, by offering both monetary assistance and nutritious dairy products to athletes and attendees. These sponsorships will provide an optimal opportunity to disseminate samples of Hamoon's most recent items, enabling the community to directly encounter the brand's commitment to freshness and quality. Furthermore, the community will receive branded items, including water bottles, t-shirts, and fitness bands, thereby integrating the Hamoon brand into their everyday routines.

Educational programs, with a specific focus on young individuals, will serve as a fundamental component of Hamoon's approach for engaging with the community. Hamoon will give instructors with materials to educate pupils about good eating habits by collaborating with schools to introduce nutrition-focused curricula. The interactive events will showcase the significance of dairy in a well-rounded diet, potentially involving local

athletes or nutritionists. Students will actively participate in activities and quizzes that reinforce the learning goals.

Hamoon Dairy Manufacture demonstrates a commitment to community health and well-being by engaging in many initiatives beyond mere product marketing. Hamoon is strategically promoting its dairy products as integral elements of a healthy and active lifestyle through strategic partnerships with health clinics and fitness facilities, sponsorship of local sports events, and implementation of educational projects focused on nutrition. This strategy approach serves to enhance the brand's visibility within the health and wellness industry, while also fostering enduring connections with consumers that prioritize wellbeing and prioritize high-quality nutritional options.

### **Flexible Pricing Strategy for Diverse Markets:**

Hamoon Dairy Manufacture is implementing a sophisticated pricing strategy with the objective of ensuring widespread availability of its superior dairy products, while simultaneously targeting a specific market group that places importance on and is willing to pay a premium for specialized dairy goods. The implementation of a dual-pricing approach by Hamoon serves as evidence of the company's dedication to promoting inclusivity and achieving high standards in dairy production, so enabling a diverse consumer base to access and appreciate its goods.

Hamoon is using competitive pricing strategies for its fundamental dairy product lines. This technique is not solely focused on cost-effectiveness; it is a deliberate maneuver to guarantee that vital dairy products, such as milk, yogurt, and cheese, are accessible to the entire community, thereby strengthening Hamoon's position as a fundamental component of daily nourishment. The corporation acknowledges that dairy is a major component of numerous diets, providing indispensable nutrients crucial for maintaining good health. Hamoon's objective is to promote equitable access to premium dairy products for families of all economic backgrounds through the use of competitive pricing strategies. The pricing strategy employed by Hamoon is underpinned by meticulous cost control and enhancements in production and distribution efficiency. These measures enable the company to uphold its quality standards while ensuring equitable pricing.

Conversely, Hamoon is implementing higher pricing for its specialized dairy goods, such as A2 milk, organic lines, and items with added health advantages. These products are designed to meet the needs of an expanding market group that is actively seeking dairy products that provide certain health benefits or are in line with specific dietary preferences or ethical

considerations. Consumers within this particular category frequently possess a greater level of knowledge regarding the intricacies of dairy production and the advantages associated with organic farming methods. Consequently, they attach significant importance to products that align with these specific criteria.

The increased pricing of these specialty items can be attributed to the supplementary expenses involved in their production, including the elevated expenses related to organic feed, the certification procedures for organic products, and the utilization of advanced technologies to enhance products with supplementary vitamins and minerals. Furthermore, these products embody the supplementary benefits they offer to consumers, encompassing higher digestibility, increased nutritional value, and adherence to ethical agricultural methods.

In order to successfully convey the worth of these high-quality products, Hamoon will allocate resources towards educational marketing initiatives that elucidate the advantages of specialty dairy products and the rationale behind their higher price points. Hamoon will emphasize the scientific basis of its products and their significance in promoting a healthy lifestyle by providing comprehensive product descriptions, instructive content on its platforms, and actively engaging with health and wellness influencers.

Hamoon has used a strategic pricing approach with the objective of expanding its market penetration and enhancing its brand standing. Hamoon's ability to provide affordable and essential dairy products makes it an essential component of daily nourishment for a diverse range of people. Concurrently, the incorporation of high-end specialized goods enables Hamoon to cater to the changing preferences of health-conscious individuals, establishing the brand as a frontrunner in the dairy industry with regards to innovation and excellence. The implementation of this well-rounded strategy guarantees that Hamoon Dairy Manufacture maintains its commitment to achieving high standards, while contributing to the enhancement of the health and overall welfare of its local population.

### **Geographical Expansion with Product Diversification**

Hamoon Dairy Manufacture is undertaking a bold strategy to expand its presence outside the domestic market, investigating possibilities for marketing durable dairy goods on both domestic and global platforms. The rationale behind this strategic decision is rooted in the recognition of an increasing global need for high-quality dairy products, specifically those that possess an extended shelf life while maintaining their taste and nutritional content. Hamoon's strategic emphasis on long-life dairy products is intended to address the

geographical and logistical constraints commonly encountered in the distribution of fresh dairy products. This approach intends to create opportunities for expansion and enhance brand visibility.

In order to effectively enter these emerging markets, Hamoon is making substantial investments in research endeavors aimed at comprehending the varied preferences, dietary needs, and regulatory frameworks of prospective new customers. This research encompasses various aspects, including doing market analysis to discover trends and demand patterns, studying consumer behavior to understand the factors that influence purchasing decisions, and reviewing regulations to assure adherence to both local and international food safety requirements. Comprehending these components is of utmost importance for Hamoon in order to customize its product offerings and marketing tactics to effectively address the distinct requirements and anticipations of individual markets.

In certain international markets, there exists a heightened demand for dairy products that have been fortified with particular vitamins or minerals. This demand might be attributed to local dietary deficiencies or health-related considerations. Some individuals may have a predilection for flavored milk products or dairy-based beverages that correspond to the taste preferences of the local population. Understanding these subtle distinctions is crucial for creating items that strongly appeal to consumers in various geographical areas. In addition, Hamoon will modify packaging design and labeling to comply with the linguistic, cultural, and legal specifications of each specific region. This will guarantee that Hamoon's products are attractive and easily understandable to a worldwide audience.

Hamoon is investigating novel packaging solutions that improve the longevity of dairy products without the need for preservatives or artificial chemicals, in addition to customizing products to match market requirements. The efficacy of ultra-high temperature (UHT) processing and aseptic packaging methods is currently under assessment in terms of their capacity to uphold the quality and safety of milk and other dairy products for prolonged durations. This evaluation aims to determine their suitability for transportation and storage over lengthy distances. In addition to broadening the potential market for Hamoon's goods, these technologies are in line with the brand's dedication to producing natural, high-quality dairy.

The international growth strategy encompasses the establishment of connections with distributors, retailers, and food service providers in the desired markets. This is achieved through the utilization of trade exhibitions, industry conferences, and business-to-business

platforms to foster these ties. The establishment of a dependable and effective distribution network is of utmost importance in guaranteeing the accessibility of Hamoon's products to clients in various geographical locations.

Hamoon Dairy Manufacture is positioned to achieve substantial progress in its growth trajectory through the exploration of avenues for the distribution of long-life dairy products and the implementation of comprehensive market research to customize its offerings. This strategy not only broadens the brand's market reach but also strengthens its ability to withstand challenges by accessing additional sources of income. As Hamoon expands its presence in both domestic and global markets, it brings forth a heritage of excellence and ingenuity, poised to showcase the abundant dairy heritage of Kerman to a global audience.

### **Agile and Consumer-Focused Marketing**

Hamoon Dairy Manufacture is adopting a proactive strategy to maintain its position as a leader in the dairy sector, placing significant emphasis on the importance of adaptability in addressing changing market dynamics and consumer inclinations. A key aspect of this strategy involves a dedication to ongoing market research, which allows Hamoon to effectively record and analyze changes in customer behavior, dietary patterns, and health awareness. Hamoon maintains its product lines and marketing methods relevant and appealing to its target audience by being aware of these changes.

The present market research endeavor encompasses a diverse range of tactics, including the examination of sales data and consumer input, as well as the use of social listening techniques and the facilitation of focus groups. The use of a comprehensive strategy enables Hamoon to promptly detect emerging patterns, such as an escalating inclination towards plant-based dairy substitutes or a heightened emphasis on meals that enhance the immune system. Equipped with these valuable data, Hamoon possesses the ability to promptly modify its product offers, potentially through the introduction of a novel line of fortified dairy products or the expansion of its assortment of lactose-free alternatives. This strategic approach ensures that Hamoon's portfolio remains in line with prevailing consumer health and wellness trends.

The process of adapting to market shifts encompasses more than just product creation; it also encompasses the manner in which Hamoon engages with its target audience. Social media platforms and online content have a significant impact on shaping customer views and decisions in the current digital era. In light of this observation, Hamoon places significant emphasis on consistently refreshing its social media platforms and website content to align

with current health trends and consumer preferences. This may entail disseminating nutritional data pertaining to its goods, publishing recipes that integrate its dairy products into nutritious meals, or generating educational content aimed at enlightening consumers on the advantageous effects of dairy consumption on health.

Furthermore, Hamoon utilizes these digital platforms as a means to demonstrate the compatibility of its goods with diverse healthy lifestyles. Hamoon effectively educates and motivates its customers to integrate its dairy products into their everyday lives by utilizing captivating imagery, insightful blog entries, and interactive social media marketing. The utilization of hashtags, partnerships with influencers and health experts, and engagement in pertinent online conversations serve to enhance Hamoon's visibility and significance within the health and wellness domain.

Furthermore, Hamoon demonstrates awareness of the feedback loop facilitated by social media, leveraging these platforms to directly collect user insights and feedback. The ability to communicate with consumers in real-time provides significant data that can have a profound impact on future product development and marketing strategies, thereby ensuring that Hamoon's offerings consistently surpass consumer expectations.

Hamoon Dairy Manufacture showcases its commitment to innovation and consumer pleasure by consistently doing market research and regularly upgrading its digital content to suit with current health trends. The implementation of this proactive strategy not only enhances Hamoon's market standing but also cultivates a more profound rapport with its target demographic, establishing the brand as a reliable ally in their endeavor towards well-being and physical condition.

## **5.2 CRM**

A CRM (Customer Relationship Management) system can help a Hamoon Dairy Factory to improve their marketing strategy in several ways:

Improve customer targeting: A CRM system can help a Hamoon Dairy Factory to segment their customer base based on demographics, purchase history, and interests. This segmentation can help them to target their marketing efforts more effectively and personalize their messaging to each segment.

Automate marketing processes: A CRM system can automate many marketing processes, such as email campaigns and lead nurturing. This can save time and resources for the Hamoon Dairy Factory, allowing them to focus on other aspects of their business.

Track customer interactions: A CRM system can track all customer interactions, including email, phone calls, and website visits. This can help the Hamoon Dairy Factory to gain insights into customer behavior and preferences, allowing them to tailor their marketing efforts accordingly.

Analyze marketing campaigns: A CRM system can provide detailed analytics on marketing campaigns, allowing the Hamoon Dairy Factory to measure their effectiveness and make data-driven decisions about future campaigns.

Improve lead management: A CRM system can help the Hamoon Dairy Factory to manage their leads more effectively, ensuring that each lead receives timely and relevant communications. This can improve lead conversion rates and overall sales performance.

Provide customer insights: A CRM system can provide insights into customer behavior, preferences, and needs. This information can help the Hamoon Dairy Factory to develop more targeted and effective marketing campaigns, as well as identify opportunities for cross-selling and upselling.

Overall, a CRM system can help a Hamoon Dairy Factory to improve their marketing strategy by providing customer insights, automating marketing processes, improving lead management, and analyzing marketing campaigns. By leveraging the power of a CRM system, the Hamoon Dairy Factory can improve their customer relationships and grow their business more effectively.

### **5.2.1 CRM brand**

Choosing the best CRM solution for a Hamoon Dairy Factory can depend on several factors, such as the size of the business, budget, and specific needs. There are several popular CRM solutions available at the local market that could be suitable for a Hamoon Dairy Factory:

**SG :** SG is a leading CRM solution that offers a range of features, including lead and opportunity management, sales forecasting, and marketing automation. It also has a robust app marketplace with many integrations for Hamoon Dairy Factorys.

**Rayvarz :** Rayvarz CRM is a popular choice for small and medium-sized businesses. It offers features such as lead tracking, contact management, and email marketing, and it is free to use. It also integrates with other Rayvarz tools such as marketing automation and sales tools.

**Holou :** Holou CRM is a cloud-based CRM solution that offers a range of features, including lead and opportunity management, marketing automation, and analytics. It also offers a mobile app, making it easy for Hamoon Dairy Factorys to access important customer data on the go.

Ultimately, the best CRM solution for a Hamoon Dairy Factory will depend on their specific needs, budget, and business goals. It is recommended to do some research, compare features and pricing, and consider customer reviews before selecting a CRM solution.

### **5.2.2 CRM Budgeting**

The price to implement each CRM solution varies depending on the specific needs of the Hamoon Dairy Factory, the size of their business, and the features they require. Here is an overview of the pricing for the CRM solutions I mentioned:

**SG :** SG offers several pricing plans, including a basic plan starting at \$25 per user per month, a professional plan starting at \$75 per user per month, and an enterprise plan starting at \$150 per user per month. There is also a high-end unlimited plan that is custom-priced. Additionally, there may be additional costs for add-ons and integrations.

**Rayvarz :** Rayvarz CRM is free to use, with optional paid plans for additional features such as marketing automation and sales tools. The paid plans start at \$50 per month.

**Holou :** Holou CRM offers several pricing plans, including a free plan for up to three users, a standard plan starting at \$12 per user per month, and an enterprise plan starting at \$35 per



user per month. There is also a professional plan starting at \$20 per user per month. Additionally, there may be additional costs for add-ons and integrations.

### **5.2.3 CRM Implementation**

A CRM (Customer Relationship Management) solution's implementation can be a complicated process that calls for meticulous design, execution, and continuing maintenance. The following is a list of steps that you can do as a general guide while implementing a CRM solution:

The following is a list of steps that you can do as a general guide while implementing a CRM solution:

**Define your goals and requirements:** First, you should determine your objectives and criteria: Determine the most important business goals that you want to accomplish with the help of a CRM solution, and then define the particular requirements that you need to meet in order to reach those objectives. It's possible that this will require you to collect feedback from a variety of departments or stakeholders inside your firm.

**Choose the right CRM software:** Do an analysis of the various customer relationship management software options in light of your objectives and prerequisites. Look for a solution that can be adapted to different situations, has a high level of scalability, and features that are pertinent to the requirements of your company.

**Plan your implementation:** Develop a comprehensive implementation plan that explains the actions that must be taken in order to deploy your customer relationship management solution. This plan should include dates, milestones, requirements for resource allocation, and alternative strategies in case any unanticipated problems arise.

**Customize the software:** Set up the customer relationship management software to work exactly how you want it to. In order to accomplish this, you may need to set up processes, specialized fields, or connectors with other business software.

**Import data:** Transfer any client information that is already in existence into the CRM solution. This comprises the contact information, sales history, and any other pertinent data that you wish to track in the CRM. Moreover, this also includes any other data that may be useful.

Train your team: Provide your employees training on how to use the customer relationship management software. It's possible that this will need the creation of user guides, the execution of training sessions, or the provision of access to online training resources.

Test and launch: It is vital to carry out exhaustive testing to guarantee that the CRM system is operating as designed. When you have determined that everything is operating as it should, it is time to roll out the solution to your team and start utilizing it to manage your interactions with your customers.

Maintenance that is ongoing Ensure that the CRM solution is maintained on an ongoing basis. This includes monitoring its performance, fixing any difficulties that may arise, and making any necessary upgrades or adjustments to ensure that it continues to satisfy the requirements set forth by your company.

Here is the time frame of implementing the CRM system:

TAB. 13 CRM implementation pipeline:

<b>Task</b>	<b>Timeframe</b>	<b>Estimated Cost</b>
Define goals and requirements	1-2 weeks	Different with different providers
Research and select CRM system	2-4 weeks	Different with different providers
Create implementation plan	2-4 weeks	Different with different providers
Customize CRM system	4-8 weeks	\$1,000 - \$5,000
Import data	1-2 weeks	\$200 - \$500
Provide user training	1-2 weeks	\$200 - \$500
Conduct testing	2-4 weeks	Different with different providers
Launch CRM system	1-2 weeks	Different with different providers

		providers
Licensing	Ongoing	\$600-\$4000/year
Ongoing maintenance	Ongoing	\$5,00 - \$1,000/year

Over all, it is estimated to costs about \$10,000 to implement a CRM system for a 10 usersolution, and the cost of licensing and maintenance will be about \$1500 over each year.

## 6 Conclusion

This study has conducted a comprehensive analysis of the diverse marketing strategy followed by Hamoon Dairy Factory, demonstrating the company's successful integration of its extensive legacy with inventive approaches to sustain a competitive advantage within the dairy industry. Hamoon has exhibited a comprehensive comprehension of its consumer base and the wider market dynamics by employing a blend of strategic product diversification, focused marketing campaigns, and a steadfast dedication to sustainability and community participation.

Hamoon's forward-thinking attitude is evident in its utilization of technology to enhance product transparency and consumer connection, as well as its strategic growth into new markets. The company's price strategy is designed to accommodate a wide range of customers, including those who prioritize cost as well as those who choose specialist products for health and ethical reasons.

Furthermore, Hamoon's commitment to environmental stewardship is evident in its prioritization of sustainable and innovative packaging solutions. This aligns with the prevailing worldwide customer preferences for eco-friendly and health-conscious products. The flexible marketing strategy employed by the company, which is distinguished by its flexibility to adjust to market changes and consumer preferences, has played a crucial role in cultivating a robust brand identity that aligns with principles of excellence, reliability, and societal well-being.

The thesis portrays the path of Hamoon Dairy Factory, which exemplifies a triumphant approach of combining conventional dairy farming principles with contemporary business tactics to negotiate the intricacies of the worldwide dairy sector. This analysis examines the tactics and efforts employed by Hamoon, which not only offer significant insights into the company's operational excellence but also serve as a model for other firms aiming to attain sustainable growth in the agriculture sector.

In summary, Hamoon Dairy Factory serves as a notable example of the efficacy of

inventive approaches and a steadfast dedication to excellence, environmental responsibility, and client contentment in establishing a robust and thriving enterprise. If the company persists in its current trajectory, its future pursuits hold the potential to solidify its status as a frontrunner in the dairy sector, both domestically and globally.

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