

Section-3

Ques-1

Define the marketing and outline the steps in marketing process.

Marketing is defined as the activity, set of institutions, and process for creating, communicating, delivering and exchanging offers that have value for customers, clients, partners and society at large. The strategic marketing process is a deliberate series of steps to help you identify and reach your goals. Here are

The steps to a successful strategic marketing process.

- (i) Mission
- (ii) Situation Analysis
- (iii) Marketing strategy / planning
- (iv) marketing mix.
- (v) Implementation and control.

Mission - Apple is dedicated to making innovative, high-quality products.

Situation Analysis - Apple's competitive advantage is driven by its commitment to understanding customer needs, focusing on the products that are core to its mission, and fostering a collaborative work culture.

Marketing Strategy - Apple usually is first to the marketplace with new products and the company sells relies on brand loyalty from existing customers as a strategy when launching new products and services.

Date: / /

Marketing Mix - While Apple offers a range of products, it values premium pricing and relies on strict guidelines for distribution.

Implementation and control - Each Apple product complements the others and work within the same ecosystem, so customers tend to stay with the brand, creating loyal consumers.