

STRATEGIC MARKETING: CASE ANALYSIS

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ABSTRACT

The business environment is competitive and filled with multiple realities. Marketing Managers must properly put into adequate consideration key ingredients that require proper blending into their business operation to achieve desired goals and obtain a strategic competitive advantage. In this segment, a corporate organization was objectively studied to gain traction on the gigantic strides achieved by our firm of focus. The focus of this study was to showcase absolute mastery of knowledge gained in marketing plan writing and to buttress how the proper application of strategic marketing knowledge provided a strategic roadmap to our focus organization in their industry of practice and dominance. Hypo bleach was used in this study due to its suitability in the context required.

Situation Analysis

The firm of Focus: **Multipro Enterprise Limited**

Product Under Review: Hypo Bleach

Business Industry: Bleach Industry

Business Location: Nigeria

Rationale for Choice: The adequate application of marketing knowledge to obtain strategic competitive advantage within a short period of product introduction motivated our choice of company and her product.

Business success is a function of numerous factors that drive organizational performance directly or indirectly. No company can boastfully claim that they succeeded in their past operations without due consideration of key influencers like environmental factors in their business decision-making. This brings to the fore the pivotal role business environment study plays in winning strategy development and practice. The Environment of business can be classified into two key forms: The internal environment or microenvironment and the external environment or macro Environment. The internal environment of business refers to those actors and forces within the business that influence on the operational performance of the business. On the other side of the divide, the external environment of business captures those factors outside business operations that influence performance and can equally make or mire the business organization concerned if not properly managed. In light of the above, Adeoye (2012) argued that the environment of business is important and should be greatly considered.

Situation analysis helps businesses to have a mirror of their performances and identify areas that can be opportunities to be maximized for business gains or threats to be mitigated for business survival. Many business tools have been scholarly developed in the past to salvage problem of clarity and provide an in-depth understanding of topical issues that concerns business situational analysis. PESTLE analysis helps businesses to track actual or potential challenges posed by the external business environment and allows for proper planning of mitigation measures where necessary (Cullinane, 2019). SWOT analysis is a strategic tool that investigates the internal Strengths and Weaknesses of an organization as well as opportunities and threats provided by external factors of business. It helps business organizations to align their strategies to areas they have core competencies over competitors in the business environment. For effective strategic planning.

Competitor analysis is pivotal to help an organization track the performance of all players in their industry all fighting for higher market share with them.

The Nigerian business environment is very dynamic in nature. The presence of regular deployment of diverse marketing strategies by business organizations irrespective of their industry of practice makes a study into the Nigerian business climate more unique. Market leaders always develop and sustain strategies that maintain their market dominance. Market challengers always think out of the box to initiate appealing strategies to lure customers away from the market leaders into their organization. Market followers and niche players are equally not left behind in the strategic thinking game with a focus on achieving customer satisfaction, improving their business market positions, obtaining customer loyalty, gaining referrals, and maximizing profits for business survival in mind. The presence of strong competition by brands brings creativity and improved products capable of winning customers' trust.

The Bleach Market in Nigeria for a long period of time before today was solely dominated by a brand called JIK. Reckitt Benkiser Nigeria Limited as a producer of the once very successful JIK made tremendous success in market share, market growth, customer traffic, brand referral, and brand recall due to the massive acceptance and patronage of JIK by customers of the brand. The great achievements of the JIK brand in the market can be attributed to numerous factors ranging from the absence of strong competitors, favorable government policies to the organization, absence of buyer power due to a lack of options in the market. Interestingly, the high demand for hygiene and household cleaning products which the bleach market falls into as a category gave rise to more investors spying into the industry to spot business investment opportunities to be explored. This sudden attraction by new business investors into the Nigerian bleach market saw the introduction of JIK competing brands like Harpic and Hypo.

The ever-rising customer knowledge, reduction of customer purchasing power (income), and increased demand for low-priced bleach products saw intense competition in the Nigerian bleach market. Shockingly note, JIK relaxed in her innovation prowess of advancing from pet bottle packaging to diversifying into sachets and other convenient packages that would be better appealing to the changing customer demand. The pet bottle packaging made the larger populace see JIK as a bleach for only the high and middle-income earners and not for all segments of customers. The absence of sachets JIK that could be sold at a less expensive price to enable low-income earners to benefit from bleach usage created a pressing marketing need and business opportunity to be filled by any smart organization that thinks out of the box via situation analysis triggered by a good market research of the Nigerian Bleach Industry. Epifanova et al. (2015) argued that business sensitivity is measured by their role in searching for business opportunities and utilizing company resources in entering new markets with a simple strategy. This clarifies the need for businesses to match their thinking out of the box in identifying and utilizing business opportunities when they arise in the market.

The year 2011 witnessed the introduction of HYPO bleach into the Nigerian bleach market. HYPO was a product of Multipro Enterprise Limited that capitalized on the observed weaknesses of JIK to gain huge market acceptance in a short period of her introduction. The company made use of aggressive marketing campaigns to promote the product into the subconscious minds of actual and potential customers of the new product. Celebrity endorsements, trade shows, and other promotional tools deployed by the brand supported greatly in selling the key messages of affordability (Hypo bleach coming in simple sachets) and reliability which was captured in the product's unique selling proposition "Hypo go Wipe O". To add, the company invested heavily in numerous promotional campaigns like TV advertisements, newspaper publications etc. to push the brand to become people's favorite bleach in Nigeria. This gave HYPO bleach a market leader status in a time when competitors were mostly quiet and the advent of HYPO bleach gave a renewed hope for equality on the part of low-income earning Nigerians that earnestly sought for a common bleach provider that is affordable and reliable.

Furthermore, this study critically examines the key strategies deployed by Multipro Enterprise Limited's product "HYPO Bleach" in the successful launch and great market success of the brand in the Nigerian Bleach Market. The study is guided by key principles in the formation of a brand's marketing plan for effective business deployment to gain a strategic competitive advantage.

Marketing Objectives

To have a vision is sweet as an entrepreneur, but having a well-built sense of direction capable of achieving the desired vision is sweeter for a business to succeed. Marketing objectives are set to give an organization traction to ascertain that their marketing efforts align with set corporate organizational milestones as they concern the Marketing function. In line with our firm and Product of Study, Multipro Enterprise Limited makers of Hypo bleach see "**Product Affordability**" as a key Marketing objective. The choice and setting of product affordability objective translated into all planning of the organization to ensure that this goal was not compromised. This is evident in the packaging of hypo in sachets sold for low prices alongside other packages like pet bottles that can be appealing to middle- and high-income earners too.

The thoughtfulness of the makers of Hypo bleach can be well appreciated in their communication objective of **product affordability and reliability**. This can be clearly seen in all the thought-provoking questions and answers in every Hypo bleach promotional campaign. Questions like: Which bleach comes in simple sachets? **Hypo**. Which bleach is affordable? **Hypo**, which bleach is reliable? **Hypo, Hypo go Wipe ooo** have been constantly used in all promotional campaigns of Hypo to win customers' trust. The connection of Hypo's Bleach communication objective of affordability and reliability aligns with the earlier marketing objective of Hypo Bleach's affordability to create an integrated effect on the perceptual minds of actual and potential customers of Hypo Bleach.

Marketing Strategy

Nigeria as a nation is blessed with a large population size that avails business growth opportunities when properly utilized due to the ever presence of actual and potential customers. The business environment and unhygienic nature of the physical surroundings in Nigeria have made bleach usage a major household necessity. This has intensified the growing need for bleach products in Nigeria. The absence of numerous bleach producers and the ever-increasing demand for bleach products in Nigeria is a strength for all bleach producers in Nigeria. Additionally, the Nigerian bleach market also presents industry players with weaknesses, opportunities, and threats.

Multipro Enterprise Limited makers of Hypo bleach applied perfect Market Segmentation, Targeting, and Positioning (STP) strategies in their quest to produce and sell a compelling and satisfying brand (Hypo Bleach) introduced Hypo bleach well-packaged sachets to win and satisfy their customers. Before the advent of Hypo Bleach, the Nigerian bleach Market was solely developed to cater to only the high- and middle-income earners. The low-income earners market segment was totally neglected due to the fact that products by JIK and other brands were packaged and priced against the affordability of low-income earners. Market Segmentation enables the breaking down of a heterogeneous market segment into a homogenous market segment which an organization serves with its product offerings. Targeting is focusing on market segments spotted and positioning is pushing the products to the customers in various forms ranging from product attributes, benefits, etc.

As a marketing strategy, Hypo Bleach applied the STP properly to ensure the right market segment was spotted, and properly targeted and Hypo products were adequately positioned in their minds to be the first beach of choice when decisions around beach purchases are seen. This can be explained better via the packaging of Hypo bleach in sachets, pet bottles, and other forms to appeal to all market segments, setting low and affordable prices for Hypo bleach packaged in sachets, pet bottles, and other forms to appeal to all market segments. Other strategies are the creation of massive awareness to the entire Nigerian populace through numerous advertisements from many

media platforms, personal selling, and sales promotional acts like trade shows, price discounts, celebrity endorsements, and social media marketing. In addition, the intensive distribution strategy was effectively deployed by makers of Hypo bleach to ensure that every nearby shop or sales outlet close to residences has the product. This made customer access to Hypo bleach very easy and promoted mass acceptance, patronage, and customer referrals.

Furthermore, key elements of Market Penetration (Reduced prices of Hypo bleach at market entry stage), Market Development (creation of low-income earners market segment), product development (development of sachets as packages), and diversification as recommended by Ansoff matrix was practiced by Hypo Bleach producers. This truly supported the growth of Hypo bleach as a brand of choice and market leader in the Nigerian bleach Market.

Marketing Mix

The essence of marketing is customer satisfaction through the provision of needs meeting products capable of meeting customers' expectations. Marketing's greatest output is customer satisfaction (Farroq et. al, 2019). Customer satisfaction occurs when perceived benefits exceed perceived costs after the concerned customer has encountered the brand. A happy customer is the best advert for any business organization. They stand a great chance to tell the world about their happiness and at the same time bring customers to the brand. To verify the power of customer delight, Choi and Kim (2011) argued in their study that stakeholders are doing their best in an organization only when customers are satisfied with products offered by the same organization.

A marketing-centered organization needs a proper blend of resources to solve identified customer needs. The Marketing mix entails key factors that can be properly combined and utilized in solving customers' identified needs. The Marketing mix originated with primary elements (4Ps- Product, Price, Promotion, and Place) but has progressed to an expanded marketing mix (addition of 3Ps- people, Processes, and Physical Evidence). A business organization that maximizes all resources at its disposal in the combination of key factors capable of increasing customer's appetite for their goods and services would enjoy a strategic competitive advantage in its business environs. Similarly, all businesses should strive to differentiate themselves from competitors with a unique selling proposition that tells the key value their product offers to customers.

Product as a key element of the marketing mix is the key item provided by an organization that solves customer's identified needs. It captures the goods and services offered by an organization to its market. It tells the marketer's story of joy derived from its consumption. Products can be tangible or intangible depending on the nature of operations that the brand concerned undertakes. To authenticate the strategic role of the product as first in the marketing mix, Sing (2012) positioned the product as the most important element of the marketing mix. The product should keep promises promoted by marketing professionals in having the key potential to solve customers' identified needs.

Price as an element of the marketing mix tells the amount the product offered is to be sold. It is the second element in the marketing mix that provides financial value and serves as a potential for profitability to the organization offering her products for the consumption of actual and potential customers. Over time in the marketing journey, different pricing strategies have been extensively discovered and established. Examples of pricing strategies that can be adopted by any business organization include: skimming pricing, penetration pricing, markup pricing, target return on Investment pricing, competition-based pricing, and perceived-value pricing.

Promotion as an element of the marketing mix is the communication of a company's products to its customers. It could be in the form of advertising, personal selling, sales promotion, direct marketing, public relations, social media, marketing, and other forms. The idea behind promotion in the marketing mix is to inform, educate, appeal to, and remind customers of the offerings of a business organization. Promotion focuses on winning customer's minds to value the brand's offerings to be better than that of other brands in the market. It helps to build strong brand affiliations and

enhances easy brand recall when purchase decision-making is to be made. Business organizations are encouraged to strategically communicate the right messages with the greatest possible effect to the actual and potential customers.

Place as a key element of the marketing mix refers to the location or setting where a product can be seen or acquired. Place can be physical environment or virtual depending on the nature of products or services rendered by the organization. With massive technological advancements in all phases of life and business particularly, marketing managers should strategically explore virtual settings alongside physical environments where necessary. Additionally, place plays a critical role in the production and distribution of goods as it ensures that the customer problem-solving element (product) is well positioned in the right location and at the right time for easy reach by the company's customers.

People as an element of the expanded marketing mix capture individuals that are involved in the business process either actively or passively. A good people's management is a critical aspect of a brand's success. A happy person in a business organization brings improved customer service, creativity, and extraordinary energy from individuals to all activities in the organization. The business organization should explore strategies to showcase the best of their staff by improving their remuneration, training them, and providing a very friendly work environment capable of advancing staff strength and improving organizational effectiveness.

Processes as an element of the expanded marketing mix capture key modalities of how the business runs or flows. It showcases in entirety how the product is produced, distributed, and sold to ensure customer satisfaction is achieved. Processes also explain how customer complaints should be properly managed for business gains. Business organizations are encouraged to regularly design their processes in the best way to optimally achieve the best outcomes. Automation should be explored where necessary in the improvement of a firm's processes.

Physical evidence as an element of the expanded marketing mix encompasses everything the brand can be identified with. This includes the business aesthetics, product packaging, customer feedback letters, and all evidence required by customers to track a business's legitimacy to be reliable and verifiable in their operations.

Marketing Mix Application by Multipro Enterprise Limited Makers of Hypo Bleach

- **Product:** Hypo bleach is designed to provide quality stain removal services required of any top-quality bleach but in a classier way. It was packaged in various sizes ranging from sachets of 75ml, 1 liter, 1.5 liters, etc. The shape of Hypo bleach product packages is very eye-catching and the designs on the products are impressive. The products have brand-related information and guidelines for product use to make Hypo Bleach a customer-friendly product.
- **Price:** Hypo Bleach makers saw a basic need for a low-priced bleach affordable and reachable to low-income earners. The introduction of Hypo bleach in sachets of 75ml sold for less than One Hundred Naira (#100) solved issues related to high prices of bleaches in Nigeria due to the exorbitant prices of other competing bleach brands. The prices of other Hypo Bleach products are also customer-pocket-friendly. Price penetration strategy was used by Hypo Bleach to win the hearts of customers in the market, this gave rise to their sales turnover and reflected in mass profits by the organization. The Competitive pricing strategy was also used by Hypo Bleach makers to strategically position Hypo Bleach as the bleach of choice in customers' minds and purchase actions far above other competing brands.
- **Promotion:** Hypo Bleach makers stormed the Nigerian Bleach market with an Integrated Marketing Communication message that promoted Hypo Bleach as an affordable, reliable, and easy-to-reach brand. The organization also deployed various Marketing communication strategies to draw awareness of customers to their new brand as at when it was introduced.

Promotional strategies like celebrity endorsements, advertisements, personal selling, sales promotion, public relations, social media marketing, and others were aggressively and interactively deployed. This culminated in improved market share, brand awareness, brand recall, customer loyalty, and referrals.

- **Place:** The intensive distribution strategy was used in the distribution of Hypo bleach for easy customer access. The intensive distribution enables a product to be massively distributed and easy to be seen in retail shops nearest to customers. Hypo bleach is a convenience good and makes the application of intensive distribution of the product to be very easy.
- **People:** Employees of Hypo Bleach producers are always happy as clearly seen in their various sales outlets. A happy staff is the best motivation for organizational success. The remuneration as observed paid to employees of Hypo Bleach is encouraging which triggers employee delight and love for the organization.
- **Processes:** Multipro Enterprise Limited makers of Hypo Bleach designed Hypo Bleach to be a brand that meets all customers' expectations from idea creation to post-purchase decisions of customers.
- **Physical Evidence:** Hypo bleach tells one simple message as evidence. This message is about product affordability and reliability. Hypo bleach is affordable, reliable, and a trusted brand in Nigeria. This decoration of the company's offices tells the same story of a bleach product that is affordable and reliable. Every action so far by Hypo Bleach is a legitimate affordable and reliable bleach brand.

A marketing mix is a blend of key factors by marketing managers to ensure that customer satisfaction is achieved. This involves a high level of creativity and great market intelligence. Hypo bleach producers have so far shown absolute mastery of marketing mix knowledge and application in their management of their very excellent product "Hypo Bleach" in the Nigerian Bleach Market. With a USP and IMC showing product affordability and reliability, Hypo bleach has so far gained massive awareness in Nigeria, recorded a large market share, and currently holds market leader status in the Nigerian Bleach Market.

Marketing Implementation

The implementation of marketing programs is key in a marketing plan structure. At this stage, ideas are brought to life and actions are seen with all eyes on the marketing goals to be achieved. At this stage, marketing strategies are actioned, delegation is seen, practicality to the fullest is seen, tasks and projects are activated and regular work is done by people delegated to action marketing plans. A good marketing implantation is a big plus for the concerned organization.

Interesting to note, that the implementation stage of marketing implementation requires absolute professionalism in all phases to mitigate deviations and maximize the best possible outcomes. Proposed marketing goals during actions may witness deviations and issues may equally be seen around the implementation stage. In addition, the timing of project execution is key for optimal achievement of marketing goals during the marketing implementation stage.

To properly manage outcomes at the marketing implementation stage, the Gantt chart is a reliable tool well tested, trusted, and proven to be worthy of use by Marketing Managers. This chart helps in the provision of work start dates, key milestones to be achieved, task completion status, and deadlines for task closure. A good usage of the Gantt chart would help track marketing program success and help detect deviations timely by Marketing Managers.

Hypo bleach producers in their marketing implementation showcased great mastery of their business environment as there was cohesion in product introduction, project launch timing, and task delivery. This was reflected in quick product acceptance.

Marketing Control

The control function of marketing comes last in marketing plan writing. Marketing Control plays a vital role as it helps in identifying loopholes in the implementation phase via reviews done at the evaluation stage for corrections to be made. Marketing Controls help to ensure that marketing goals as stipulated to be achieved are going as planned. It plays a strategic role in tracking marketing performance for customer satisfaction, sales growth, customer loyalty, customer referrals, and other marketing performance yardsticks developed by a concerned business to be achieved.

With the ever-competitive and very dynamic business environment, marketing control helps in planning an organization's marketing programs by providing adequate information an organization can improve upon, spotting key organizational weaknesses that may hinder an effective marketing implementation. For marketing control to be effective, there must be standard metrics that should be used to measure marketing performance. This standard set would help in determining deviations from actual performances, reviewing areas to put things right, and supporting the business to be focused on its goal attainment.

The business organization should provide avenues that would encourage reporting of marketing actions as they occur. Good feedback timely given is a veritable tool for organizational survival. Business organizations also provide visionary leadership that would allow all marketing implementation team members to be free to share observations made and put up relevant recommendations as they concern the Marketing program's performance. Feedback should be received with love, properly scrutinized, and effectively actioned where necessary.

Marketing control requires sincere and unbiased reviews of marketing programs. When the review is done, the business organization can sincerely see areas they are doing well or not. When areas of failure are spotted, identified weaknesses can be controlled. Business resources are scarce and the available ones should be judiciously utilized. Control in marketing involves a proper sense of performance measurement, followed by a good evaluation and continuous monitoring with all eyes on the marketing goal.

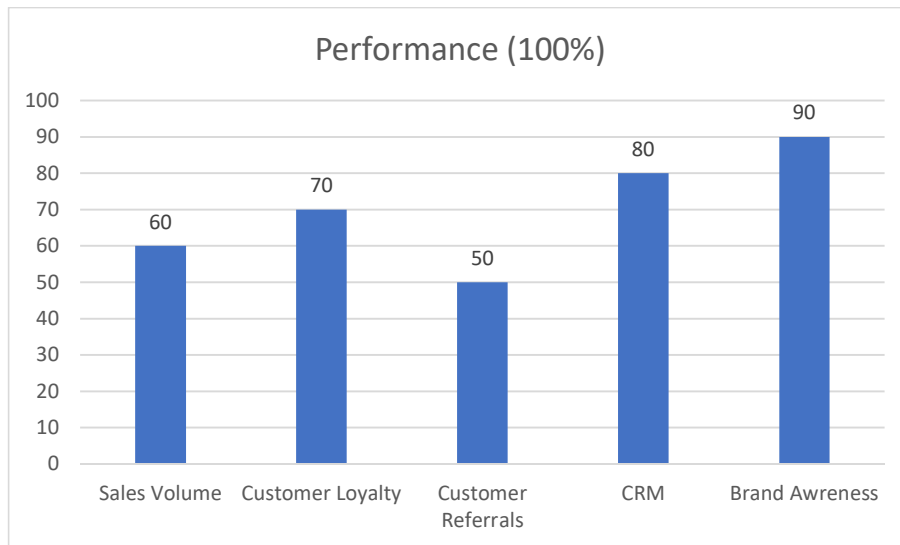
In the practical application of marketing control in line with our company of study, Multipro Enterprise Limited the producers of fast-selling Hypo Bleach continuously review their marketing operations to assess the performance of Hypo Bleach in the Nigerian Bleach Market. This helps them to find performance pitfalls, correct observed deviations, innovate new products, obtain new markets, or diversify their business operations in line with availing marketing opportunities.

Marketing Control Dashboard (A typical Example)

A marketing control dashboard showing the marketing performance of Hypo Bleach in 2019.

Note: Data used were randomly selected by the researchers' description to showcase marketing control in practicality.

S/N	Marketing Metrics	Performance rating (100 %)
1	Sales Volume	60
2	Customer Loyalty	70
3	Customer Referrals	50
4	Customer Relationship Management	80
5	Brand Awareness	90



Conclusion

A marketing plan provides details of all marketing tasks that are to be achieved in various stages to enable the business organization to achieve set Marketing goals. All stages in the marketing plan are important and should be taken into serious consideration for efficient and effective attainment of marketing goals. This study used Hypo Bleach as a case study in showcasing practical knowledge of Marketing plans. In line with this study's findings, the following recommendations are put forward:

1. Businesses should kick off their operations with an unbiased situational analysis to identify industry trends and spot opportunities in the market.
2. Marketing objectives should be SMARTLY set to give the business organization a sense of direction.
3. The right strategies that have the potential to achieve marketing objectives should be set.
4. Marketing mixes that matches business goal, and available resources and can optimize industry opportunities should be developed.
5. Marketing implementation of actions should be professionally carried out.
6. Regular control of marketing activities should be done to identify deviations and correct observed pitfalls from the marketing goal timely.

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