



INFORMASI PEMASARAN

Aryan Eka Prastya Nugraha, S.E.,M.Pd
(2018)

Collecting and Analyzing Marketing Information

Issues to Be Considered in a Situation Analysis

The Internal Environment

- Review of current objectives, strategy, and performance
- Availability of resources
- Organizational culture and structure

The Customer Environment

- Who are our current and potential customers?
- What do customers do with our products?
- Where do customers purchase our products?
- When do customers purchase our products?
- Why (and how) do customers select our products?
- Why do potential customers not purchase our products?

The External Environment

- Competition
- Economic growth and stability
- Political trends
- Legal and regulatory issues
- Technological advancements
- Sociocultural trends

Technological advancements

Sociocultural trends

EXHIBIT 3.2 The Relationship Among the Internal, Customer, and External Environments

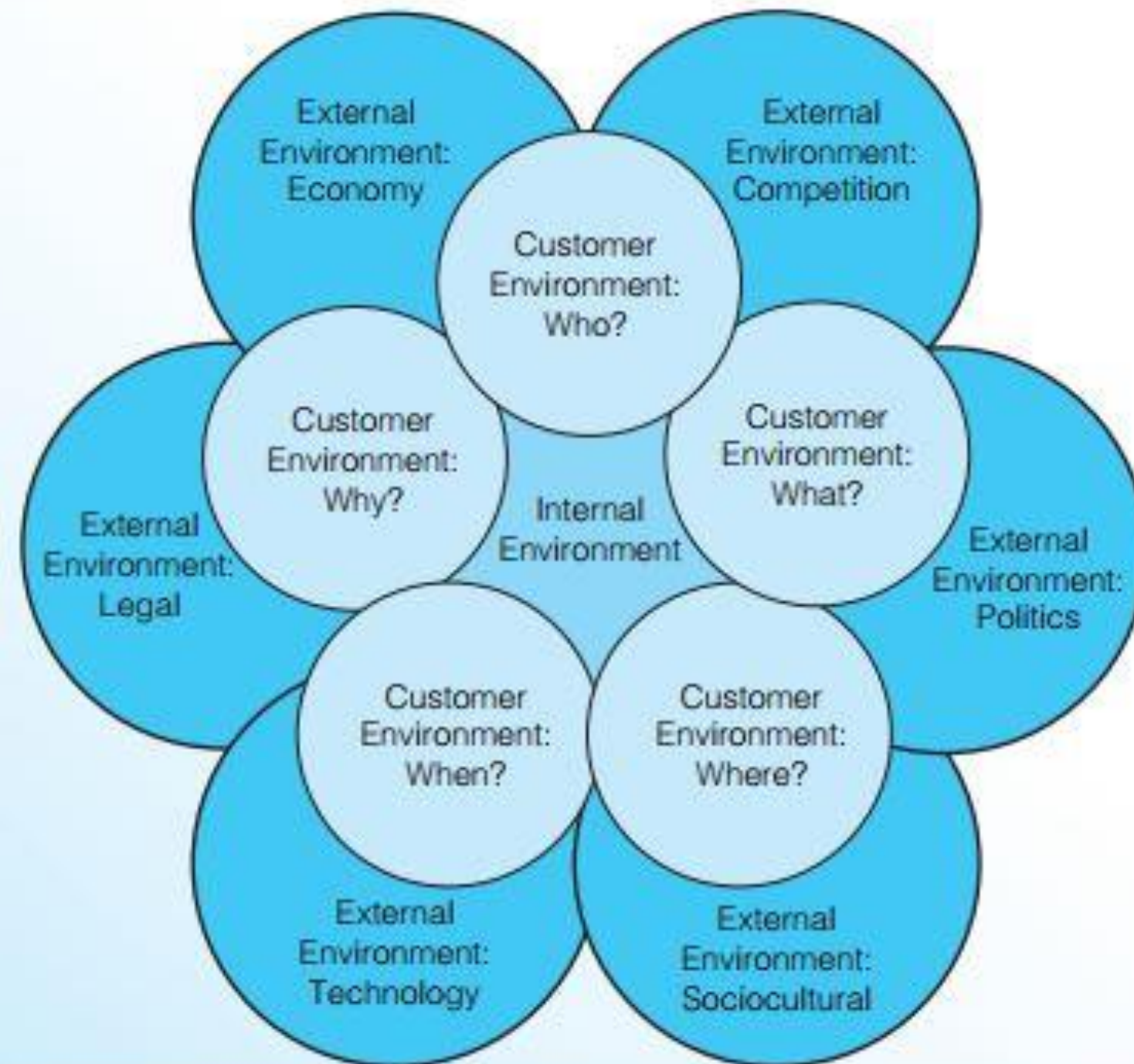


EXHIBIT 3.3 A Framework for Analyzing the Internal Environment

Review of Current Marketing Objectives, Strategy, and Performance

1. What are the current marketing goals and objectives?
2. Are the marketing goals and objectives consistent with the corporate or business-unit mission, goals, and objectives? Are they consistent with recent changes in the customer or external environments? Why or why not?
3. How are current marketing strategies performing with respect to anticipated outcomes (for example, sales volume, market share, profitability, communication, brand awareness, customer preference, customer satisfaction)?
4. How does current performance compare to other organizations in the industry? Is the performance of the industry as a whole improving or declining? Why?
5. If performance is declining, what are the most likely causes? Are marketing objectives inconsistent? Is the strategy flawed? Was the strategy poorly implemented?
6. If performance is improving, what actions can be taken to ensure that performance continues to improve? Is the improvement in performance due to a better-than-anticipated environment or superior planning and implementation?

zphelior hjanuunq auq iunbieweritrou;

iunbrolq; is the iunbrolawent in beifomawuce que to a petter-rtan-antibitared eunbrouwenti ol

e' if beifomawuce is iunbroluunq' mpat actionz cau pe taken to eunbrie ipat beifomawuce continues to

Review of Current and Anticipated Organizational Resources

1. What is the state of current organizational resources (for example, financial, human, experience, relationships with key suppliers or customers)?
2. Are these resources likely to change for the better or worse in the near future? How?
3. If the changes are for the better, how can these added resources be used to better meet customers' needs?
4. If the changes are for the worse, what can be done to compensate for these new resource constraints?

Review of Current and Anticipated Cultural and Structural Issues

1. What are the positive and negative aspects of the current and anticipated organizational culture?
2. What issues related to internal politics or management struggles might affect the organization's marketing activities?
3. What is the overall position and importance of the marketing function as seen by other functional areas? Are key executive positions expected to change in the future?
4. How will the overall market- or customer-orientation of the organization (or lack thereof) affect marketing activities?
5. Does the organization emphasize a long- or short-term planning horizon? How will this emphasis affect marketing activities?
6. Currently, are there positive or negative issues with respect to motivating employees, especially those in frontline positions (for example, sales and customer service)?

The Customer Environment

EXHIBIT 3.4 The Expanded 5W Model for Customer Analysis

Who Are Our Current and Potential Customers?

1. What are the demographic, geographic, and psychographic characteristics of our customers?
2. Who actually purchases our products?
3. How do these purchasers differ from the users of our products?
4. Who are the major influencers of the purchase decision?
5. Who is financially responsible for making the purchase?

What Do Customers Do with Our Products?

1. In what quantities and in what combinations are our products purchased?
2. How do heavy users of our products differ from light users?
3. Do purchasers use complementary products during the consumption of our products? If so, what is the nature of the demand for these products, and how does it affect the demand for our products?
4. What do our customers do with our products after consumption?
5. Are our customers recycling our products or packaging?

When Do Customers Purchase Our Products?

1. Are the purchase and consumption of our products seasonal?
2. To what extent do promotional events affect the purchase and consumption of our products?
3. Do the purchase and consumption of our products vary based on changes in physical/social surroundings, time perceptions, or the purchase task?

Why (and How) Do Customers Select Our Products?

1. What are the basic features provided by our products and our competitors' products? How do our products compare to those of competitors?
2. What are the customer needs fulfilled by our products and our competitors' products? How well do our products meet these needs? How well do our competitors' products meet these needs?
3. Are the needs of our customers expected to change in the future? If so, how?
4. What methods of payment do our customers use when making a purchase? Is the availability of credit or financing an issue with our customers?
5. Are our customers prone to developing close long-term relationships with us and our competitors, or do they buy in a transactional fashion (primarily based on price)?
6. How can we develop, maintain, or enhance the relationships we have with our customers?

Why Do Potential Customers Not Purchase Our Products?

1. What are the basic needs of noncustomers that our products do not meet?
2. What are the features, benefits, or advantages of competing products that cause noncustomers to choose them over our products?
3. Are there issues related to distribution, promotion, or pricing that prevent noncustomers from purchasing our products?
4. What is the potential for converting noncustomers into customers of our products?

Source: Adapted from Donald R. Lehmann and Russell S. Winer, *Analysis for Marketing Planning*, 6th edition (Boston: McGraw-Hill/Irwin, 2005). Copyright 2005 The McGraw-Hill Companies, Inc.

The Ongoing Challenge of E-Waste⁸

What do you do with an old computer, television, DVD player, cell phone, or any other consumer electronic device when it no longer works? Having the device repaired is typically not justifiable given the high repair cost relative to buying a new item. If you are like most people, you throw these devices into the trash, a drawer, or give them away. Therein lies the problem with electronic waste, or e-waste; which is now a major problem for electronics manufacturers, state and local governments, and the U.S. Environmental Protection Agency. Recent data shows that over 86 percent of discarded electronics (2 million tons) ends up in our nation's landfills. Many of these discarded items contain toxins such as mercury, cadmium, and lead which can contaminate the soil and water if they are not disposed of properly.

Because of the growing problem of e-waste, many state and local governments have taken steps to solve the problem. In 2007, for example, Minnesota required manufacturers to collect and recycle 60 percent of discarded electronics they sold in the state. Oregon followed suit in 2009. Today, only 20 states ban electronics from landfills. California, for example, mandates 100 percent recycling of used electronics,

Recycling Management Company, which is funded by its members—including Toshiba, Sharp, and Panasonic. Other companies use third-party recyclers, such as Waste Management, to handle recycling. Electronic Recyclers International, the country's largest recycler of electronic waste, processes 15 million pounds of e-waste every month at seven locations in six states. The company has over 2,000 clients, including Best Buy. Dell and Goodwill Industries developed an innovative strategy—the Reconnect Partnership—where Dell provides training and financial support to refurbish old computers. The effort saves over 2.7 million pounds of computer waste from going into landfills each year. The strategy is a huge win for Goodwill, which like other charities has been inundated with donations of unwanted electronics.

E-waste is now a lucrative business for recyclers as the industry generates over \$3 billion in annual revenue. It also generated a fair amount of controversy when it was discovered that some recyclers were exporting e-waste to other countries (mostly Asia, Mexico, and Africa) for disposal. These countries have lax environmental laws that make the e-



but adds \$8 to \$25 to the price of new items to help offset the recycling costs. To date, there is no federal law that governs e-waste, though Congress has been looking into the issue. One such proposal adds recycling requirements for electronics retailers as well as manufacturers. Such actions put enormous pressure on these companies, many of which do not have reverse supply chain procedures in place to handle incoming e-waste. Television manufacturers face the biggest obstacles in recycling. Old televisions are big, heavy, and often very difficult for consumers to haul to recycling facilities. Further, the number of recycled televisions is growing rapidly as consumers switch from analog CRT televisions to flat-panel digital models. Consumers are also confused about what they are supposed to do with obsolete and broken electronics.

To handle the growing demands for recycling, the industry established the Electronic Manufacturers

waste problem much more difficult in communities where the e-waste is stored. Such actions are a violation of the Basel Convention—an international agreement that restricts trade in hazardous waste. The U.S. has yet to ratify the agreement. However, the EPA does require approval before U.S. companies can export CRT displays (computer monitors and televisions with picture tubes), which are among the most dangerous types of e-waste. Due to the growing importance of the e-waste problem, many companies—like Dell—have published formal policies regarding e-waste and e-recycling. In addition to electronics manufacturers, retailers and service companies are now on board. Amazon, for example, recently launched an electronics trade-in program. The company will accept trade-ins for over 2,500 devices in exchange for credit good for future Amazon purchases.

EXHIBIT 3.6 Examples of Major Types of Competition

| Product Category (Need Fulfilled) | Brand Competitors | Product Competitors | Generic Competitors | Total Budget Competitors |
|---|--|---|---|---|
| Compact SUVs (Transportation) | Chevrolet Equinox Ford Escape Honda CR-V Jeep Compass | Mid-size SUVs Trucks Passenger cars Minivans | Rental cars Motorcycles Bicycles Public transportation | Vacation Debt reduction Home remodeling |
| Soft Drinks (Refreshment) | Coca-Cola Zero Diet Coke Pepsi Cola Diet Pepsi | Tea Orange juice Bottled water Energy drinks | Tap water | Candy Gum Potato chips |
| Movies (Entertainment) | <i>Harry Potter</i> <i>Twilight</i> <i>Star Trek</i> | Cable TV Pay-Per-View Video rentals | Athletic events Arcades Concerts | Shopping Reading Fishing |
| Colleges (Education) | New Mexico Florida State LSU | Trade School Community college Online programs | Books CDs Apprenticeship | New Cars Vacations Investments |

Exercises

1. Choose a specific product that you use on a daily basis (such as food items, toiletries, or your car) and apply the 5W model in Exhibit 3.4 to yourself:
 - a. Who are you (demographics, psychographics, etc.)?
 - b. What do you do with the product (consumption, storage, disposal, etc.)?
 - c. Where do you purchase the product? Why?
 - d. When do you purchase the product? Why?
 - e. Why and how do you select the product?
 - f. Why do you not purchase competing products?

Assume your responses are similar to millions of other consumers. Given this profile, how would you approach the marketing strategy for this particular product?



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



That's all. Thank you! 😊

Any Questions?