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Ans to the Q NO 2:- BCG Matrix group

Matrix is a strategic management tool that helps companies analyze their product portfolios. The matrix categorizes a company's product or services into four categories: Stars, Cash Cows, Question Marks, & Dogs. Each category represents a different level of market share and growth potential.

Limitations: Despite its many advantages, the BCG Matrix is not without its constraints.

Some of its limitations include the following:

* The BCG Matrix employs two dimensions, namely relative market share & market growth rate, which do not exclusively indicate profitability, attractiveness, or success.

* The synergy between brands is ignored.

* Even businesses with a low market share p-1

have the potential to generate profits.

* Obtaining a high market share can come with high costs and doesn't always result in increased profits.

* Dogs can occasionally provide a competitive edge for businesses or products.

* The model doesn't account for small competitors with rapidly increasing market shares.

Ans to the: q: no 3. a) Marketing myopia:-

Marketing myopia is a situation when a company has a narrow-minded marketing approach and it focuses mainly on only one aspect out of many possible marketing attributes. A brand focusing on the development of high-quality products for customers who disregard quality and only focus on the price is a classic example of marketing myopia.

Ans: to the q: NO 3. b): Macro marketing has always had a wide range of potential applications. Because of this it is more concerned with issues that go beyond micromarketing. Macro marketing is a strategy for dealing with issues at the market society interface. It is generally regarded as a tool that aids in the evaluation of marketing's advantages and disadvantages. Functioning mechanisms that can be used to improve marketing processes and systems are of interest to macro marketing.

Micro:- Micro marketing is strategy that targets a small group of customers with very specific wants and needs. Micromarketing is a type of advertising that only tries to reach a small group of people. It should focus its marketing efforts on them when the group is small enough to do so.

Ans: to the q: NO 4:
Not all customers are created equal.
Not even the most loyal ones ultimately companies
Should focus more on their ~~pot~~ profitable customers
according to their potential profitability and
customer loyalty. This classification is called
customer relationship groups.

Customer Relationship Groups:- The four
Relationship Groups.

① True Friends:- They are our loyal customers
and bring in high profitability.

② Butterflies:- They are loyal customers that
bring in high projected profitability but their
loyalty is not as strong as the first group.

③ Strangers:- They are customers with little
projected loyalty and bring in low profitability.

④ Barnacles: our long term customers
but no profit can be extracted out of them.