

Q2

What is Planning.

Planning is a process by which a corporate fulfil his goals. They make Policies and give <sup>diferent</sup> task to an employee.

Importance of Planning :-

a- Effective and efficiency :-

Due to good planning, firm can fulfil their goal at lower cost.

b- Responsibility assign to an employee :-

~~Due~~ <sup>to</sup> Proper planning, a Manager assigns responsibility to an employees which result every employe perform his own task and every one responsible his own deed.

The contingency factors affect  
Planning.

Planning <sup>is</sup> made by  
a manager. Planning is  
fixed and does not change  
by the higher authority.

It is today, ~~not~~ business  
environment is quickly change  
due to certain factors.

Interest rate :-

when a government raises  
interest rate, it affect  
a business planning. a  
Company makes Proper Planning  
for collecting fund to a  
new project and they make  
proper profit and loss account  
but when interest rate is  
changed then ~~all~~ business  
planning is affected. They  
have to change business plan.

Political and legal challenges :-

~~change~~ ~~when~~ political and legal  
~~the~~ some time are caused of  
a business planning change.

When political instability arise in a country, it affect a bussing planning. law is affect bussing planning because when <sup>law</sup> changes then it affects business plans.

~~Environment~~

Economy :-

when an inflation rate is high in a country, people less spend their wealth and it affects a business planning because a company launched his product but consumer can't buy it due to high inflation.

Competitor :-

when many businesses ~~men~~ enter in a same stream products with the new innovations, the company business planning is affected because consumer go towards innovative products.

How manager can effectively plan in today's environment. There are two types of management who make ~~project~~ planning about project.

(1) Centralized management :- Centralized management is a management who makes planning and enforce to overall business. There are a few people who make planning about business projects.

(2) De-centralized management :- De-centralized management is a management where planning authority is given to all lower level <sup>managers</sup>. There 1st line manager (regional manager) who makes planning and fulfil the organization motive.

Best method

De-centralization management is effective because local level manager know about

local level environment.  
They understand how to  
make good planning and  
meet the organization on  
this current situation.

In centralized <sup>-management</sup> system, they  
do not know about  
the local level and  
they can make efficient  
planning.

Example

A company name is  
Marga clothes limited. Its  
office is in Lahore. Its  
official decide to  
distribute this brand  
at every tehsil level shops.  
The manager did not know  
about the consumer behaviour  
and his economic position  
at local level. There ~~for~~  
centralized method will  
not ~~be~~ <sup>be</sup> effective planning  
b/c they do not know ~~at~~  
the local people position.

If the company gives authority

to ~~make~~ local level manager who decide distribution of clother because they will know the position of consumer.

Share given to manager:-

When directors give share to manager in bonus then the manager will try to make a good planning. ~~Therefore~~, their interest is involved in company's share. when they make good plan then the company share price high and the manager will earn more money. It results company performance will also raise.

Q3

What is marketing mix?

Marketing mix is a method of increasing the sales and attract the customer. There are mainly 4's which are used for attract

Customer.

Product :-

Product is important element in the marketing. In past time, Manufacture focus on production and consumer have to buy it because there were not competition in market, Now, ~~the~~ <sup>has</sup> competition raised and manufacturer focused on product.

How product attract consumer:-

Product attracts consumer because this product fulfill ~~the~~ <sup>the</sup> consumer ~~demand~~ needs and wants. Before development of a product, marketer find ~~identify~~ consumer needs and wants ~~and~~ then provide product to customer.

Place :-

Place is also ~~a~~ important factor in marketing. Marketer first identify the market place where he will launch ~~a~~ product, marketer

Segmentation in the demography because there are large population. Every one behaviour is different from another; there is segmentation method used.

### 3 Price

Price is an amount which is paid by consumer. Manufacturer determine product price based on cost of good sold, distribution and selling expense and profit.

Role in marketing

Rich people can pay a huge price for a high brand product. Poor people find lower price goods which meet their needs.

Consumer wants to full fill his needs and wants by giving this amount.

### 4 Promotion:-

When product, place and price are decided then marketer launch marketing campaign for promoting the goods. Marketer



know where his customer  
present and they used  
those media where his  
customer present in high  
number.

How its affect on increasing  
the sales volume of a company.

The 4's method uses  
in marketing for increasing  
the sales volume of a  
company. Product fulfills  
the consumer needs and  
wants. Place is a ~~stage~~  
target site where a company  
sell his good ~~for~~ at profit.  
Price is also important  
factor because consumer  
want to fulfill his demand  
at lower price. Promotion  
is a campaign where product  
message is forward to  
other people. These 4's  
method uses then the  
sale volume of a company  
raise.

Q5

Integrated Marketing Communication:-

Integrated marketing communication is an approach to promoting a message through multiple pathways: a new logo, slogan or strategy through multiple media etc.

This method is successful because ~~to~~ there is used multiple approach such as modern way and traditional way.

Major components of integrated marketing communication

There are many major components of integrating marketing communication.

a Advertising :-

is one of the effective ways of brand promotion.

Advertising helps the product

in ~~people~~ promotion in

people, and maximum people

aware about product. Advertising  
does not create ~~brand~~ <sup>consumption</sup>  
~~of a~~ particular product/  
service but also create  
brand promotion.

b Personal selling :-

is also one of the most  
effective tools for integrated  
marketing communication. Personal  
selling goes a long way  
in strengthening the relationship  
between the organization and the  
end-users.

Personal selling involves the following  
steps.

Prospecting :-

Prospecting helps to find the  
right and potential contact.

Marketing ~~contact~~ <sup>first</sup> contact :-

Marketers needs ~~to~~ <sup>to establish</sup>  
<sup>first</sup> contact with their prospective  
clients through emails, telephone  
calls, etc.

## C Public Relation Activities:-

Public relation activities help promote a brand through press releases, news, events, public appearance, etc.

## D Different Approaches:-

Not all marketing plans are the same because different plans have different ~~part~~ objectives. These are the most common types of integrating marketing communication plans, each one dependent on what the creating the plan is hoping to accomplish.

### External:-

Company outsource the task of marketing to a marketing firm.

### Internal:-

When a company internal environment is friendly and employees are happy then these employees make efficient products.

Q6

Supply Chain :-

Supply chain is the network of organizations that are involved, through upstream and downstream linkage, in the different process and activities that produce value in the form of products and services in the hands of ~~the~~ <sup>ultimate</sup> customers.

Competative Strategies :-

Competative strategy is a strategy by which a supply chain company give best service from another company.

Example - Leopard logistic company deliver his goods in two days. and TCS delivers in one day. Here TCS company has competative advantage.

How a company need to achieve Strategic fit b/w the Supply Chain and competitive strategies.  
Achieving Strategic fit:-

A company's Strategic ~~is~~ clearly spells out the set of customer needs that it seeks to satisfy through products and services having a defined set of attributes.

Process of achieving strategic fit:-

Strategic fit b/w competitive strategy supply and supply Chain strategy refers to the consistency b/w the Customer needs that the competitive strategy aim to satisfy and the supply chain capabilities that the supply chain strategy aim to build.

Three steps are involved:-

1. Understanding the customer needs regarding attributes the supply.

2 Understanding the Supply Chain attributes.

3 Achieving strategic fit. Making decision on the supply chain to best serve the need of the target segment customers.