

TOTO

Assessment 3

Marketing Strategy Recommendations

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Background

TOTO is a big brand that is increasing its product's line in Australia. The discussions were made in assessment 2 that provided with the segmentation, position, differentiation and the target customers for the company in the new country. The assessment provided the detailed knowledge of the position of the company and its reputation in the market. The company is having a good image in the global market and has the competitive advantage to grow and sustain in consumer market of Australia. According to the positioning map of the company it is clearly shown that the company is having a good position among the competitors and can develop increased market share if they move in Australia. The following assessment provides the strategies that support the company in expanding the business in Australia.

2.1 Target Market and Positioning Statement

2.1.1 Target market

The target market selected for the product is the people falling in middle class. As the product is highly used and is fulfilling the requirement of the whole population, the targeted customers are among those who are there to attain the product and need to advance themselves (Clark et al., 2016, p. 0157304). It is also suggested that the product will be demanded by middle age and elder people who generally belong to middle class in Australia. The people ranging from the age 50 and above are likely being attracted more towards the product.

2.1.1 Positioning Statement

“To provide the most exclusive toilet and sanitary items to people aged 50 and above in Australia and providing customer satisfaction”

The older and middle aged people having a decent income level will be targeted for marketing the sanitary products of TOTO. The suitable marketing mix strategies will be used by the company to market the product effectively. The customers will be highly valued by the comfort of the products and after sales service of the company. The company has gained the perception of worlds most sophisticated toilets and the customers will be highly satisfied with the product as the brand has a good image of the product in the market.

2.2. Marketing Strategy Recommendations

2.2.1 Promotion strategy

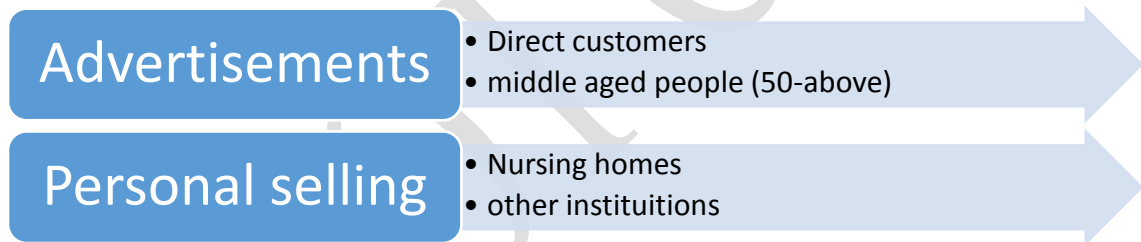
The perfect blend of the personal and non-personal selling is termed as the promotional mix. The required marketing mix strategy for TOTO to enter in the Australian consumer market is to work efficiently with promotional strategies. The promotion techniques may include advertising, product placement, public relations and direct publicity of the product according to Mohammad (2015, p. 67). The product can be promoted highly with the help of effective advertising and personal selling of the product. As the product is being targeted to the customers of older and middle age, they can be provided with the direct selling and advertising techniques to sell the product.

According to Ismail et al., (2017, p. 574) the large companies use different ways to market their product and use a lot of advertising methods to promote their products. The

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attractive offers and marketing approaches can be used to promote the products. The target market that has been identified in assessment 2 is the people of middle and elderly age having a good income level. They can be targeted using the effective advertising and marketing strategies. This would include mainly the methods of mass communication including electronic and print media to reach out to target audience.

The marketing strategy theory that can be directly related to the concept is the push strategy of marketing that will allow TOTO to market the product effectively to the target customers. The recommended promotional strategy will be highly favorable for the company in meeting their objectives and gaining mass market among the consumers of Australia. The step by step process of the company to promote the product is given under.



2.2.2 People strategy

According to Chen et al., (2017, p. 6543) the people strategy in the marketing mix is referred to the people and the employees who are working for the company and playing a major role for enhancing company's performance. The ability of the company to recruit, select and hire the right people for the job is the most important element for the company to perform the operations smoothly (Awad et al., 2015, p. 299). Within the company TOTO, the product line is sanitary products that require comfort and high satisfaction of the customers. The labor and the managers that are there in the product line shall be highly skilled to produce the product that can

match the company's perception of exclusive toilet. The company is recommended to recruit and select highly competitive labor and staff for increasing business.

The expansion of business in Australia will require skilled labor and effective work force for marketing and sales department. According to the study of Tobey et al., (2016, p. 562) the efficiency of the employees in developing connection with the customers and gaining their satisfaction is the highest profit of the company. It is suggested that the company shall train and develop the employees along with the marketing team to be competitive and to deliver message completely and effectively to the consumers so that they are attracted towards the product.

Being a big brand and operating in the market since a very long time, the company is gaining the competitive advantage with the good brand name. According to the study of Khan, (2014, p. 95) it has been observed that the good employees and the effective workforce of the company can develop increased customer base and in contrary to this the employees or the marketers who are unable to deliver the message properly can adversely affect the sales of the product. TOTO can gain increased customer base and can satisfy the consumers up to the highest level if the employees and the people associated with the company are performing well and are representing the product right manner.

2.2.3 Process Strategy

The company shall have the effective and smooth process for the betterment of the company's functions going on with the right flow. According to Raju, Lonial and Mangold, (2015, p. 63) the process strategy is foremost part of the company that needs to be highly effective and competitive. The process flow can vary according to the nature of the company and the marketing of the products. The effective process of the company is required to have the effective flow and supply of the products in Australia. The effective process of the company is

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helpful for minimizing the cost and being beneficial for the company for promoting the products. The efficiency of supply chain of the company is to be observed. In the case of TOTO, the company needs to have the proper flow of the production in terms of raw material that can manage the timely position and meeting the needs of the demand (Vidaver and Brønn, 2015, p. 53).

According to the study of Mohammad (2015, p. 82), the company moving globally needs to have the efficient process that can timely circulate the products within the country and other countries as well. The products are required to be sold and supplied to the customers on time when needed by the customers. Within the production business, the company is supposed to have the proper process of the supply and demand that can be maintained with the process flow of the company. The consumers of Australia can be provided with the products on time and the delivery can be made possible only when TOTO have the ample amount of products ready to be supplied.

TOTO can easily supply the products in Australia by maintaining the effective process of supply chain and operating it efficiently. The product sold to the customers and with fixing and after sales service is included in the process. The effective process of the company may result in indirect marketing and can be attained by more customers through positive word of mouth. It is recommended that TOTO shall provide the fixing and after sales service to the consumers of Australia. The efficiency of the process and maintaining the good customer relations can lead to increased sales of the company (Lovelock and Patterson, 2015). The effective process and the efficiency of the system will allow the company to move in other countries as well. It will help TOTO in increasing customer relations and gaining increased consumer base.

2.3. Conclusion

The assessment 2 and 3 provides with the detailed information and strategies of TOTO to expand the business in Australia and gain the increased consumer base. The target consumers and the positioning of the company have been specified. The suggestions and recommendations for the company to expand in Australia have been provided in detail in the assessment 2. The marketing mix strategies of promotion, people and process have been identified to carry out the marketing process. The recommendations have been made to develop the consumer base in Australia that can develop the business in the new market. The recommendations have been made on the basis of the Australian market and will help the company in gaining increased market share.

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