



TTC - MESTRADO EM MICROBIOLOGIA APLICADA
IE - MESTRADO EM MATEMÁTICA APLICADA ECONOMIA & GESTÃO
ITT - ENGENHARIA BIOMÉDICA E BIOFÍSICA
IE - OPCIONAL PARA 2º CICLO

FCUL – 2019/2020

AULA 7
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SUMMARY

- SWOT ANALYSIS
- TOWS ANALYSIS
- MARKETING: market segmentation and classification;
- MARKETING: the Marketing Mix

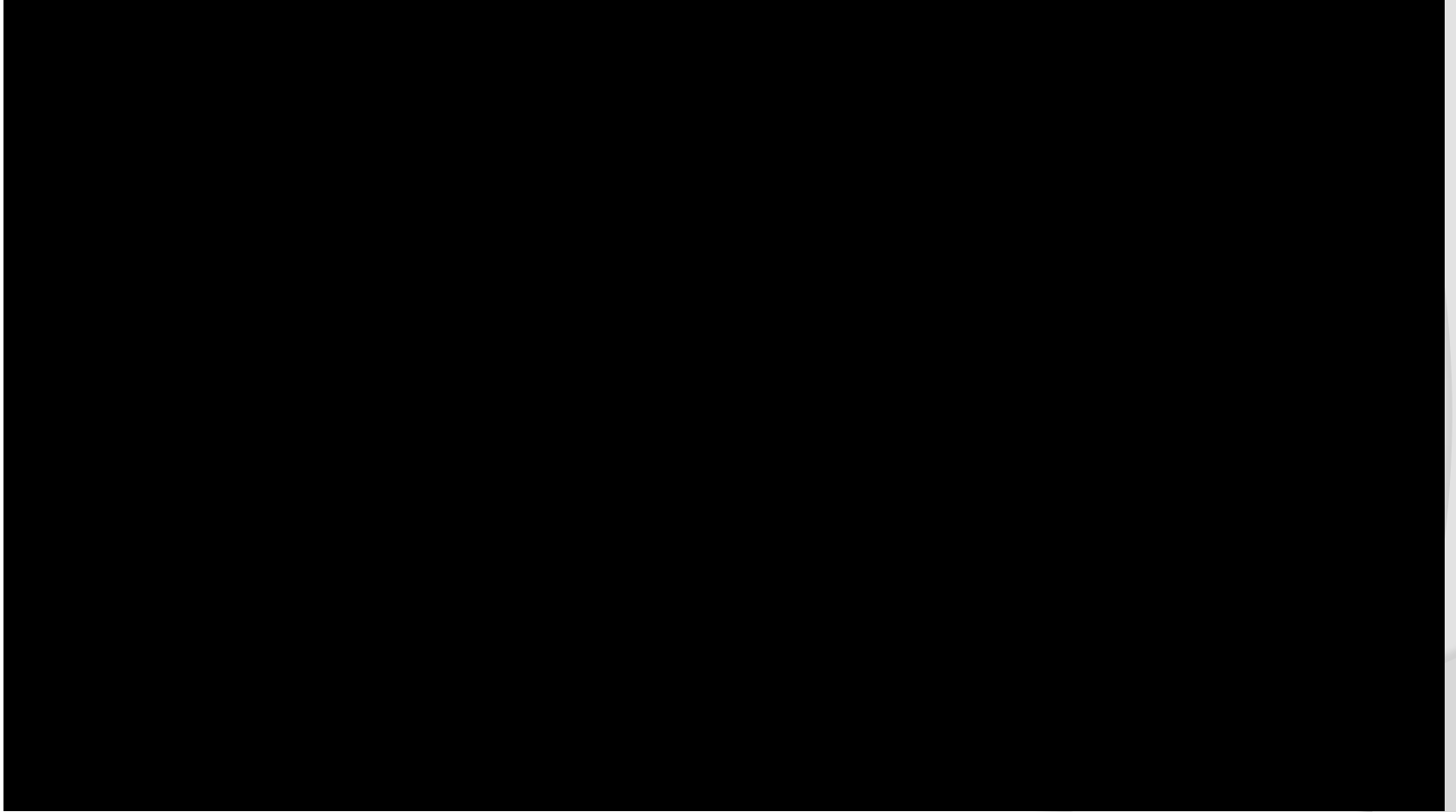
HOW CAN YOU KNOW IF YOUR IDEA/BUSINESS IS IN GOOD SHAPE?

SWOT ANALYSIS

SWOT (1)

- ⦿ Powerful technique to organize and understand information about your business
- ⦿ List your **S**trengths and **W**eaknesses, and look for **O**pportunities and **T**hreats you face
- ⦿ Help you uncover opportunities that you are well placed to exploit.
- ⦿ Help identify goals that are a good strategic fit for your organization
- ⦿ By understanding the weaknesses of your business, you can manage and eliminate threats that would otherwise catch you unaware

SWOT (2)



STRENGTHS

What is **golden** about your company?
What do you do well (in sales, marketing, operations, management)?
What are your assets?
What are your core competencies?
Where are you making money?
What experience do you have?

OPPORTUNITIES

Where is the **blue sky** in your environment?
What new needs of customers could you meet?
What are the economic trends that benefit you?
What are the emerging political and social opportunities?
What are the technological breakthroughs?
Where niches have your competitors missed?

WEAKNESSES

What looks a bit **rusty** inside your company?
What do you need (customer service, marketing, accounting, planning)?
Where do you lack resources?
What can you do better?
Where are you losing money?

THREATS

Where are the **red alerts** in your environment?
What are the negative economic trends?
What are the negative political and social trends?
Where are competitors about to bite you?
Where are you vulnerable?

SWOT (4)

⦿ Internal-External analysis

- **S W** are **internal** factors affecting your venture
- **O T** are **external** factors affecting your venture

SWOT EXERCISE





- ⦿ National brand implemented
- ⦿ 400.000 Machines & 200 million capsules sold
- ⦿ Lower prices than main competitor
- ⦿ Associated with Re-think social project
 - Capsule and coffee recovery
 - Sustainable logistics

SWOT Analysis



Análise SWOT

Análise interna

- **Pontos fortes:**

- Preços mais acessíveis;
- Design atractivo das maquinas;
- Pertence ao grupo Delta
- Forte politica de distribuição.

- **Pontos fracos:**

- Não foi pioneira;
- Pouca publicidade e comunicação;
- Lojas em locais pouco estrategicos.

Análise SWOT

Análise externa

- **Oportunidades:**

- Mercado em expansão (café em cápsula).

- **Ameaças:**

- Crise mundial pode levar a diminuição do consumo de café em cápsulas;

- Aparecimento de mais concorrentes;

- Aumentos dos impostos.

MINIMAX ANALYSIS (TOWS Matrix)

- ⦿ How to minimize W while maximizing S?
- ⦿ How to minimize T while maximizing O?

	S	W
O	SO (maxi-maxi)	OW (maxi-mini)
T	TS (mini-max)	TW (mini-mini)

TOWS Matrix

TOWS Matrix

		Internal Environment	
		Strengths	Weaknesses
External Environment	Opportunities	S1O1: ... O1: ... O2: ... O3: ...	W1O1: ...
	Threats	T1: ... T2: ... T3: ...	W1T1: ... W1T2: ... W1T3:

HOMEWORK

- ⦿ Define your industry and your market
- ⦿ Define your channels and customers relations
- ⦿ Prepare your MVP-V1
- ⦿ Business SWOT – to include in the elements of your K2B project, at the end of the classes
- ~~⦿ Prepare your PERSONAL swot analysis (for delivery in 2 weeks) and do your TOWS matrix~~

MARKETING

- What is it?
- What do we use it for?
- How does it work?



What Is Marketing?

- ◉ Developing, promoting, and distributing products to satisfy the wants and needs of a customer
- ◉ 2-Way street connecting product maker/seller with customer



MARKETING

The RIGHT product,
in the RIGHT place,
at the RIGHT price at
the RIGHT time!

(Adcock, Halborg and Ross, 2001)

To do Marketing you need to know your
Industry/Market/Customer!

Classification of Markets

- ⦿ Will use the product
- ⦿ Will not use the product for profit
- ⦿ Will use product to make other products or to resell



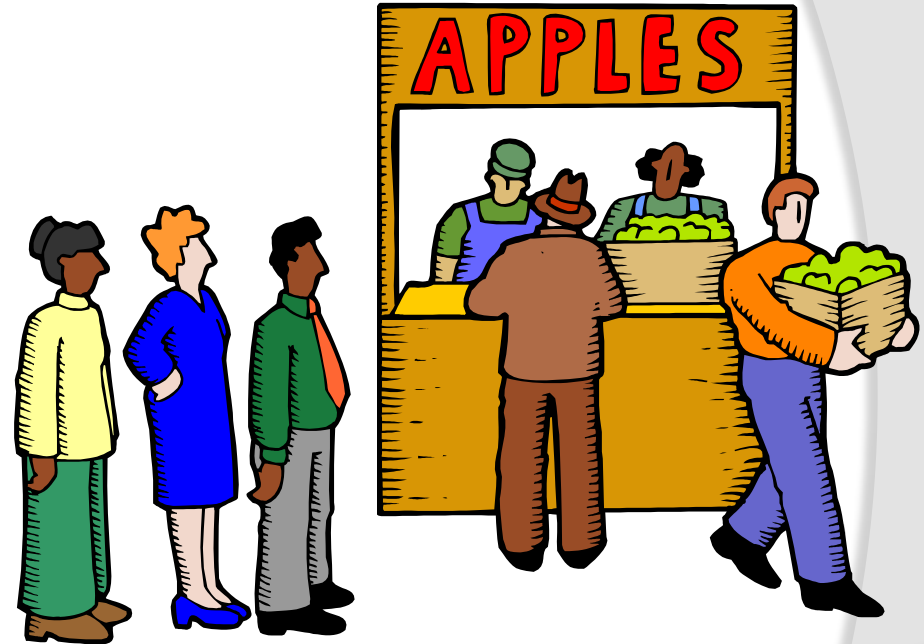
Consumer (B2C)



Business-to-Business (B2B)

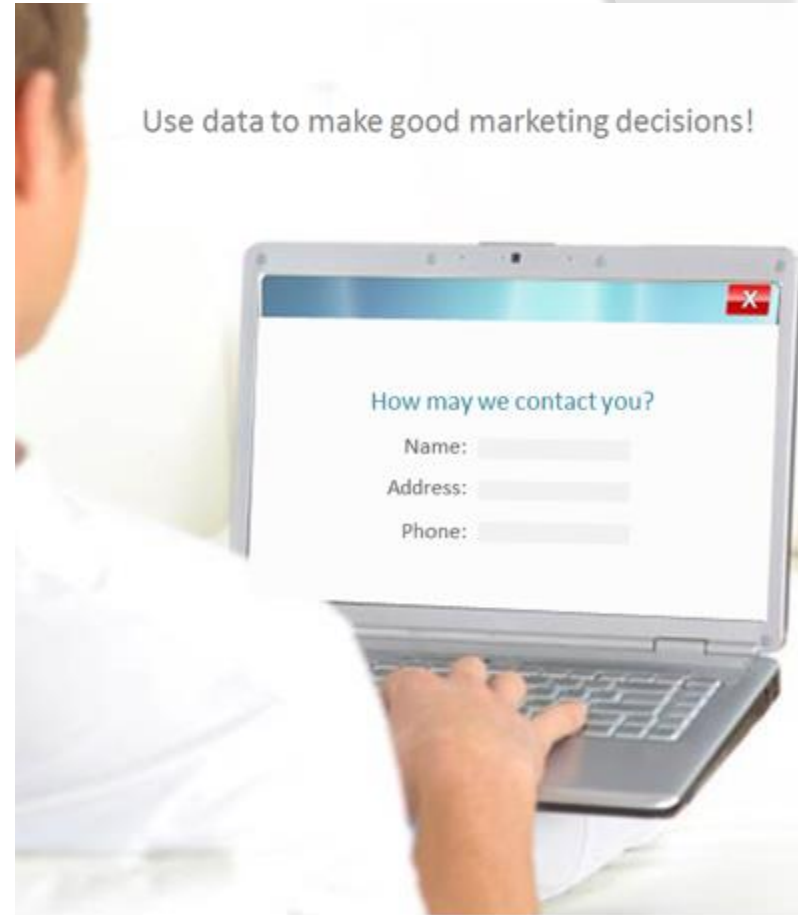
Customer Behavior

- Understanding customer is critical for success
- Consumer and business buying behaviors are different



Managing Marketing Information

- ◎ Data gathering:
 - Internal data;
 - marketing intelligence;
 - marketing research
- ◎ Data management:
 - Customer Relationship Management (CRM)
- ◎ Data use:
 - make good marketing decisions



Marketing Strategy and Planning

- ① Use resources to increase sales and gain competitive advantage
- ① Identify target market
- ① Develop marketing mix

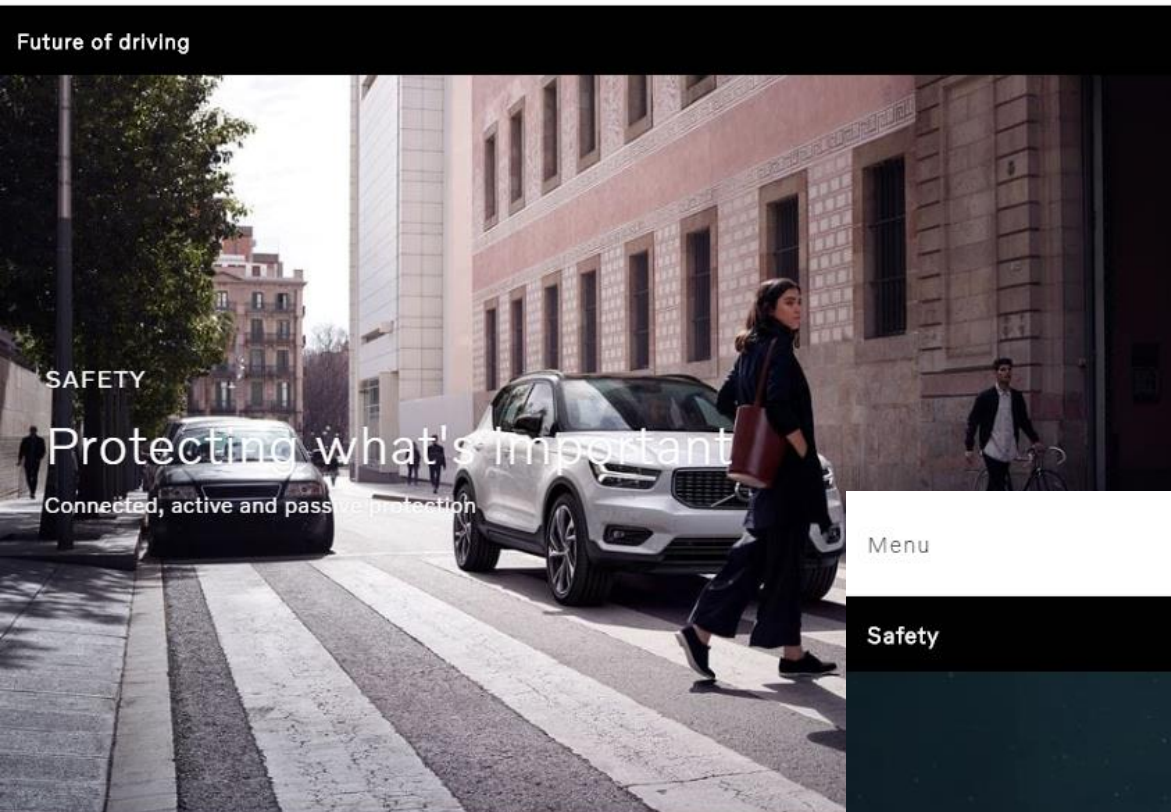


Target Market and Market Segmentation

- Analysis of customers; not products



- Specific segment of customers – similar wants & needs
- Higher probability of meeting customers needs
- Strategic positioning



Some things get better every day

Our vision is that no one should be seriously injured or killed in a new Volvo.



THE E.V.A. INITIATIVE

Cars should protect everyone.

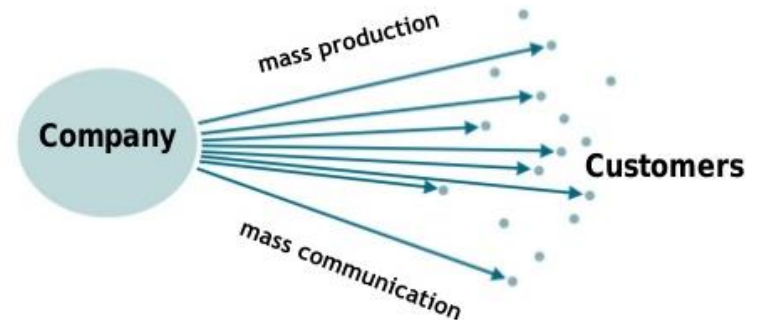
Some people are less safe on the road than others. That's why it's time to share more than 40 years of safety research – to make cars safer for everyone. Not just the average male.



Mass Market

- ⦿ Market to a large number of end consumers
- ⦿ Encompasses a wide variety of consumers with different needs, uses and price point

Mass market model



Consumer Market Segmentation

B2C

- ⦿ Demographic
- ⦿ Geographic
- ⦿ Psychographic
- ⦿ Behavioral

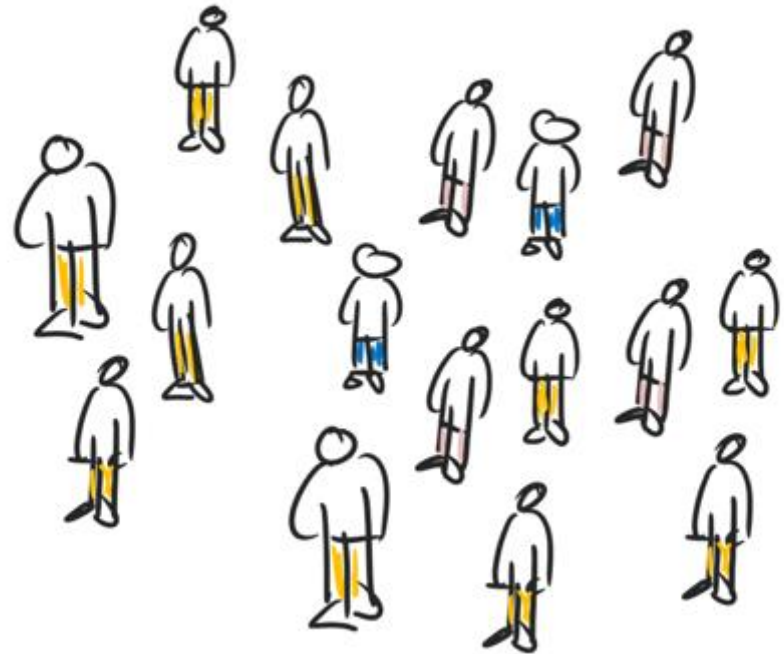


Business Market Segmentation

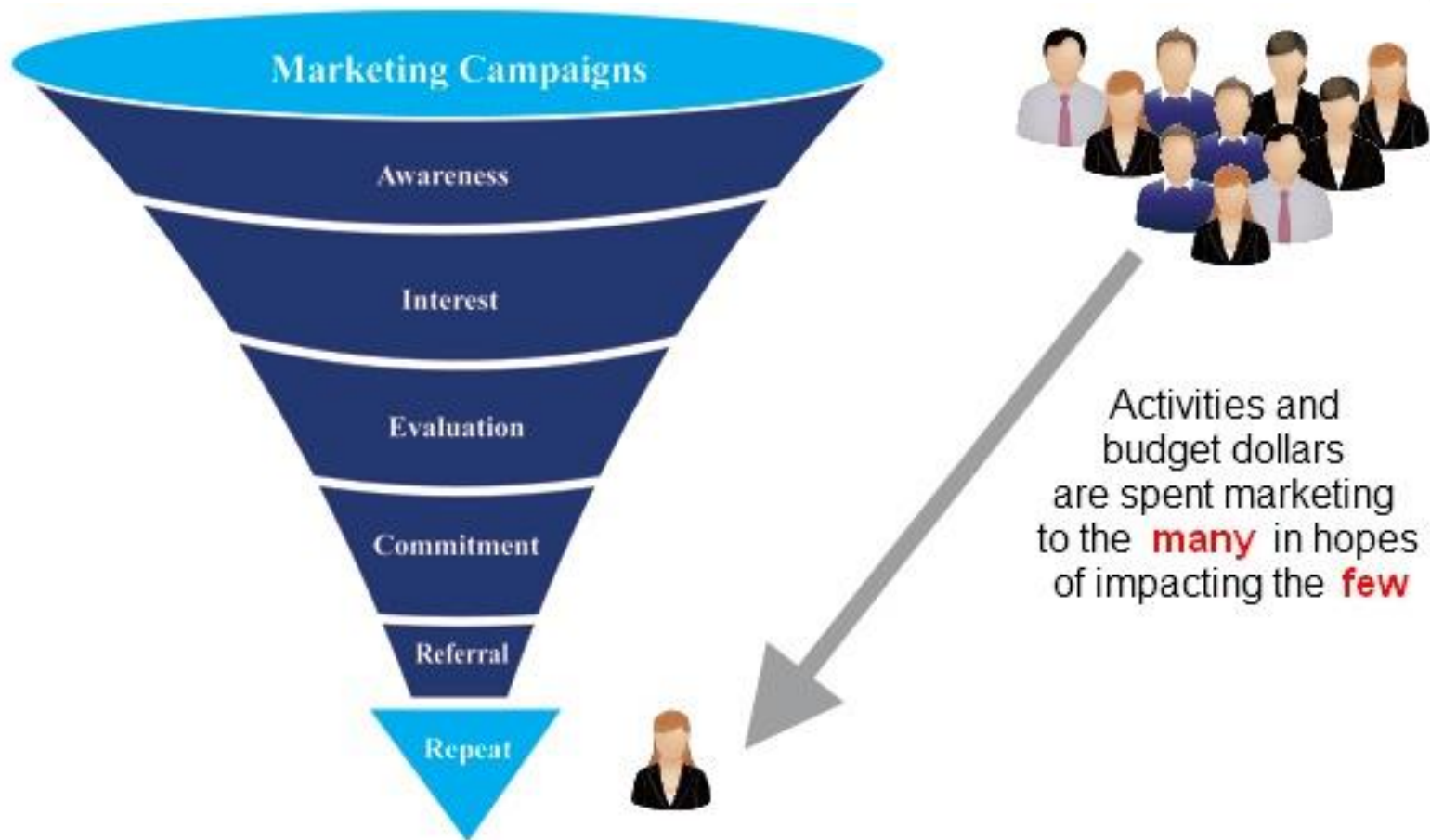
B2B

- Geographic
- Customer-based
- Product-use-based

Analyze *customers*, not products

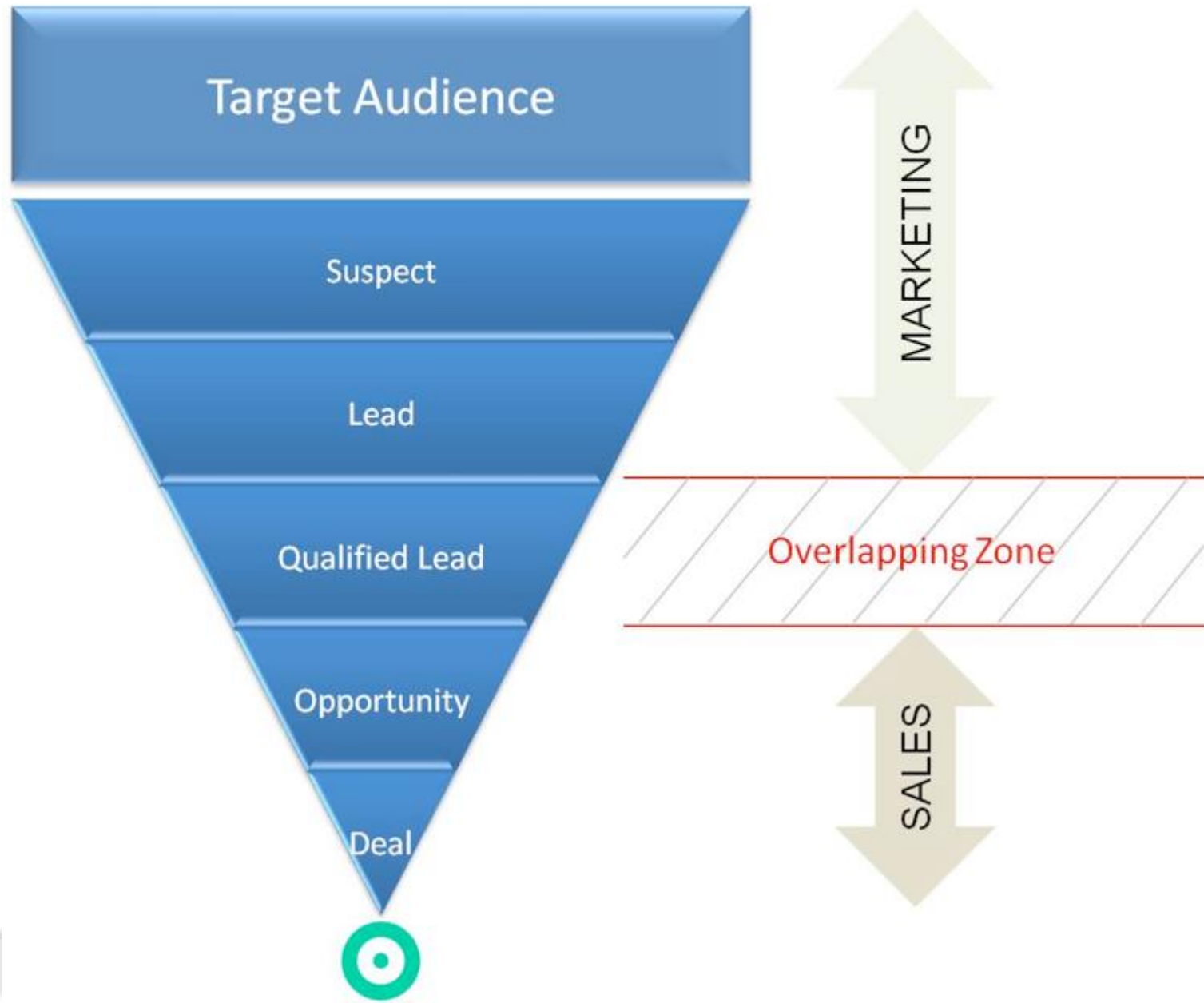


TRADITIONAL MARKET FUNNEL



The traditional marketing to sales funnel spends lots of dollars and efforts to attract a few customers

SALES FUNNEL



The Plan to reach the Market

Marketing Mix – the 4Ps

The 4 Ps of the Marketing Mix

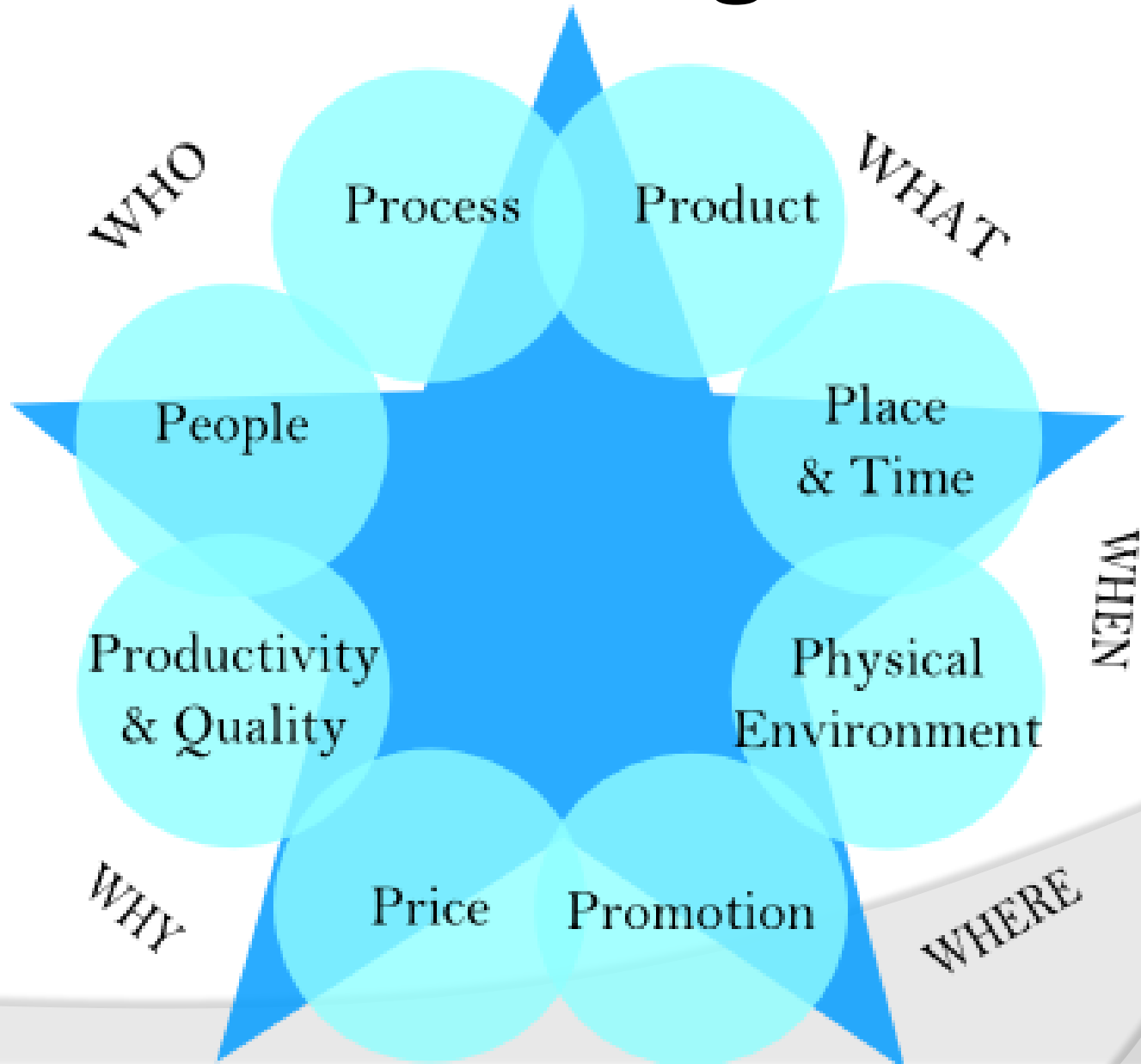
The 4Ps – Marketing MIX



Define price:

- Unit cost of production
- Competition price
- Value perceived by client

The 8Ps – Marketing MIX



The 8Ps – Marketing MIX

- ◎ **PRODUCT:** tangible product or intangible service
- ◎ **PROCESS:** the way the product/service is prepared and the path it takes until it reaches the client
- ◎ **PEOPLE:** the team and all HR needed to make it happen and how will they interact. The customer and how they relate
- ◎ **PRICE:** the amount a customer pays for the product
- ◎ **PLACE:** the location where the product can be acquired (distribution channel)
- ◎ **PROMOTION:** all the communications a marketer can use in the market.
- ◎ **PHYSICAL ENVIRONMENT:** all related to market & product space
- ◎ **PRODUCTIVITY:** all related to the way we work and produce/certify the products we sell



+ Productivity

Value Proposition – questions?

VP examples & VP templates:

<https://optinmonster.com/32-value-propositions-that-are-impossible-to-resist/>