

**Muhammamd Mehedi Sarder**

**MARKETING PLAN FOR MIXMART**

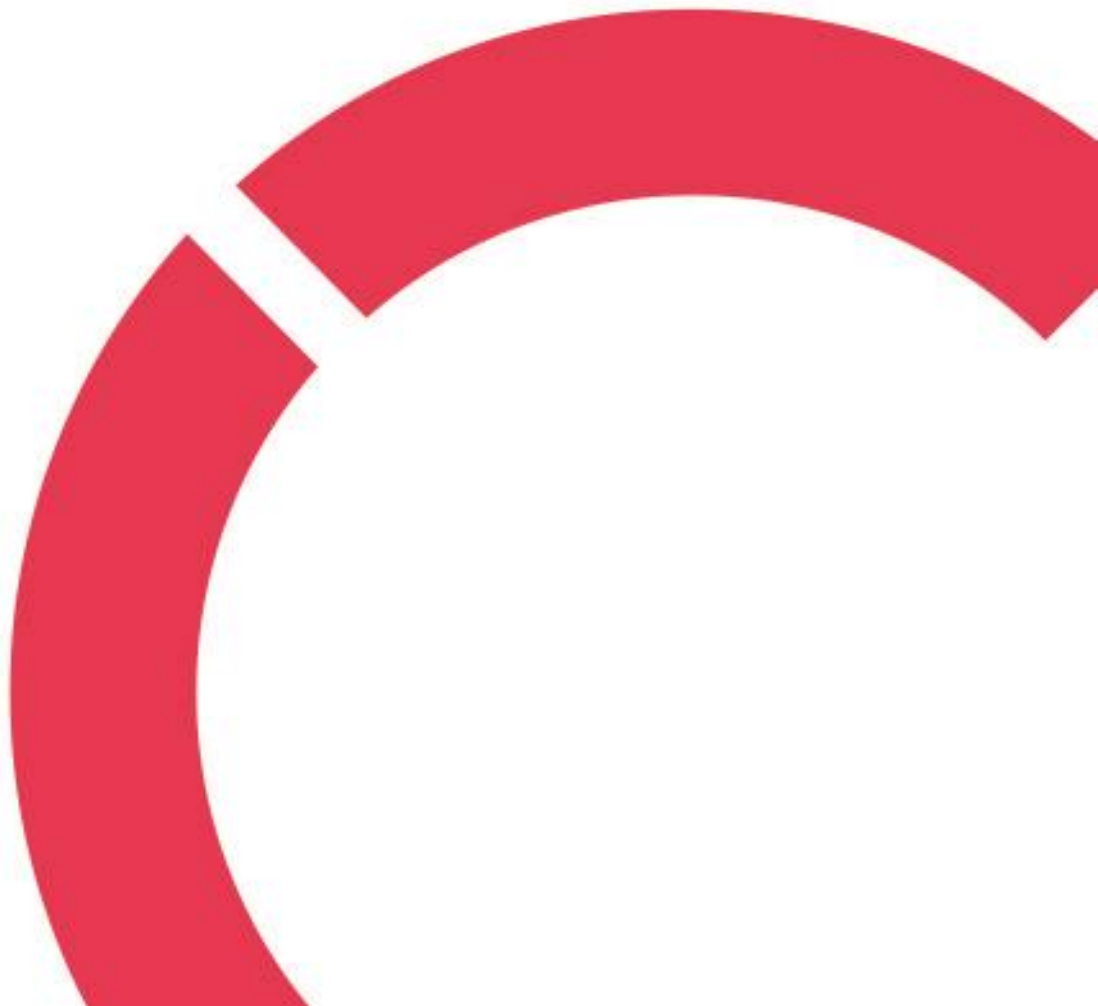
**Marketing Communication Perspective**

**Thesis**

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**ABSTRACT**

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<b>Name of thesis</b> MARKETING PLAN FOR MIXMART: Marketing Communication Perspective		
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<p>This thesis aimed to develop a marketing plan for Mixmart. The primary focus of this marketing plan was an analysis of the market situation and the implementation of traditional and digital marketing communication strategies for Mixmart. Mixmart is a grocery store located in Pietarsaari.</p> <p>The first part of this thesis consists of three theoretical chapters that the author has endeavored to discuss in depth. In the first chapter, marketing strategy, marketing planning, and the marketing planning process are discussed. The second chapter described marketing communication models, such as the marketing communication mix and the PESO model. The last and final theoretical chapter consists of market and environmental analysis models, such as porter's Five Forces, the SWOT matrix, and the PESTLE analysis.</p> <p>In the practical part, the author discussed Mixmart's SWOT analysis, the market, and environmental conditions, and potential customers. Also discussed were Mixmart's marketing plan's objectives and goals. To meet the goals, the author discussed most of the possible marketing communication channels that assisted Mixmart to achieve its marketing goals. This marketing plan can also be used as a marketing communication outline for other grocery businesses.</p>		
<b>Key words</b> Digital Marketing, Marketing, Marketing Communication Mix, Marketing Plan Marketing Strategy, PESO Model, PESTLE analysis, Porter's Five Forces, SWOT matrix, Traditional Marketing.		

## **CONCEPT DEFINITIONS**

### **CPM**

Cost Per Mille

### **PPC**

Pay Per Click

### **SEO**

Search Engine Optimization

**ABSTRACT**  
**CONCEPT DEFINITIONS**  
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## 1 INTRODUCTION

A marketing plan is a critical part of any business plan, and it's important to understand the goals and objectives of your company when creating one. The marketing plan guides the company through the process of acquiring new customers and building a strong connection with existing customers. Also, it helps companies stay on track with their goals and boost sales and brand awareness. In order to put a marketing plan into action, it is necessary to establish multiple marketing communication channels. An Analysis of the current market and company situation is also crucial for the success of any marketing strategy. (McGuire 2022; Bottrell 2021.)

The purpose of the thesis is to develop a marketing plan for Mixmart. This marketing plan would be helpful to bring in new customers and maintain the existing customer base. The objectives of this thesis are to develop a marketing plan for Mixmart to use across all these possible different types of marketing media, discover a new way for the marketing communication mix, focus on increasing both brand awareness and segment-based targeting, find environmental advantages, economic issues, and marketing strategies that Mixmart can take advantage of to engage in its business.

In the theoretical part, the author will explore significant marketing models such as Porter's Five Forces, the SWOT matrix, and the PESTLE analysis. Porter's Five Forces model assists business owners and managers in understanding their present competition and consumer scenario. The SWOT analysis matrix aids in short-term marketing strategy by describing a company's internal strengths, weaknesses, external opportunities, and threats from rivals. And the PESTLE study concentrates on long-term marketing strategy. The PESTLE analysis concentrates on the company's future business environment for national expansion. The marketing planner's framework helped plan the marketing plan. Also, the author will explain the marketing communication mix along with the PESO models for both traditional and digital marketing. These marketing model theories are essential for establishing a connection between customers and businesses. The author used a wide variety of sources from books, journals, blogs, and websites. The author goes into great detail about the marketing theories described above.

In the practical part of this thesis, the author will discuss the marketing strategy following the marketing planning steps. With the assistance of Porter's Five Forces, the SWOT matrix, and the PESTLE analysis, the aim, objective, and marketing strategy of the marketing plan, in addition to the current situation at Mixmart and the market situation, are evaluated. In the stage of implementation, traditional and digital

marketing communication channels are dissected with the assistance of the marketing communication mix and the PESO model. Additionally, a distinct path for marketing is outlined during this practical part.

Mixmart is a grocery store in Pietarsaari. Mixmart is a grocery store that operates in different ways. The company wants to expand its business and build new customers, so with this marketing plan, the company now achieves these goals. Mixmart was originally founded as a small grocery shop selling limited products in a small space. Over the years it has expanded.

## **2 MARKETING AND MARKETING PLAN**

The viability of the business is contingent on the existence of an effective marketing plan that can entice prospective customers. Businesses can benefit from conducting market research with the help of marketing plans, which also outline a variety of strategies aimed at increasing revenue. The author will discuss marketing and marketing strategy. Then, there are marketing planning steps, which the author will describe in full later in this chapter.

### **2.1 Marketing**

Marketing is the promotion of a company's product or service through a variety of marketing strategies, including traditional and digital marketing (McGuire 2022). Traditional marketing does not involve an internet presence and digital marketing involves the use of the internet. Marketing enables companies to establish effective customer communication. It also helps companies build brand awareness and educate consumers about their products or services. But marketing has its limits. Promotional campaigns for many companies are costly. It is a marketing constraint that customers may perceive a depreciation in the product's value. Occasionally, the limitations of marketing prevent a company from achieving success. Marketing remains an essential and influential activity for growing a small business into a giant enterprise. (Twin 2022.)

A company can't thrive without effective marketing. Multiple strategies for marketing via different channels are available for reaching even the largest of audiences. There is a direct correlation between marketing efforts and revenue generation. If a firm is successful in getting its message over to its target audience, those individuals will eventually show an interest in the company's product and buy it. The most popular brands on social media aren't afraid to start conversations with their followers. They hear and respond to what their customers want to say. They're quite prompt in responding to inquiries and solving issues. In addition, brands often interact with consumers through several channels of interaction. They attract customers by sharing engaging media content on social media. (Hermawan et al 2016, 35-41.)

## 2.2 Marketing Strategy

The marketing strategy details the steps the company will take to reach its goals through advertising and other promotional activities. Just as the marketing strategy guides and defines all the company's day-to-day operations, so too does the marketing strategy for the company's marketing efforts. The marketing strategy of a firm is crucial to its success in marketing. (Armstrong and Kotler 2020, page 74.)

The first step in developing a successful marketing strategy is creating a coherent mental model that maps to your objectives while yet being achievable. Growth and profitability, goods and consumer target groups, environmental orientation, and changes in the market and competitive position are only a few examples of angles from which to approach strategy. Once the organization has settled on the most important components of the method to be used in developing the strategy, it must settle on the strategy itself. Three main categories of marketing tactics may be identified: those aimed at expanding market share, increasing brand value, increasing profits, or targeting a niche audience. Relationship marketing services and competitive means strategies might be added to the mix. (Armstrong & Kotler 2010, 72-73; Hall 2021.)

A marketing strategy is a marketing plan outlining how value will be created for customers and how lucrative connections may be maintained. By using segmentation and targeting, businesses may better understand their clientele and determine how to best set themselves apart from the competition. Identifying the firm's strengths and shortcomings, the restrictions established by the operational environment, competitors, and the image of the intended target groups about the organization is the most essential to do when creating a marketing strategy. Choosing the right value is the most crucial part of a successful marketing campaign. Segmentation, concentration, and placement are the three facets of value selection, and they all influence one another. When a market is segmented, it is broken down into smaller sub-groups. After the segmentation is complete, concentrate on the required steps. The company is going down on its most valuable marketing prospects by narrowing its focus. To distinguish themselves from rivals, businesses use positioning to define who they want to be in the eyes of their target customers. The marketing strategy must be desirable, distinctive, and financially rewarding from the perspective of the target audiences. The marketing strategy's goal is to help the business decide what to do next and where to direct its efforts. It's like a company's checklist of things to keep in mind, including the factors, options, conclusions, and actions that will define how the business will put its vision into action. (Hall 2021; Brenner 2022.)

## **2.3 Marketing Plan**

A marketing plan is an essential tool to help companies reach their business goals for the present and upcoming years. It helps companies define the target audience of their product, brand, or service, and helps companies find out the best way to reach them. If companies do not have a marketing plan in place, it means that there is no clear vision of what success looks like for their business. A marketing plan also helps companies track results so that companies can be sure that companies are doing everything in their power to make sure that their product or service is reaching the right people at the right time (Keiningham et al. 2020).

A comprehensive marketing plan addresses all elements of the marketing mix and includes strategies for how each component of the mix will be used to reach the company's target market (Ahmed & Kumar 2022, 1-5). This can lead to confusion over what kind of customer base they should be targeting and how much money to spend on advertising and marketing. The plan should also include the implementation of the different strategies and tactics used to achieve the objectives of the company (Hanlon 2019). A good marketing plan will help guide the company through this process by setting out how much money needs to be spent on advertising each month and how many different types of ads need to be aired during different times of day or week so as not to miss out on any potential customers who may be visiting their website or browsing through their social media feeds during those times rather than just randomly checking them out when they come across them by chance. The marketing plan should include strategies for both short-term and long-term goals, as well as information about the target audience for a product or service (Bocken & Geradts 2020).

## **2.4 Marketing Planning Steps**

Marketing planning steps are a structured approach to creating a marketing plan (Vrontis et al. 2021, 617-644). It provides guidelines for developing a comprehensive marketing plan that addresses all aspects of customer acquisition and retention (Alvarez-Milán et al. 2018, 61-70). It provides guidelines for developing an effective acquisition strategy by identifying your target market and setting goals for how many customers companies want to acquire per month or year. Also, the marketing planning steps help companies develop a plan to reach their marketing and sales goals (Paul & Mas 2020, 681-701).

Marketing planning steps provide information that marketing planners use to create their plans. For instance, they may collect information about their customers' preferences or opinions about a product, which can be used to help the company determine marketing strategies. The marketing planning steps help companies determine what marketing strategies would be most effective for a given situation (Leonidou et al. 2020, 245-258). For example, if a firm knows that most of its customers prefer to spend their money on retailers that offer discounts, then it would use this strategy to attract new customers. (Moore 2021.) This Marketing planning steps consist of five steps Planning, Analysis, Implementation, Evaluation, and Revision.

### **2.4.1 Planning**

Planning is another important part of implementing the plan to ensure that the objectives of the plan can be achieved and that adequate resources are allocated to achieve these objectives (Vieira et al.2019, 1085-1108). Planning allows companies to use market information to identify their target customers and set goals for their marketing campaign (Morgan et al .2019, 4-29). Planning is an important part of the process because it will ensure the company has clearly defined goals and a plan to achieve them. Another important part of the planning process is developing a strategy to reach those goals. A strategy is simply a plan of action designed to accomplish a specific goal. To accomplish a goal, a company must create a strategy that describes its objectives and how it will accomplish them.

Marketing vision is an important aspect of the planning competence that enables a firm to establish the groundwork for future advantages over its competitors in the process of planning (Czinkota et al .2021, 54). The marketing vision would benefit tremendously from having a strong analytical capacity that can predict the future. After visioning the field of planning, companies need to be expected to make use of their judgment, previous experience, findings from market research, and any other material that might assist in seeing their conclusions from every conceivable viewpoint. In addition to this, companies will need to determine whether or not their goals and plans are realistic in terms of market share, sales, expenses, and profitability, among other metrics. Businesses both identify and attract new customers, and marketing planning is increasingly being seen as identical to general business planning. (Czinkota et al .2021, 72-75; Leonard 2021.)

### **2.4.2 Analysis**

A company's marketing plan's strengths and weaknesses can be determined through a thorough analysis of the current situation. The company has considerable sway over internal factors for marketing, while it has little to no say over external ones (Vrontis & Thrassou 2006, 135). The first step in the analysis should concentrate on the internal factors of the company and their respective strengths and weaknesses. All the aspects that help a company succeed are its strengths, while all the factors that hold it back are its weaknesses. Internal factors can include a company's customer base, the positive and negative marketing feedback it receives, the marketing channels it uses, as well as the company's finances, products, and services. (Lorette 2019; Williams 2022.)

The results of a thorough market analysis will show where companies stand regarding the competition (Vrontis & Thrassou 2006, 148). The consideration of the external factors ought to be the focus of the second step of the analysis. When developing a marketing plan, it is essential to take this step because it enables businesses to implement new and undiscovered environmental or situational advantages into the strategy while also keeping in mind any potential drawbacks. The analysis aids in identifying potential new markets and customers using the most appropriate marketing channels to connect the company's desired outcomes. The results of the analysis will be beneficial to the execution of the marketing plan. (Lorette 2019; Williams 2022.)

### **2.4.3 Implementation**

When all the potential internal and external factors affecting the organization's success have been analyzed, the next step is implementation. An implementation plan can be developed to address any issues identified in the analysis and to capitalize on any opportunities identified. (Granulo & Tanovic, 2020, 1656-1661). An implementation strategy is a detailed plan for carrying out a specific aspect of a company's marketing plan (Lee & Kotler 2019). For example, an implementation strategy for a direct mail campaign might include a plan for printing the campaign's marketing materials and distributing them to a list of prospective customers. An important part of a company's marketing strategy is its advertising campaign. Promoting a business' products and services through various media outlets helps bring in more customers. A good advertising campaign should be specific and memorable to motivate potential customers to act. It should communicate the benefits of the company's products and services and encourage consumers to make a purchase. (Sokolova 2022.) The planner of a marketing plan must keep

deadlines in mind when the strategy is carried out. Multiple pathways are available for selection, choosing one is the first step in the creation process and is heavily dependent on the intended audience (Waida 2022).

The company's new campaign will focus on promoting its top-quality products and affordable prices to its existing customers as well as the public. The new campaign will also highlight the value of shopping at the store by presenting a variety of compelling reasons why people should shop there instead of its competitors. A company's in-house team is an invaluable resource throughout the development of a marketing campaign since it is there that decisions concerning the campaign's structure and execution may be made considering everyone's input. (Sokolova 2022.)

#### **2.4.4 Evaluation**

Evaluation is an important part of the marketing plan to ensure that the objectives set for the implementation plan are being met and that the plan continues to be effective (Bala & Verma 2018, 321-339). Businesses should invest heavily in the assessment phase of the marketing planning process since here is where it will become clear if the previous stages of the process were successful or whether adjustments need to be made. It is crucial to analyze a marketing plan and strategy once it has been developed. The plan's intended outcomes must be kept front and center throughout the review phases. Sales, consumer reactions, and competition moves are just a few of the indicators to keep an eye on. The marketing plan may be tested with the least effort by tracking sales. After the campaign has begun, the only metric that needs monitoring is the company's sales. There is no such thing as a successful marketing effort that doesn't increase revenue. If it fails to increase sales as anticipated, management will need to reevaluate the strategy and determine its flaws. (Krsanac 2018; Morello 2019.)

The reaction of the target market is a crucial factor in judging the success of a marketing plan. Companies utilize all matrices to contact consumers and plan according to the researchers' results, which makes it somewhat simple to recognize after implementing the plan after a few days the results of such customers' purchasing behavior. If the organization has solid metrics to build the strategy, the customers would often rely on word-of-mouth promotion. This evaluation stage is as transparent as glass. Another factor to consider is the competition's behavior when a company implements a clever marketing strategy; in

this case, businesses may see whether the rival firm has any countermeasures in place to foil the initiative. As a result, when a marketing strategy has been put into action, these metrics may be used to assess its efficacy. (Krsanac 2018; Morello 2019.)

#### **2.4.5 Revision**

The last step in the marketing plan's structure is revision. Considering that every advertising campaign or marketing plan has an expiry date, businesses must regularly update their strategies. If the company's marketing strategy during the specified time frame changes, then the date of expiration will also shift. A crucial facet of the changes is that, after analyzing the marketing strategy, businesses often discover that their plan did not perform as intended and, as a result, must be revised. Altering a successful marketing plan may be challenging as well. (Caylor 2021.)

The marketing plan of a company is a significant part of the business plan, so it is essential that it is reviewed and updated on a regular basis (Wehbe 2021). To adjust marketing strategies, it is necessary to return to the very beginning and compare results to those achieved so far. During this phase, the firm must ask itself several questions regarding its planning structure. Data analysis, team reports, strategic analysis, and market research all come into play when businesses decide to alter their marketing plan. There isn't much time for companies to adapt to the new developments, so they need to move quickly. There is a possibility that their current marketing plan may also be jeopardized if they do not act quickly. (Caylor 2021.)

### 3 MARKETING COMMUNICATION

Marketing communication or business communication is the company's primary way of advertising and promotion across all forms of media and channels. It's possible to use either traditional or digital marketing channels for the company's communication needs. This is something that must be considered about the company's intended client base. Various channels of marketing communication allow businesses to convey their messages clearly to their target audiences. (Contributor 2021.) A well-written message can help boost the sales of a product or service by creating an association between it and a specific emotion or idea (Thabit & Raewf 2018). When talking about reach to consumers, a business must understand and use the marketing communication mix and the PESO models.

#### 3.1 Marketing Communication Mix

The importance of communication in marketing is crucial for companies. A company can spread information about its goods and services to a diverse audience of prospective customers with the help of marketing communication. An organization's marketing communication strategy blends the most effective competitive marketing tactics. (Contributor 2021; Dragilev 2022.)



FIGURE 1. Marketing communications mix (adapted from Armstrong and Kotler 2014, 408)

The goal of every marketing advertisement is to bring the customer closer to the brand. When strategizing marketing communications, it's crucial to know exactly how to engage with each customer's group and what message they should get. In the marketing communication mix, it mentions in Figure 1. the goal is to persuade a specific audience to accept the value proposition of a company's offering. This may include educating the audience about new goods, and promoting a campaign, The goal of marketing communication is to increase product or service awareness and facilitate connections with potential new clients. Advertising, direct sales, sales, and sales promotion, personal selling, and public relations and informational activities are the main types of marketing communications. (Ahmed 2021, 12-14.)

In contrast, marketing communication methods include the above-mentioned methods plus publicity and sponsorship, with advertising and personal sales effort at the top of the list. The above-mentioned five types provide a tried-and-true and applicable palette for classifying marketing communication channels. Since the job of personal sales workers is to coordinate sales and sales processes, each component of this category plays an essential role in the marketing communications of the organization. Import replacement and the purpose of marketing is to provide information about products and inspire consumer behavior that ultimately results in a transaction. Since marketing communication means have almost infinite new possibilities, it is the responsibility of various companies to form the best-functioning entity from marketing communications to their resources and operations. The function of sales promotion is to demand and stimulate sales, as well as relations and information activities. (Bird 2004; Dragilev 2022.)

The professionals in communication explain many types of company bonds with their respective customers. The buying process of the consumer necessitates the use of Linear, Influencer, and Interactional communication models that are tailored to the various messages being sent from the customer to the business owner and from the business owner to the customer. The first type is geared toward broadcast communication. It might come from the business or the client. Another source is opinion leaders, who relay company statements to their followers. Finally, we have the interactional type. Communication with the intended receivers is accomplished via the employment of various forms of mass media (Ahmed 2021, 14-15.)

### 3.2 The PESO Model

The marketer's target audience must be aware of the content's creators. The advent of digital technology has unquestionably upped the difficulty level. In 2014, Gini Dietrich brought up the fourth dimension, with a focus on social media. The so-called PESO model (paid-earned-shared-owned model) is presented in figure 2 below.

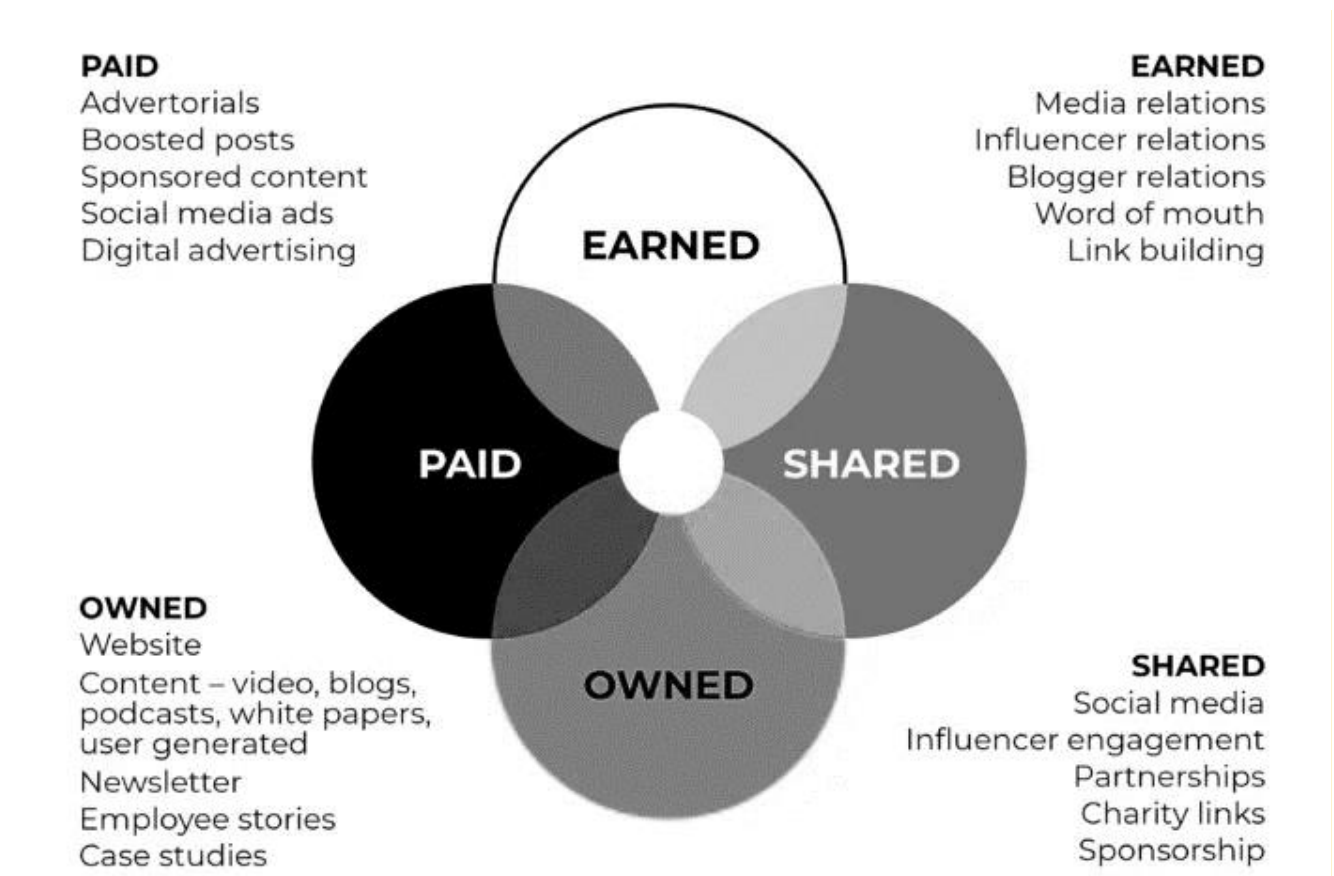


FIGURE 2. The PESO model (adapted from Dietrich 2014)

#### 3.2.1 Paid Media

The term "paid media" refers to any kind of media in which the firm pays to have its content broadcast. The purpose of paid advertising is to drive viewers of free and earned media to viewers of one's media, often websites. Ads on social networking platforms, search engine ads, and display ads are all examples of paid media options. Content sponsorship is another kind of paid media. (Dietrich, 2022.)

Since paid media is not widely trusted, the effectiveness of digital ads is declining. The paid advertisements, on the other hand, may be scaled up or down depending on requirements and directed at any number of channels and demographic subsets. Advertising advantages also include its message, its controllability, and its responsiveness to quickly changing market conditions via the ability to alter advertising content or strategy mid-campaign. The drawback is the expense of paid advertising, which is particularly problematic for new businesses that want to get exposure but have yet to establish themselves in the marketplace. The corporation also depends on the acts of other parties in acquired media. Paid media, despite its benefits, serves as a solid supplement to their media and attracts prospective new consumers to their platform. (Smith & Zook 2020, 595; Dietrich 2022.)

### **3.2.2 Earned Media**

Depending on the term with which you are more familiar, earned media is synonymous with publicity or public affairs (Dietrich 2014). As with every kind of media, word of mouth is crucial in the realm of digital media. Social media updates from consumers on the company's page, links, or third-party shared material might be examples of this kind of customer-generated content. Stories about a business or its products included on a newspaper's website are examples of earned media. An objective third party writes about and draws attention to the firm and its goods, which can only help with advertising and marketing. Contrarily, it may be a liability if the problems that are brought up reflect poorly on the firm. It may be challenging to gauge the efficacy of earned media. (Dietrich 2022.)

Earned media has more worth than paid media since its outcomes cannot be bought or manipulated. Earned media requires a company to work for its exposure, as the term implies. If a customer gives positive feedback, it lends credibility to the company's point of view in the eyes of the consumer. If a friend or acquaintance has already bought and enjoyed the product, the buyer will feel more comfortable making a purchasing choice. (Chen 2021.)

### 3.2.3 Shared Media

Users of shared media can upload or share media files with each other. On social media platforms, many businesses incorrectly assume that it is under their own control, but even if companies post or share content on such channels companies don't have full control over it. What occurs next is out of the company's hands and into the hands of the public in the form of comments, shares, and reviews. Content design principles are universal across all media types, and this includes social media platforms like Facebook, YouTube, Instagram, and LinkedIn. However, each platform has its quirks that must be considered when creating posts. The failure of many businesses may be attributed to the peculiarities of certain channels if they aren't prepared to adapt to the specifics of working inside those mediums. Inappropriate usage, such as spreading harmful information, may be detrimental to a company's brand and bottom line. (Dietrich 2022; Sparrer 2021.)

As its name implies, content sharing is the primary function and primary advantage. When readers like a piece of content, they often share it on their own social media pages, exposing the brand's message to a wider audience. The user is trying to show off to other people more than being part of the company's network by sharing. A sense of community and shared experience is fostered via the sharing of posts and content. The content's search engine rankings also improve when it's shared. There is a direct correlation between the amount of material sharing and its subsequent rise in search engine rankings. One disadvantage of collaborative media is that it might lead to a loss of editorial oversight for the business. It can't change what people share or on what platforms. Whether the content being shared is favorable or bad has no impact on it at all. In the event of negative content, which might linger on various platforms for a long time, this can be disastrous for business owners. Users are more likely to share and comment on helpful material, increasing the company's exposure thanks to user-generated content. (Brito 2022; Dietrich 2022.)

### 3.2.4 Own Media

Corporate-controlled content, as defined by Dietrich (2022), is content that the firm has created in terms of production, curation, and distribution. The firm's website, corporate blogs, and company emails all

fall within this category. If the firm wants to succeed in its media, it must have complete editorial freedom over all its content. The fact that the original content it produces hits the reader's emotions twice as effectively as paid advertising is a strength of its media outlets. And via its media service, the firm can convey for free what its rivals must pay for. Own media provides a stage upon which the corporation may promote its brand, highlight its own identity, and highlight its advantages over rivals. What matters most is that a company's internal content is helpful to readers and not too promotional. Personal media encompasses more than simply online content such as a website or blog. Production of original media content is based on a thorough familiarity with the target audience. It's useful for gaining insight into the company's ideal clientele, their wants, and how they go about their daily lives. Having this knowledge allows you to create relevant and helpful content for many platforms. (Brito 2022; Sparrer 2021.)

As a result, the intended audience becomes invested in and enthusiastic about the company's products and services. The corporation may provide customer support and answers to client questions seven days a week through its media. The firm has complete editorial control over its media, which, together with the ability to develop flexible content and provide value to customers, makes it a strength of the company's media. It may be used to make a one-time buyer into a loyal patron or to convince a prospective consumer to make a purchase. Creating and distributing one's media is both economical and sustainable. The unreliability of our media is its greatest flaw. A consumer may not put much stock in the company's claims about itself. Since it takes time for search engines to identify the information put on the website and drive new consumers to the company's content, it's not the greatest technique to find new customers in which one's media serves as the foundation for all others. It's essential for the company's future for traditional and digital marketing. (Fill 2016, 19-21; Dietrich 2022.)

### **3.3 Digital Marketing**

The term "Digital Marketing" describes the practice of combining traditional marketing strategies with digital media and the internet. When it comes to advertising a business, digital marketing is currently the most efficient and cost-effective option. All businesses, no matter how small or large, local, or global, can benefit from digital marketing. Digital marketing channels are essential components of most modern marketing campaigns. Display advertisements and pay-per-click (PPC) advertisements such as Google's

Sponsored Links are used to engage audiences. Email marketing is most successful when messages are sent to a customer base that already exists (Chaffey and Ellis-Chadwick 2012, 29-30).

According to surveys, 70% of consumers conduct online research before making a purchase, and consumers use mobile phones for this online research (Barone 2022). Digital advertising has become increasingly popular among businesses. It includes social media posts, paid advertisements on social media platforms, unpaid social media ads, and online videos. Email, social media influencers, online advertising, websites, blogs, and pages are all examples of digital marketing tactics, but text and multimedia messages also fall under this umbrella. Due to its convenience, digital marketing is a powerful tool for business-to-consumer promotion. Facebook and Instagram have become increasingly important for digital marketing. (Alexander 2022; Chaffey and Ellis-Chadwick 2012, 11.)

### **3.3.1 Facebook**

Facebook has more users than any other social network. Facebook is a social media networking service that allows its users to connect and share information via the posting of status updates, links, photographs, and videos. But a business's Facebook page is distinct from an individual's account. Since Facebook is an advertisement avenue for the organization, corporate communication on the platform should not be overly formal. What users see in their news feeds is decided by an algorithm used by Facebook. Publications and adverts appear based on the number of responses they get. The inputs of the algorithm are also affected by the presence or absence of visually appealing content and by the time of day. (Meta 2022.)

The first step in developing a successful Facebook advertising campaign is to determine what the company wants to achieve with the campaign. The company has a wide variety of marketing objectives from which to pick for each campaign, such as popularity, exposure, and customer volume. interaction; leading to a sale. Methods include sending messages, making sales lists, and more (Meta 2022.). The tone and voice of the organization should come through in the publications, as should the prominence of the organization's brand. Facebook posts should focus on their intended audiences and the topics that interest them most. Companies should include visuals, films, and audio in addition to text to pique the reader's

interest. Posting blog posts on social media like Facebook is a great method to keep readers up to date with no effort on your part. (Evans 2018.)

The second and most crucial stage in developing a successful Facebook advertising campaign is identifying its target audience. A company may narrow down its advertising audience by selecting certain characteristics, such as age, gender, language, hobbies, behavior, and geographical region. Also included are the advertising spend and timeframe. A daily budget should be specified, and Facebook will spend no more than that amount. CPM (cost per mille) advertising is useful for planning purposes if raising brand recognition is a primary objective. (Meta 2022.)

### **3.3.2 Instagram**

Instagram is a photo-sharing program that first appeared on mobile devices in 2010 and has since skyrocketed in popularity. Instagram's user-friendliness and straightforward interface make sharing photographs easy. Instagram is primarily a platform for sharing visual content, such as images and videos. Pictures depicting happy occurrences, such as the prompt delivery of an online order to a subscriber, may be widely disseminated. The social media platforms share a lot of the same ground when it comes to their underlying logic, although Instagram is far more visually focused. The company can spread its name and brand image with the help of Instagram. (Meta 2022b.)

Engagement may also be affected by the nature of the messages and how long they are. People nowadays have little patience for reading, therefore it's important to keep your messages short and broad to maximize engagement and response time. In other words, companies may use the same Facebook advertising tool to promote a company's Instagram account. Facebook advertisers have the option of selecting which ads to show on Instagram and deciding where they will appear on the social network. (Meta 2022b.) Instagram provides companies with a fantastic venue for posting their thoughts on food products and information about new products via the use of images and text. Images from the blog may be easily shared on Instagram, and followers can be routed to the main page. To maintain an active presence on Instagram, users need to post new images at least once every seven days. (Freedman 2022.)

## **4 MARKETING PLAN ANALYZER MODELS**

Porter's Five Forces Model provides a framework for analyzing the competitive environment in which a business operates. The SWOT Matrix is another theoretical model that could provide useful insights when planning a marketing strategy for a company. Importantly, the PESTLE analysis is a framework that can also be used to provide insights into a company's current marketing strategy and plan and then provide direction for the future development of the marketing strategy. This model uses the acronym PESTLE to analyze the forces that affect the business and evaluates the strength or weaknesses of each of those forces.

### **4.1 Porter's Five Forces Theory**

Porter's Five Forces Theory provides a framework for examining competition in the marketplace, and how it affects a company's ability to compete. The five forces are the following: the threat of new entrants; the power of suppliers; the threat of substitutes; the strength of buyers; and rivalry among existing competitors. This theory can be used as an analytical tool in business planning, marketing strategy, and business development decisions (Bruijl and Gerard 2018). Many companies now understand the importance of strategic planning and use analytical tools such as Porter's five forces to help them optimize their operations. However, to truly optimize operations, companies must fully understand the nature and power of the five forces that influence them (Irfan et al. 2019).

The model was originally developed by Michael E. Porter as a strategic management tool to help companies evaluate the threat posed by their rivals and determine the best ways to counteract it (Kreps 2019). The five forces identified in the model represent major sources of competition within a particular industry and can be used to determine the overall strength of the company's position in the marketplace. It is therefore essential for any firm seeking to increase its market share to develop a thorough understanding of the factors that shape the industry in which they operate. (Goodman 2022; Gordon 2022; Wright 2021.)

#### **4.1.1 The Threat of New Entrants**

The threat of new entrants is defined as the risk that a new entrant into the market will increase competition for the firm. New entrants are companies that specialize in selling products in a particular market for the first time. The presence of a strong network of suppliers and distribution network is often instrumental in allowing new firms to become established and profitable within a highly competitive industry (Raza et al. 2020, 2525). Therefore, the threat of new entrants can have a significant negative impact on the profitability of an established business operating in a competitive industry (Kay 2018, 11-17). New entrants often provide a degree of flexibility that is lacking within the existing competition. Their willingness to take risks and explore new business opportunities enables them to develop innovative products and implement innovative marketing techniques to gain an advantage over their competitors. ( Baker 2022; Gordon 2022; Heubel 2022.)

Bigger established rivals, unique products, restrictive government regulations, and aggressive wholesalers, all provide challenges to new entrants. As a result of the presence of so many established, well-respected competitors, breaking into a new market is a challenging endeavor. Customers' loyalty to established brands is at risk whenever a new competitor enters the market. Those businesses have a firm grasp of consumer relations marketing. To overcome this challenge, new entrants will require a foolproof strategy. New businesses often find it challenging to establish productive relationships with established vendors those factors also connect with the marketing plan. A significant barrier to entry is the presence of a wholesale advantage or cost advantage held by established firms over newer ones. (Baker 2022; Goodman 2022.)

#### **4.1.2 Supplier and Buyer Power**

Concerning the Five Forces concept, Supplier Power is one of the most critical factors to consider. Sales, marketing, service, and product development are all directly impacted by the company's suppliers. Another important aspect of developing a marketing plan for the business is researching the suppliers in its field to determine what strategies they are using to reach their customers and how their products differ from those offered by the business. The current demands of the market should also be taken into account

while creating a marketing plan. Companies have a hard time tracking those goods down to distinct industries that need varying degrees of supply power. (Gordon 2022; Wright 2021.)

One of the most important factors to consider when creating a company's marketing plan is how you will market your product to your consumers and the bargaining power of the buyer. The particulars of the company's marketing strategy will be determined by its target audience and the products or services you offer. No matter which approaches are chosen, the company must make sure that its marketing efforts are strategic and targeted toward the specific needs of its customers. Also, it should use appropriate language and images that are appealing to its demographic to ensure that messages are well-received by the firm's target customers and that its business is successful in the long run. This will help develop a marketing strategy that will set the company apart from its competitors and help them meet the needs of its customers more effectively. Another important component of creating a successful marketing plan for a business is determining the amount of money you will need to invest in your campaigns. Researching your competition will help you identify what types of marketing strategies and tactics they use to promote their products and communicate with their customers. (Goodman 2022; Heubel 2022; Porter 1979, 139–144.)

#### **4.1.3 Competitive Rivalry**

Other factors that contribute significantly to the level of competition within the industry include technological advances, changes in consumer tastes and preferences, and economic factors such as fluctuations in inflation levels and exchange rates. (Porter 2008, 82-89.) They also provide the industry with the opportunity to develop new products and marketing strategies to further increase their market share and profitability. The development of new and innovative technologies has provided the grocery industry with significant opportunities for growth in recent years. New technologies such as the Internet and portable electronic devices have greatly contributed to the growth of online grocery shopping services. These services are growing in popularity among consumers as they provide the convenience of shopping from home without having to leave the comfort of their own homes. (Goodman 2022; Wright 2021.) In addition, online shopping also allows consumers to buy a wide range of different types of products from various vendors at the touch of a button (Vissak et al. 2020).

This development has led to a significant increase in the level of competition within the industry, as a growing number of different companies are competing to gain a larger share of the market by offering customers a wider range of products and services at more attractive prices (Fahy and Jobber, 2019). Changes in consumer tastes and preferences the development in recent years have also led to an increase in the popularity of organic foods and products among consumers. This has led to an increasing number of grocery shops offering shoppers a wide range of organic produce and other products that are produced without artificial ingredients or additives. This increased consumer demand has had a major impact on the overall profitability of the grocery industry in recent years. (Heubel 2022; Wright 2021.)

#### **4.1.4 Threat of Substitutes**

The threat of substitute products or services is defined as the risk "that the company might lose customers to a rival offering a lower price and better-quality product". The ability to offer customers alternatives that are better value for money or that are better suited to their needs can have a significant impact on a firm's profitability (Saura et al. 2019, 86-103). Therefore, the presence of a strong network of suppliers and distributors as well as a range of competitively priced products is crucial to the success of a company operating in a competitive industry.

However, this can often be difficult to achieve in practice, as it requires a considerable amount of time and effort on the part of management to develop and maintain a product range that meets the needs of its customers. This made them much more popular with consumers and allowed them to gain a significant competitive advantage over traditional stores. Furthermore, companies frequently face pressure from their suppliers to offer competitive prices to their customers to encourage them to remain loyal to the brand. (Heubel 2022.) For example, the emergence of online shops as a new type of retailer has had a major impact on traditional general stores that had traditionally dominated the market. The new online shops offered a much wider range of products at very competitive prices and provided customers with a much better shopping experience than the small stores run by shopkeepers (Deepak & Jeyakumar 2019).

## **4.2 SWOT Analysis**

The first step in the development of a marketing plan is to conduct a SWOT analysis of the organization. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. This model consists of four key elements which are the internal factors of the business (strengths and weaknesses), the external factors of the business environment (opportunities and threats), and the competitive environment (competitors' strengths and weaknesses). Once these elements have been identified, they can be categorized under each of the key sections of the matrix to determine the best strategy to meet the goals of the business. (Baines, Fill & Page 2013.)

These four components are what make up a SWOT analysis. The weaknesses are the factors that could stand in your way of taking advantage of it; the opportunities are how you can use it to your advantage; and finally, threats are what might prevent you from taking advantage of it (Naim 2021, 55-70). These factors can include the skills and experience of the employees, the quality of products and services offered by the organization, and the resources and infrastructure that support its operations.

### **4.2.1 Strengths**

A company's unique business model is a strength since it was developed in-house and is suited to the regional market. A company's marketing plan may be developed in-house by emphasizing product offerings, pricing, and existing clientele. Customers are attracted to the firm because of its wide selection of useful goods and services, as well as its focus on providing superior customer service and its ability to provide competitive prices. Companies have specialized product knowledge and customer service expertise. When comparing internal company characteristics to external conditions, we talk about strengths and weaknesses. A company's strength may rely on the quality of the contracts it has in place, such as with its suppliers, if rivals have not crafted contracts of comparable efficacy. Find out what the company does well, as well as its limitations and flaws, and then work to improve those areas. The ability to identify and capitalize on a company's strengths is a key competitive differentiator. (Ahad 2022.)

When conducting an internal market analysis, it's important to examine the pros and cons of the company's current strategies. Margin adequacy may be determined by looking at sales volume by product or customer segment. The quality of the product or service, its features, the consistency of its delivery, the efficiency of its production, and the breadth of its offerings are all important factors for businesses to take into account. If product development is vigorous and sufficient resources are committed to it, a considerable competitive advantage may be achieved. Where a corporation is located affects both its strengths and weaknesses. (Ribas 2022; Kotler 2006, 53.)

#### **4.2.2 Weaknesses**

Weakness is an internal factor within the market environment that can affect the success of an organization. These may include competition from other organizations offering similar products, lack of access to financing and other resources needed to support business operations, and inadequate distribution channels to serve customers. Management of both time and money is essential while running a business. Due to time constraints, the quality of service and goods may decline. Outside help is required to fulfill urgently placed orders. As a result, there are fewer opportunities for start-ups and small businesses to get expensive retail space. (Ahad 2022; Ribas 2022.)

The business and environmental assessments that form the basis of our work are easily summarized. Employee disengagement is a leading cause of business failure. Without first addressing internal issues like a lack of employee motivation a firm has little chance of succeeding. Having an inexperienced person might cause a company to lose consumers permanently. Technology is another element that exists inside the organization. The company's greatest flaw is the antiquated nature of its technology. Because of the need for specialized human skills to create an effective advertising campaign and because advertising is an expensive weakness for small businesses, developing a marketing strategy and putting it into action may be a major drain on a company's resources. (Palmer 2019; Ribas 2022.)

### **4.2.3 Opportunities**

Opportunities are external factors that can lead to the development of additional business for the organization (Vlados,2019). It is important for companies to be vigilant, recognize opportunities when they present themselves, and seize those opportunities as soon as possible. They could include untapped markets for a new product or service, changes in government regulation that affect the business, the development of new technology that can be used to improve business operations, and the opening of new distribution channels that will allow the organization to reach more customers. Any business can benefit tremendously from adopting a unique marketing approach in comparison to its competitors, given that different aspects are the ones that are most likely to attract customers. (Chaffey 2012,195-196; Palmere 2019.)

It is important to keep up with consumer preferences and emerging market trends while developing a marketing strategy. Smaller businesses often stray from the mainstream rather than following the lead of larger corporations. Companies must constantly assess and take advantage of cutting-edge technologies to avoid the pitfalls associated with using outdated systems and developments in technology can provide significant opportunities for businesses to improve their performance and attract new customers. Finding the gaps in the market that have not yet been exploited is a crucial aspect of any marketing strategy. (Basheer 2021; Palmere 2019.)

### **4.2.4 Threats**

Threats are external factors that could lead to a financial loss or failure of the organization (Madsen & Stenheim 2022, 323-325). These may include unfavorable economic conditions that make it difficult or impossible for customers to buy the organization's products or services, fluctuations in the price of the raw materials used by the company to produce its products or natural disasters that interrupt operations or cause significant damage to property and equipment. Companies need to pay attention to the danger posed by competitors since it may have a significant effect on product pricing, customer service, and marketing strategies. (Palmere 2019.)

Good marketing may help a mediocre product succeed, while ineffective marketing can doom even the best of products. For businesses, a lack of effective marketing poses a serious risk. One external concern is the ever-increasing price of goods throughout the globe. This is because most businesses rely on the services of other businesses to source or produce the goods they sell. If the price of raw materials rises, it might have a significant impact on the viability of many small businesses. Any company, no matter how big or little, relies heavily on its supply network. When a small business has a supply chain problem, it may have a significant negative effect. Companies should always consider these potential external threats before moving forward with any marketing campaign. (Ahad 2022; Palmere 2019.)

### **4.3 PESTLE Analysis**

The PESTLE analysis is a model that can be used to analyze marketing plans. PESTLE stands for Political, Economic, Sociological, Technological, Law, and Environment. PEST is important for marketing, and it stands for Political, Economic, Sociological, and Technological Factors. An analysis of the environmental factors of the plan is also an important factor in the evaluation as it can affect the success of the plan. Physical operational environments of the target market elements include location, environment, natural resources, frequency of natural catastrophes, and degree of infrastructure. The concept of development emerged in response to environmental contamination, it focuses on meeting the needs of the present without adversely affecting future generations' ability to do the same. (Armstrong and Kotler 2014, 103-106.)

When doing business on a national and global scale, it is essential to think about environmental factors. Many environmental factors, including various standards and laws and local, national, and international environmental agreements, must be considered. One step that might be taken in the interest of ecology and the environment would be to encourage people to participate in ecologically positive activities. (Pathak 2020; Wall et al., 2010, 224-226.)

### 4.3.1 Political Factors

There are two categories of political factors affecting the company: home country and export market. All home political concerns that influence the company's worldwide operations, such as export promotion, are classified as domestic political factors. Organizational and individual behavior in a market may be influenced by political variables, which include legislation, government, and political interest groups. (Armstrong & Kotler 2014, 107-111; Pathak 2020.) The government is an important political factor for any industry. Because the government sets policies that directly affect the industry and the consumers, it is an important consideration in any marketing strategy (Thomas et al. 2021). A well-thought-out strategy that is sensitive to the political climate can be an effective marketing tool as it gives the company the chance to build its brand as a socially responsible company. (Pathak 2020; Reding 2022.)

New laws or taxes that affect just a subset of a state's business community are the most typical example of a micro-level political risk. The political system of the target country affects the likelihood that certain risks will materialize. These risks include but are not limited to, import and export quotas and restrictions, locality-focused laws and regulations, corporate finance management, market and price regulation, tax and labor laws, and nationalization measures. (Reding 2022.) In addition, governments may impose regulations, bans, and levies designed to safeguard the commercial sector. (Wall, Minocha, & Rees, 2010, 131-138.)

### 4.3.2 Economy Factors

Economic growth, the status of the labor market, prices, wages, the availability of financing, the quantity of money in circulation, and the interest rate are all relevant indicators for the target market. The international monetary system, national monetary policies, and the rules governing international commerce enacted by international organizations all contribute to the global economy of world trade. Both the overall and local economies of the market of interest are part of the economic aspects to consider. The corporation must also keep in mind the monetary and economic variables and work tirelessly to lessen the risk associated with financing, which may have devastating effects on its operations. Commercial, political, and foreign currency exchange risk is all a part of the monetary category, which encompasses

all dangers associated with the company's financing and overseas payment traffic. Consumers' spending capacity and preferences as influenced by economic conditions (Armstrong & Kotler 2014, 103-104; Pathak 2020; Reding 2022.)

The performance of the national economy can have a significant effect on a company's marketing efforts. High inflation or high unemployment can have a direct impact on the demand for products and services and therefore affect the ability of the business to attract new customers and retain existing ones. Changes in government policy can also have a significant impact on businesses as they often must follow the same rules and restrictions as other companies (Simões 2020). A careful analysis of the economy is crucial to determine the impact that it will have on the company's performance and to ensure that appropriate steps are taken to protect the business from potential financial downturns ( Pathak 2020).

#### **4.3.3 Sociological Factors**

Culture, demographics, trends, and customer attitudes are all aspects of society that may have an impact on a business. Culture is a crucial factor to consider while organizing marketing campaigns and studying customer buying habits. Basic values, perceptions, preferences in each setting, and behavioral patterns are all products of the cultural environment, which is shaped by institutions and other influences. A person's worldview is molded by the culture in which he develops (Kotler & Armstrong 2010, 111). Sociological factors define the structure of society and social groups, human rights, public health, literacy, management of environmental issues, and employment. Since demographic characteristics pertain to individuals, and the market is made up of people, they are of great relevance to a firm. (Armstrong & Kotler, 2014, 96-99; Reding 2022.)

Potential customer features, attitudes, demographic aspects, cultural characteristics, ethnic considerations, and the function of material and symbolic components are all examples of cultural difficulties that should be defined before the company's internationalization. The development of the social environment can have a profound effect on companies. Rapid social change can lead to the introduction of new technologies such as social media, which is altering how individuals communicate and interact with one

another. Increased globalization has led to the emergence of emerging markets with very different consumer cultures and behavior patterns when compared to established markets in the West (Vallati and Grassi 2019, 66-68). Companies need to ensure that they understand these cultural differences to develop marketing strategies that resonate with their audiences (Reding 2022).

#### **4.3.4 Technological Factors**

The technical aspects of the product's technology are its manufacturing technology and its technical management. When considering the destination country for a company's international expansion, it is important to consider the level of industrialization, technical sophistication, and know-how in that country, since all these variables contribute to the company's competitiveness. (Ladva 2020; Reding 2022.) The company's goods, daily operations, operating techniques, and customer relationship management are all affected by technological advancements, which also provide new potential for growth. When new technologies emerge at a rapid pace, they may disrupt existing markets and force widespread changes in business practices. (Ladva 2020.) New technologies such as virtual reality and artificial intelligence are making it possible for companies to provide their customers with a more personalized service (Barik & Kumar 2018).

The increased use of mobile devices means that consumers now have access to information on the go so businesses need to work on developing their digital strategies to appeal to these increasingly demanding customers. There are many potential benefits to shopping online for the products people need. One of the main benefits of buying groceries online is that a person can do all their shopping from their home convenience without having to drive to the shops. It saves people a lot of time and effort that they would otherwise have to spend on traveling to the local grocery to get everything they need for their meals each day. This also means that one does not have to worry about forgetting anything in their shopping cart when they get to the checkout because they can easily add any additional items to their basket from the comfort of their home at any time before they make their final payment at the checkout counter. Online grocery shopping websites offer a large variety of high-quality fresh produce as well as a wide range of other foods. (Fatima 2022.)

## 5 ABOUT THE COMMISSIONER MIXMART

Mr. Md Riaz Hawlader, the co-founder and current president and CEO of Mixmart, served as the thesis commissioner. Mr. Hawlader also represents the Chairman of the Board of Directors of Mixmart Pietasaari. Mixmart was rebranded from E-Bazaar in 2022 after being renamed Mixmart. E-Bazaar was established as a limited liability corporation in 2014. Synergy Scandic Oy is the company's full name. The firm began as an e-commerce site in Espoo and Pietarsaari and now has its only one own physical store on Koulukatu, Pietarsaari. Mixmart is located in Pietarsaari, which operates well just in front of the city's largest markets, K-city Market, Lidl, and Prisma. (Finder 2022.)

Mixmart is an ethnic grocery shop that sells a wide range of Asian, African, and European items. Mixmart provides fresh and frozen vegetables and fruits, as well as a large selection of whole and sliced frozen fish, frozen meat and poultry and meat items, rice, wheat, many types of noodles from various nations, ethnic seasonings from other countries ethnic juices, snacks, sweets, and beverages from across the world. Mixmart also sells popular cosmetics from Africa and India, in addition to, a variety of other everyday necessities. Almost every workday, Mixmart imports various sorts of items from other countries. Mixmart offers a large number of new items to its consumers every week, and as they grow into larger spaces, the number of new products imported is continuously increasing. (Mixmart Facebook 2022.)

It is clear, based on the information that is publicly available on the company's financial statements, that Mixmart's (E-Bazaar's) revenues have been gradually increasing over the past few years, except in 2018. In 2016, the company's annual turnover was 86 000 EUR, and in 2017, that number increased to 118 000 EUR, representing a 37.2% increase over the previous year's total. Despite this, it did suffer a slight decrease in 2018, as the total sales dropped to 116 000 EUR, which was 1.7% less than the previous year's total. The most recent set of financial statements for the company revealed a significant increase in revenue for the year, which increased to 193 000 EUR in 2019, which was a 66.4% increase over the previous year's total. (Asiakastieto 2022.)

Additionally, in 2020, it increased to EUR 342 000 with a growth rate of 77.2%, and in 2021, Mixmart (E-Bazaar) will achieve its ever-highest revenue total of EUR 430 000, which was 25.7% higher than the previous year's total. Despite all of these figures regarding the company's turnover, the company's profit account has experienced some reductions. Despite the decrease in revenue, the company still managed to turn a profit of 10,000 euros in 2018, which corresponds to a profit margin of 10%. According to the data provided by Suomen Asiakastieto, the business posted its highest annual revenue of 24,000 euros in 2019, but it also posted enormous losses that amounted to a loss of 12% of profits despite this achievement. And as a result of recent years, the business made profits of €9,000 in 2020 and €18,318 in 2021. As a result of recent years, operating profits were 2.6% of revenues in 2020 and 4.2% of revenues in 2021. (Asiakastieto 2022.)

## 6 PRACTICAL METHODOLOGY

When writing a thesis based on practical work, it's crucial to have a professional approach to putting theory to use in the practical work. The author made a try to define what a "practical-based thesis" is and how it can be used to aid in the formulation of a marketing plan. And further on in this chapter, the author has gone over the various steps involved in the process of developing a marketing plan.

A report that includes visible investigative work and the development of new information through the practical use of theoretical knowledge is an example of a practical-based thesis. Additionally, it includes the individual's own project report or those created by partners with other people. Creating a marketing plan for a company is a clear example of a practical-based thesis.

The author created a marketing plan for Mixmart from the marketing communication perspective. This should be done in seven steps. The first step is to set goals for the marketing plan and then set objectives for achieving those goals. The second step is to identify the most effective marketing strategies for Mixmartl and then putting those strategies into action. The third step is to research both the internal and external market conditions of Mixmart. Utilizing analysis to identify potential customers for Mixmart is the fourth step in the process. Implementation, the fifth step, is a very important part of this overall marketing plan and is therefore very significant. In this step, various marketing channels will be described that may be suitable for Mixmart to promote its products and services. The evaluation of the marketing plan constitutes the sixth step, and revisions to the plan constitute the seventh and final step.

## **7 MARKETING PLAN**

This chapter discusses Mixmart's plan using the marketing planning steps as discussed in the first theoretical chapter. Then the author analyzes the current and future situation of Mixmart and the market using Porter's Five Forces Theory, SWOT Analysis, and PESTLE Analysis which were discussed in theoretical chapter three. Finally, the author will explain Mixmart's marketing strategy and marketing channel using the Marketing Communication Mix and the PESO model that was discussed in theoretical chapter two.

### **7.1 Planning**

In the planning stage of Mixmart's marketing concept development, market research and analysis, advertising strategies, and campaign implementation will be discussed according to the marketing planning steps. Mixmart's main goal for this marketing plan will first be discussed, then the Author dive into how Mixmart could get there. Finally, Mixmart's marketing strategy will be described to wrap up the planning phase.

#### **7.1.1 Aims and Objectives**

Setting goals is an essential first step for any company that intends to see its marketing plan through to completion. The goals of the marketing plan that Mixmart can develop for its business are to expand the customer base, introduce a brand-new product or line of products, strengthen customer retention., enhance brand recognition, expand retail locations, increase market share, improve financial performance, and enhance profits.

The accomplishment of the target is a very significant step on the path to achieving the goal. Many little objectives need to be accomplished before one large goal can be considered achieved. For those goals,

Mixmart can use many objectives, but the author had to go through those objectives to achieve the goals. First, Mixmart can use print advertising to promote its products and services to potential customers as direct marketing. Second, Mixmart could promote its products and communicate with customers via social media platforms such as Facebook and Instagram. Third, Mixmart also needs plans to develop an attractive, user-friendly website that will make it easier for customers to navigate the site and place orders online. Fourth, Mixmart can focus on monitor and evaluating the effectiveness of its new marketing campaign regularly to determine how well it is working and identify areas that need improvement. A well-designed and executed marketing campaign can help to increase brand awareness and help to drive sales growth for a company. Fifth, Mixmart can use in-store marketing tactics to increase sales because it places a premium on growing customer service and has found that doing so is a great way to quickly boost sales when customers are already in the store.

### **7.1.2 Marketing Strategy**

The marketing strategy outlines a variety of different methods that Mixmart can use to increase its customer base. Search engine optimization (SEO), direct marketing, social media marketing website design, paid advertising on social media platforms like Facebook and Instagram, and paid advertising on search engines like Google AdWords or Bing Ads are part of the digital marketing communication mix. The plan also includes traditional marketing methods such as newspaper ads or billboard advertisements. The implementation process includes defining the target audience for each method of digital marketing using demographic information from Mixmart's customer database such as age range, and gender. Mixmart may begin business customer sales and marketing.

Mixmart will evaluate sales and marketing success with the assistance of a perfectly prepared marketing plan. The result is a marketing plan that is affordable to follow and will allow an enterprise to attain its intended clients and sales. Mixmart can use advertising and public relations to target a specific group of customers. The company can also utilize social media to attract potential shoppers to the store. The marketing plan includes advertising, public relations, and social media strategies for increasing customer acquisition and retention rates, as well as increasing customer loyalty. The following main strategies will be utilized, using a social media presence on Facebook and Instagram, and creating a website that

is easy to navigate and provides quick access to all products. The site should have all product information as well as pricing, nutritional information, and store hours. There should also be promotions via mail newsletters or posts in the traditional way about new products and promotions that are happening at Mixmart using multiple types of traditional marketing communication such as outdoor marketing, word-of-mouth, sponsorship, and events. Also, Mixmart can use social media influencers to promote the brand with their followers on Facebook or Instagram.

## **7.2 Analysis**

Using Porter's Five Forces Theory, SWOT Analysis, and PESTLE Analysis (all of which were introduced in the theoretical chapter three), the author assessed the current situation of Mixmart and the market as a whole in this section of the process. Mixmart's situation can be better grasped with the aid of a SWOT analysis. The current situation of the ethnic food market and projections for the future will be discussed with the help of the PESTLE Model and the Porter Five Forces Model.

Mixmart is located in Pietarsaari, Finland, there are several giant grocery chains like S Group's Prisma, Sale, and S-Market, K Group's K-City Market, K-Supermarket, and K-Market, and Germany's chain grocery store LIDL available in the city. On a city corner (Skutnäs), there is also a small grocery shop called City Food Market. Mixmart faces tough competition from larger supermarket chains, but it is not impossible since potential consumers' demands differ, yet none have been effective in emphasizing customers' ethnic food product needs. They frequently sell a few products at a premium price since they do not provide many distinct ethnic cuisines because their main target is Finnish food for residents. However, Mixmart is revolutionizing the segment because it offers more than three thousand five hundred products from more than ninety different countries. (Mixmart Facebook 2022.)

### 7.2.1 SWOT Analysis

An analysis of Mixmart's current strengths, weaknesses, opportunities, and threats can be gained with a SWOT analysis is presented in figure 3 below. In the third theoretical chapter, the general principles behind SWOT analysis were explained.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• 3000 plus products from more than 90 countries.</li> <li>• High-quality products at a reasonable price.</li> <li>• Skilled customer service.</li> </ul>	<ul style="list-style-type: none"> <li>• Don't have a website.</li> <li>• Some products are expensive compared to rivals.</li> <li>• lack of capital.</li> <li>• Supply-chain.</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Create a website and sell online.</li> <li>• Introduce new products and Services.</li> <li>• Follow the current food trends.</li> <li>• Using different types of marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Large Chain Grocery Company.</li> <li>• Substitute Products Available At Large Stores.</li> <li>• Competitor's Online Sales.</li> <li>• Black Market.</li> </ul>

FIGURE 3. Mixmart's SWOT analysis.

Having such a large number of products available is one of Mixmart's main strengths. Shoppers may get anything from frozen meat and fish to fresh produce, grains, and spices at the store. Mixmart sells goods from more than ninety nations of ethnic origin. Mixmart attracts clients who are looking for high-quality goods at a reasonable price since its prices are lower than its competitors. The personnel at Mixmart provide exceptional customer service because they care about assisting their customers. Mixmart's location in a highly trafficked area of Pietarsaari has already brought in a steady stream of new consumers.

Mixmart's European goods are more expensive than those of its big rivals since the company sources some of these items from the same supplier because large companies bring large portions and sell more cheaply than Mixmart. Mixmart won't make much money off selling such food products if they undercut their competition. The absence of a well-maintained website is another area in which Mixmart falls short in comparison to its larger rivals. Because personal investment is the only source of funding for Mixmart,

the company's other flaw is that its capital is limited; as a result, the marketing team at Mixmart needs to think carefully before making any significant improvements in marketing. Another one of Mixmart's areas of weakness is its supply chain. The fact that it is sometimes more expensive to buy from them has a direct bearing on the number of customers and the number of sales.

When it comes to potential, Mixmart has a great chance to increase sales by introducing more product varieties from all over the world. The service will be provided online or by ordering. This way Mixmart will reach even more people that don't live near an existing store but still want their groceries delivered straight from their homes. One more chance for success is if Mixmart follows the current trend in eating habits and puts this knowledge to practical use. In addition to this, they inspire the introduction of new products or product lines. Mixmart can place a greater emphasis on the marketing of the campaign and promotional items using various traditional and digital marketing channels.

In terms of threats, the threat of competition is a common problem for businesses and is often seen as a major obstacle to growth. In this case, however, the threat is not from another business in the same industry (as might be the case with a competitor), but rather from another grocery store that is trying to open in Pietarsaari. This will make it difficult for Mixmart to establish itself as the dominant player in Pietarsaari, which could limit its revenue potential. Pietarsaari has four giant supermarket grocery store chains. Competing with them is sometimes difficult because every potential customer visits those stores every week and at that time, they find their desired substitute or the same products at other stores. The black market is also flooded with individual vendors who peddle the same goods. They undercut the competition by selling at lower prices with cash. Due to the black market, it is hard to compete with them. It's a direct threat to Mixmart.

### **7.2.2 Market Analysis**

According to the discussed Porter's Five Forces, large companies dominate the market. Pietarsaari has a population of 19,096 and the nearest potential customer city is Kokkola's population is 47,915 (StatFin 2022). In those cities, Prisma is one of the dominating market players after Prisma, K-citymarket then Lidl. Lidl is one kind of famous grocery store for foreigners. Most European customers' first choice is Lidl. In Pietarsaari there are a lot of market opportunities for ethnic grocery. The grocery industry mainly depends on the supply's power, in this case, S-Group, K-Group, and Lidl have a huge supply chain

management power. Also, they always follow the trend to catch the customers because of very old companies in Finland. Buyer power depends on customer demand. Prisma, K-citymarket, and Lidl, as well as Halpa Hali, are all stores that have almost the same price for the same products. Those companies' products' prices do not change rapidly. But when it comes to ethnic products then those companies do not decrease the price and they do not have a variety of products because those items are not their target selling products. Like Mixmart, these types of stores are best for ethnic products, so they focus on customer-demanded ethnic products at reasonable prices.

In Pietarsaari, establishing a new grocery store is kind of difficult because large companies and two small ethnic grocery stores already exist so new companies need to consider this before they enter this market area. The threat of substitutes in this market is important because most of the products are from different countries and those products are high priced but customers can find similar types of products at cheaper prices in the supermarkets. If customers get used to those substitute products, then it will be really hard to control the sales for Mixmart. Competitive rivalry in this market is really interesting because different companies bring the same products from different suppliers and the cost of the products is different, but the selling price needs to be almost the same because if one store sells at a high price from their competitor, they will lose the market position. Also in this area, lots of ethnic online stores are doing online business as well. So Mixmart should understand this market situation to grow the business.

The PESTLE analysis reveals that the local environment in Pietarsaari is favorable for businesses. In Pietarsaari, companies do not face any political problems. Because it is a relatively small city, the economy here is not as robust as it is in other cities in Finland; consequently, the buying power of customers is relatively low. The social outlook of this town is identical to that of the other major cities in Finland; the vast majority of people refer to the prevalent trend to preserve their way of life, which presents an excellent opportunity for companies in the food business industry. And finally, from a legal point of view, everything that goes on here is running properly; the grocery store does not face any complications as a result of this. The environment of grocery shops is characterized by a high level of competition between several different players operating in the sector. Competition within the industry is intense and highly competitive, and it typically takes the form of price wars between different grocery chains and companies attempting to capture a larger share of the market.

### 7.2.3 Potential Customers

Every company relies on its customers for survival and growth. There is a wide range of racial and ethnic groups represented in Pietarsaari, including Asian, African, Arabian, European, Eastern European, Russian Southern, and Latin American. Most of Mixmart's current customers are from countries in Asia, like Vietnam, Thailand, Myanmar, Nepal, Bangladesh, and many more. Mixmart's African customers are mostly from Nigeria, the Democratic Republic of the Congo, Ghana, and Cameroon.

Mixmart sees the ethnic European market as a promising new source of potential clients since, for a long time, no businesses have specifically courted the ethnic European market. Those Europeans must go to other cities or resort to online shopping since their local stores don't have the goods they want. In addition, they source alternatives from other stores in Pietarsaari. Mixmart will seize this market opening by importing and properly promoting as many European ethnic items as possible. The sheer volume of Pietarsaari residents who are actively involved in the local economy illustrates this point. Mixmart may attract Finnish young people and teens since they have a natural curiosity for food from different countries. Mixmart will have a great deal of success if it can successfully market to Finnish customers and receive positive responses from those customers. There are a large number of prospective customers in Pietarsaari; all Mixmart needs is effective marketing to attract those customers.

## 7.3 Implementation

Implementation is a very significant step since it is at this stage that the marketing strategy is transformed into an actual action plan and makes use of all of the possible methods. The moment someone mentions marketing implementation, Communication Mix and the PESO models are the first ones that spring to mind. The previously mentioned marketing objective and strategy will be discussed using the Marketing Communication Mix and the PESO models during the implementation stage. These models are described in the second theoretical chapter, so refer to that chapter for more information about the theories.

Each marketer must recognize the importance of marketing channels whenever the topic of marketing is broached. The process of marketing is done via the use of a marketing channel, which also serves to facilitate communication between companies and their respective buyers. Mixmart may reach its objective with this marketing strategy by using a wide variety of marketing platforms. Therefore, Mixmart is

a grocery store, and grocery markets often use both traditional and digital forms of advertising. The goals of each marketing channel are distinct from one another.

### **7.3.1 Traditional Marketing Channels**

Promoting methods that have been used historically when we talk about traditional marketing, we're referring to the kinds of campaigns that would be feasible even if Mixmart didn't have access to the internet. Pietarsaari is a good place if you're looking to sell to an older demographic since the population there tend to be more senior citizens, and traditional marketing techniques, which have been present for decades but are employed less often today, are still effective.

The term " Outdoor display " refers to a wide variety of methods, including billboards, posters, and even public vehicles. Advertisements on public vehicles are not common in Finland. However, Finns are used to seeing advertisements on billboards and posters. When Mixmart has a promotional sale, they should promote it via Outdoor advertising. Mixmart may take advantage of promotional offers and billboard placement. Signage is plentiful in Pietarsaari's urban core. Promotional billboards for the Mixmart brand are quite common and universally efficient.

Advertising in periodicals like newspapers and magazines is common. Promoting your business in newspapers is a smart long-term strategy. Mixmart can only reach a certain demographic with this advertising strategy because of the specific audience that reads newspapers and magazines. In addition to the regionally prominent Österbottens Tidning, Ilkka, Syd-Österbotten, and Vasabladet are well-known newspapers in Pietarsaari. To further expand its reach, Mixmart may also use newspaper articles as a promotional tool once or twice a year.

As part of their direct mail marketing strategy, many businesses produce weekly catalogs or special offers that are then sent directly to consumers. Advertising is a huge hit in Finland. Mixmart may develop a catalog for the product or new arrival items and send it three-four times a year especially in the festival seasons, just like all the other firms that deliver catalogs with product prices to the home of direct clients. It's a simple channel for companies to communicate with their target demographics.

Marketing to your present clientele may be done cheaply and with little effort thanks to telemarketing. In most cases, a store's current client database will include contact information such as phone numbers,

which may be mined for telemarketing purposes. With the use of a customer's phone information, Mixmart may send out promotional texts on demand. Mixmart can send one-day sales promotion texts to customers' phones on occasion. It's a powerful method of advertising to a selected audience.

The practice of using window displays as a form of advertising dates back many decades. Customers continue to find it appealing, nevertheless. It attracts those who aren't looking for what the stores sell since they may be passing by and get intrigued. Mixmart has many glass walls, and using the window displays the store can effectively advertise its products without paying a cent.

Word-of-mouth (WOM) advertising may do wonders for a company's success by way of increased brand loyalty and product sales. Clients who have had positive experiences with the company's offerings are more likely to spread the word to others. Just pay attention only to delivering first-rate products and services via this channel. It will work naturally for Mixmart to attract new customers.

Although sponsorship is a valuable marketing strategy, it is much too costly for most businesses to use. Event sponsorship, sports sponsorship, media sponsorship, sponsoring promotional partners, and so on are all examples of sponsorship marketing. This kind of advertising helps spread the word about your business and gets you free press. As a test, Mixmart might do this Sponsorship marketing campaign once a year. Mixmart has the opportunity to serve as a sponsor for either the teams or the events that take place in Pietarsaari or the Ostrobothnia region throughout the year. In Pietarsaari there is an annual celebration known as Jaakon Päivät (Jakobs Dagar), that takes place at the end of July. Therefore, Mixmart can sponsor any store or band that performs at the Jaakon Päivät. They will get a huge response from this festival even though it is not overly expensive, as it is a very well-known event that takes place in Pietarsaari. Each year, visitors of all ages come to the event. If it proves successful, they could repeat Sponsorship marketing more often.

A successful event marketing campaign may do wonders for a company's bottom line. Once a year, in the spring and fall, Mixmart may host an event or a party in Pietarsaari. Mixmart requires well-defined event goals and objectives to do well there. Mixmart can showcase its goods and those associated with ready-made foods at the event. Mixmart may utilize such information to its advantage by advertising the meals it sells in the hopes that more customers would visit the store to purchase them. Also, grocery stores can put on events like parties or shows to promote new products. When Mixmart introduces a new product line, it can host an event in the store or a public space to let people know about it. If the event attendees are interested in the new products, they are more likely to shop there in the future. Holiday

events are an excellent choice for grocery stores because the first requirement of each holiday is food, which customers can purchase from grocery stores. An illustration of this would be if Mixmart could host a Christmas holiday event. At the event, they could offer exciting new Christmas products, discounts on products from the previous season, contests, or giveaways. This could boost sales.

### **7.3.2 Digital Marketing Channels**

Mixmart could invest in digital marketing and develop a plan to ensure that its material is distributed effectively. The digital marketing strategy for Mixmart lays out the brand's intended audience, the timetable for its marketing efforts, and the many online platforms that will be used to disseminate its advertisements. The strategy also details the metrics that must be tracked to determine whether or not digital marketing efforts should be maintained. Digital marketing has proven to be highly successful for businesses like Mixmart.

Mixmart's digital marketing strategy allows for the systematic, goal-oriented deployment of digital marketing. Digital marketing relies on website traffic and social media followers to achieve sales and brand awareness objectives. That's why boosting traffic is one of Mixmart's primary objectives. Although a rise in traffic may be observed in direct correlation with an increase in brand awareness, a rise in sales is a tangential effect that cannot be directly correlated with the traffic boost alone. However, it is possible to infer that an improvement in brand recognition will lead to higher sales.

Mixmart's existing Facebook page serves as a valuable resource for the business. The channel-appropriate content recommendations from Mixmart on Facebook, where Mixmart must be dynamic and add posts consistently. Mixmart may provide its clients with informative and product-related blog entries. Mixmart may benefit from this method of raising brand awareness.

Facebook's policies do not mandate that the publication be shared, therefore expanding the publication's reach may be achieved simply by having participants "tag," or identify, their friends in the comments section. If Mixmart write something like, "tag a friend in the remark whom you would want to enjoy hot korean noodles to keep them warm on winter nights and you can win korean noodles," the post will spread among the marked friends, who may then enter the contest themselves.

Mixmart should use Facebook because of the platform's interactive nature as a marketing tool. To better understand its clientele, the business might conduct frequent surveys and open dialogues with them. Discussion fosters confidence and loyalty in the relationship between the firm and its clientele. The most crucial aspect of content creation is the knowledge or benefit gained by the audience. Thus, Mixmart may also distribute content from other sources linked to the ethnic cuisine market on its Facebook page. Mixmart may start a discussion with its clients by forwarding them relevant articles from specialized online publications.

Mixmart's Instagram feed features both aesthetically pleasing and imaginative good colorful quality product photography, with the latter's captions written by the company itself. Mixmart may utilize appealing phrases in the text of the article, which is an essential part of any corporate publication. Additionally, the description includes hashtags, which play a significant role in the image's discoverability and sharing. Instagram posts may be searched using tags, or hashtags. Tags should be considered by Mixmart following the post so that other users may easily locate the company's promotional material. Tags and punctuation are crucial for visibility but should be used sparingly. It's recommended to use about five to seven hashtags in every post.

Using social media influencers to promote your product or service is an effective marketing strategy. Because of their followers, their businesses can reach a substantial number of potential customers. Businesses can target a potential audience base by analyzing the followers that an influencer has. That could be accomplished by the company using any form of social media. While Mixmart's main focus may be on reaching its core demographic, any foodie influencer who tries one of Mixmart's products is sure to rave about it and share it on social media, complete with a link back to the original blog post or website. In this way, their audience will be aware of Mixmart and the services it provides.

A company's website serves as the primary digital marketing medium. However, Mixmart does not yet have a website. Mixmart must create a fast and quality website. Customers may be able to place grocery orders online, and the site should also be used to promote the business. The Mixmart homepage will benefit from referral traffic from several other digital sources. Mixmart has a unique opportunity to connect with its target audience by defining the product offering directly on the website.

Mixmart's Google Search traffic may be monitored and studied using the free Google Analytics tool. There, Mixmart may compile several reports on search engine users and their habits. By comparing and contrasting the actual outcomes with the intended outcomes, reports assist in steering the development

in the right direction. Mixmart could need assistance from a developer to set up Google Analytics. Analytics, on the other hand, provides a great deal of useful direction. Google Analytics allows for the tracking of user engagement on a website. The average time spent on the site may be inferred from the number of sessions that have occurred during a certain time frame, while the number of sessions itself reveals the total number of visits to the site. In most cases, visitors won't be there for more than five seconds, so there's no need to worry. Google Analytics Acquisition report details the origins of site traffic. (Google 2022.) The visitor may have stumbled upon the site thanks to a recommendation made by a search engine. Direct access (entering the URL into the browser's address bar) and social media (clicking a link posted, say, on Facebook) are two further possibilities. Numbers may be used as a simple measuring stick for goals. The number of Facebook likes and Instagram followers both increase proportionally as their respective pages gain popularity.

#### **7.4 Evaluation**

After the marketing plan has been developed and implemented, it needs to be evaluated to see how well it worked. If Mixmart's marketing doesn't work, it needs to change its strategy to take into account the fact that different types of marketing channels work best in different situations. The food and grocery industry is one of a kind because it has the potential to profit from both conventional and modern forms of marketing. Mixmart can place a higher priority on the sale both before and after an effort was made to market their products. Additionally, if Mixmart's marketing efforts are successful, there may be an increase in the number of people shopping at their stores.

This would be a positive indicator for the company. If the plan did not produce the desired results for Mixmart, it is possible that the wrong marketing strategy was implemented, or that the wrong demographic was targeted. Mixmart's advertisers and marketing initiatives would be focused primarily on increasing the size of the company's existing customer base as its end goal. Mixmart's marketing team can generate the evaluation report for analysis based on the findings of this part of the evaluation process.

## **7.5 Revision**

When it's time for the marketing plan to be revised, Mixmart can review the report that was provided to it during the evaluation phase of the plan. After that, they will investigate everything from the very beginning to the very end to come up with a solution to the necessary changes or some new things to include in the existing marketing plan. This will be done to come up with a solution to the necessary changes.

In addition, it is inevitable that at some point in the future, a company's marketing strategy will reach a point in time at which it will need to be revised. Because of this, it is of the utmost importance to conduct a comprehensive comparison of the campaign reports and sales figures obtained during earlier campaigns with the marketing strategy that is currently being implemented.

## 8 CONCLUSION

The purpose of this thesis was to create a marketing plan for Mixmart that would assist in driving growth and improving customer communication with the company. A marketing plan is essential for any kind of company, but it is especially vital for a grocery store like Mixmart. A document known as a marketing plan outlines the strategic goals of a company in addition to the objectives for achieving those goals. Businesses are required to either develop new marketing plans or upgrade their existing marketing plans to successfully market a product or service. There are a variety of tools that can be used to create a marketing plan; however, the author preferred to use analyses such as Porter's Five Forces, the SWOT matrix, and the PESTLE analysis. Those analyses help businesses plan for new opportunities and avoid potential pitfalls by providing an analysis of the current situation and providing recommendations on how to develop an effective marketing strategy to address the challenges identified in the analysis. Most businesses already have a well-developed marketing plan; however, they need to continue to execute this strategy effectively to continue to build customer loyalty and achieve their sales goals over the long term. The corporation needs to further develop its existing marketing strategies to continue to drive growth in the future. This can be accomplished by focusing on new customers and expanding market share in the area that is being targeted.

With the assistance of the Marketing Communication Mix and the PESO Model, this marketing plan covered everything from the traditional marketing tactics of advertising, public relations, and promotion to more modern tools such as social media and mobile advertising. It also considered all of the relevant data. This marketing plan includes in-depth market analyses that guide how the marketing strategy can be developed and implemented to meet the needs of the target market as well as the needs and wants of the competitors in that market. These market analyses also provide valuable information about the needs and wants of the target market. The company may be able to accomplish its overarching goals with the assistance of this marketing plan, which will also guarantee that each component of the strategy is in line with the overarching goals of the company. It can be said that no one factor determines consumer behavior; rather, it is a complex process that includes not only product features but also other elements such as marketing, campaigning, and price-to-value ratio. Because of this, businesses need to take into consideration all these aspects when formulating their marketing plan.

A business can be more successful in reaching its goals and objectives with the assistance of a well-crafted marketing plan. Crafting a marketing plan that will lead to success for the company and its stakeholders, requires extensive research, careful planning, and the application of critical thinking skills. However, developing a marketing plan is easier said than done. Mixmart is one of the grocery stores that is expanding at the quickest possible rate. The company offers a diverse selection of food items, like other goods. The company could build a strong online presence in addition to its traditional grocery offerings by launching an online store and selling products through other online platforms. This would allow the company to sell groceries online. Mixmart has experienced consistent expansion ever since it was established, which has led to a significant rise in the company's revenue. However, to adapt to the shifting requirements of its clientele and to maintain its position as a frontrunner in the sector, the company, much like every other enterprise, is continually modernizing itself. Mixmart needs to keep bringing in new customers and expanding its market share if it wants to continue to enjoy financial success in the years to come. Additionally, it will raise people's awareness of the Mixmart brand.

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