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**MARKETING PLAN FOR ZUMP**

**A food delivery service in Pietarsaari**

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**ABSTRACT**

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<p>This thesis outlined a thorough marketing strategy for Zump, a Finnish food delivery service with office in Pietarsaari. Zump provides customers with a simple and practical option to purchase meals online and have them delivered from a number of neighbourhood restaurants. An analysis of the target market, marketing goals, marketing plans, execution and control strategies, and a budget make up the marketing strategy.</p> <p>The target market and the rivals of Zump were identified through the market study. It analysed the marketplace's competitive landscape and market conditions, as well as customers' wants. Zump's target market is young adults between the ages of 18 and 30, according to the report. The marketing goals are to boost Zump's revenues by 10% of the total in the first year, boost customer loyalty by twenty percent, and boost market share by five percent. The marketing plan suggests a number of tactics to accomplish these goals, including building a solid brand identity, designing a successful digital marketing plan, taking part in local marketing campaigns, and designing a productive delivery system.</p> <p>Implementation and control procedures are intended to guarantee that the plans are carried out effectively and efficiently. These include establishing a web presence, utilizing digital marketing tools, developing a productive delivery method, and keeping track of client feedback.</p> <p>Overall, an extensive marketing strategy is presented in this thesis for Zump in an effort to boost client retention, market share, and sales. To make sure the plan is successfully carried out, it includes effective tactics, implementation and control mechanisms, and a budget. It also has a backup strategy to pay for any unforeseen expenses.</p>		
<b>Key words</b> Boost, customers, feedback, implementation, market, method, productive		

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## 1 INTRODUCTION

This thesis seeks to create a marketing strategy for Zump that will both attract and retain customers. The goals are to use various marketing media, figure out a new way to use the marketing communication mix, concentrate on increasing awareness of the brand and segment-based targeting, and identify environmental benefits, financial problems, and marketing tactics that Zump can use to conduct business.

Every business plan must have a marketing strategy, therefore while creating one, it's critical to be aware of the goals and objectives of your organization. The marketing strategy guides the company's attempts to bring in new customers and establish enduring bonds with existing ones. Additionally, it helps companies stay on track with their goals while boosting income and brand recognition. To put a marketing strategy into action, a number of marketing communication channels must be established. A detailed understanding of the market and business environment is also necessary for the marketing plan to be successful.

Important marketing frameworks including Porter's Five Forces, the SWOT matrix, and the PESTLE analysis will be examined in thesis. Using Porter's Five Forces, business owners and managers can have a better understanding of their present rivals and client base. By describing a company's internal strengths, weaknesses, external opportunities, and threats from competitors, the SWOT matrix aids in developing short-term marketing strategy. The potential market for the company's nationwide expansion is the main subject of the PESTLE research. The promotional planner's framework was helpful in developing the marketing strategy. Along with the communication strategy mix, the thesis also explains the PESO models for traditional and digital marketing. These marketing model theories are essential for developing a relationship between consumers and businesses.

Zump intends to set itself apart from the competition and grow its market share in the area with the help of this marketing plan. The ability of Zump to supply fish swiftly, regularly, and affordably distinguishes it from competing services in the area. Zump will be able to capitalize on its competitive advantage and create a successful and long-lasting business model with the aid of this strategy.

## **1.1 Commissioner**

In Pietarsaari, Finland, Zump is a food delivery company. The business provides a range of meal delivery services, including takeout, meal kits, and grocery delivery. Customers can place orders online or through their mobile app with Zump, making it simple and convenient for them to purchase food. Customers can pick from a variety of restaurant meals, meal packages, groceries, and other options. Customers may enjoy their food without fuss because all orders are delivered fast and safely. Customers of Zump can also participate in a rewards program through which they can accumulate points for purchases that can later be used for deals and discounts.

Reza Rahman is the commissioner of this thesis and also the respective owner of the company. He has more than 10 years of experience in the food delivery industry and is dedicated to giving clients the best possible service. He has put cutting-edge technology to use to streamline the ordering process and has assembled a devoted team of professionals who are committed to giving clients the greatest experience possible. He is passionate about developing a business strategy that is good for the environment and customers alike.

## **2 MARKETING PLANNING AND ANALYSIS**

The reaction of an effective marketing plan that may entice potential customers is required for the firm to be profitable. Businesses can benefit from market research by using marketing plans, which can include a range of strategies for increasing revenue. Advertising and marketing strategies will be covered by this thesis. Later in this chapter, the author's will go into greater detail regarding the stages of marketing strategy.

### **2.1 Marketing plan and planning steps**

A marketing plan is essential for businesses to fulfil their objectives and identify the intended audience for a given product, brand, or service. Companies suffer to track accomplishments and lack a clear vision of success without a plan. All components of the marketing mix are covered in a thorough marketing plan, along with methods for reaching the target audience. This makes it easier to understand the consumer base and the spending on advertising. Setting advertising expenditures and modifying ad schedules to reach potential clients are both important components of a successful marketing strategy. Along with information about the target market for a good or service, it also contains strategies for achieving both short-term and long-term goals (Westwood 2002, 16-18).

A thorough marketing plan that includes client acquisition and retention can be created using an organized process called marketing planning phases. By identifying target markets and establishing customer acquisition objectives, they offer recommendations for efficient acquisition techniques. By gathering client preferences and opinions and selecting the best tactics for a certain circumstance, these processes assist businesses in achieving their marketing and sales objectives. Five steps make up the marketing planning process: planning, analysis, implementation, evaluation, and revision. These stages can help businesses develop a comprehensive marketing strategy that successfully fulfils the demands of customer acquisition and retention.

## 2.2 Planning

Planning is essential for carrying out a marketing strategy since it guarantees that the goals are met and that enough resources are given. It enables businesses to use market data to pinpoint their target market and establish campaign objectives. A strategy is a plan of action created to accomplish particular objectives, and a marketing vision is necessary to create advantages over rivals in the future. In order to accurately predict the future, one needs to have good analytical skills. Businesses should make judgements based on their judgement, experience, results of market research, and other information.

In terms of market share, sales, expenses, and profitability, they must also evaluate how realistically their goals and plans would affect the city. The inclusion of marketing planning in general business planning allows companies to identify. Market analysis is a thorough assessment of a company's target market and competitive environment that enables the projection of potential profitability when a brand and its products are introduced to consumers. Both quantitative and qualitative data are used, including market size, consumer prices, and revenue estimates as well as values, desires, and purchasing motivations.

A thorough review of a company's current condition can be used to identify the strengths and shortcomings of its marketing strategy. A company's internal variables, such as its client base, marketing feedback, channels, money, products, and services, help it prosper while external factors hamper it. A thorough market study indicates a company's position in the marketplace. The next phase should concentrate on external issues since it enables companies to include new ecological or contextual advantages into the plan while taking into account potential disadvantages. Using the best marketing channels to connect the desired outcomes of the organisation, this analysis aids in the identification of prospective new markets and customers. The analysis' findings will help with how the marketing strategy is carried out (Westwood 2002, 19-25).



## 2.3 Implementation

Implementation, which addresses problems and takes advantage of opportunities found in the analysis, is the next phase in an organization's success. An implementation strategy is a comprehensive plan for carrying out a particular element of a business' marketing strategy, such a direct mail campaign. The advertising campaign used by a business to advertise its goods and services across a variety of media is a crucial component of its marketing plan. To persuade customers to buy the company's goods and services, an effective marketing campaign should be precise, memorable, and express the advantages of the goods and services offered. Eight deadlines must be considered by the marketing plan's planner when implementing the strategy. The new marketing initiative of the corporation will emphasise public awareness of high-quality goods at competitive costs. By outlining persuasive justifications for why customers should choose the store over rivals, it will also emphasise the benefits of doing business there. When creating a marketing campaign, a company's internal team is a crucial asset since it enables decisions about the campaign's execution and structure to take into account everyone's opinion (McDonald 2011, 347-350).

A marketing strategy must include evaluation in order for the goals to be achieved and the strategy to continue to work. To ascertain whether earlier stages were successful or whether revisions are necessary, businesses should heavily invest in the assessment phase. It is crucial to analyse a marketing plan and strategy, with sales, consumer responses, and competitive moves being critical signs to watch. Tracking sales can be used to quickly evaluate the marketing strategy because a successful marketing campaign should result in higher income. A key component in determining whether a marketing strategy was successful is the response of the target market.

It is simple to identify the outcomes of customers' purchasing behaviour since businesses use a variety of matrices to contact consumers and design strategies based on research findings. Customers frequently use word-of-mouth advertising as part of their marketing plan. Additionally, when implementing a sophisticated marketing plan, businesses should take into account the behaviour of the rivals because they can have countermeasures in place to thwart the effort. When a marketing strategy is put in place, these measures can be used to evaluate its efficacy (Kotler 2001, 14-15).

Revision is the last stage of the framework of a marketing plan. Every advertising campaign and plan has a shelf life; therefore, businesses must frequently refresh their plans. The expiration date will also vary if the strategy changes within a given time range. Businesses frequently learn that their original plan did not work out as they had hoped and must change it. A strong marketing strategy might be difficult to alter, but it must be continually reviewed and updated. Businesses must evaluate their planning processes and compare results to those that have already been achieved in order to make necessary adjustments to their marketing strategies. The optimal course of action is decided upon after considering team reports, market research, strategic analysis, and data analysis. Businesses must act swiftly to adapt to new changes because failing to do so could threaten the viability of their present marketing strategy (Wehbe 2021).

## **2.4 Different marketing strategies**

A marketing strategy is a set of guidelines created after studying the target market and conducting market research. Advertising, public relations, and web marketing are just a few of the potential company techniques. Reaching the intended audience and conveying the desired message are crucial components of every marketing strategy. Establishing a marketing strategy requires careful consideration of each component of the marketing mix.

In order for a firm to succeed in marketing, its marketing strategy is essential since it directs and defines all of its day-to-day activities. It entails developing a realistic mental model that is both achievable and coherent with the company's goals. This approach may be based on a number of factors, including market and competitive position changes, growth and profitability, product and consumer target markets, and environmental considerations (Hall, Forbes 2021). Although marketing strategies concentrate on particular elements of the plan, they may appear to be comparable to a more general marketing strategy. A strategy for promoting a new good or service via email marketing, for instance, may be part of a marketing plan. Various marketing techniques are often included in each plan as part of a larger one.

Expanding market share, boosting brand value, boosting profits, or focusing on a specific audience are the three primary types of marketing techniques. Competitive methods strategies and relationship marketing

services can be incorporated. A marketing strategy is a plan that outlines how value will be created for customers and how to keep lucrative connections. Businesses may better understand their customers and figure out how to separate out from the competition by using segmentation and targeting. Each organization must first specify their aim before employing the same structure for their marketing plan. Every project needs clear key performance indicators (KPIs), and every marketing plan needs to identify the target market first. Businesses should develop a content strategy, investigate what their rivals are doing, select a budget, and delegate responsibilities to each stakeholder if they want to grow organically. Everything will run much more smoothly if you keep things organized (McCann & Alexis 2015, 278).

Businesses need marketing tactics in order to effectively increase traffic, create brand awareness, and profit from the social selling revolution. Depending on the demands of the organisation, a variety of marketing methods can be employed. These include internal marketing, social media marketing, email marketing, inbound marketing, content marketing, editorial strategy, marketing communications strategy, digital marketing, public relations strategy, and SEO strategy, to name a few of the more important ones (Yuan & Shupe 2019, 68-72).

A company's marketing strategy should incorporate social media marketing to boost brand awareness, customer engagement, and capitalize on the social selling revolution. An efficient strategy is crucial, as 54% of users use platforms to research brands and 89% of followers buy from brands. Email marketing offers a softer approach by capturing users' emails and browsers. Through the use of email marketing, blog postings, and other tactics, inbound marketing generates leads from interested people and directs them to websites or products.

Another key component of marketing strategy is content marketing, which emphasises the creation of engaging information. Blog pieces, white papers, and even social media marketing overlap may fall within this category. Since it specifies content forms, workflows, and channels for attaining marketing objectives, editorial strategy is essential for advertising agencies. It works in harmony with news or media organisations, ensuring that brand publishers and advertisers concentrate on their marketing initiatives.

For major businesses, a digital marketing plan may encompass internet, SEO, social media, lead generation, performance marketing, and internal marketing to enhance workforce interaction and involvement. The use

of keywords and phrases to boost visibility and get the top Google ranking is essential for marketing. Traffic is increased, brand recognition is increased, and marketing efforts are maximised by a committed marketing staff (Wrenn & Mansfield 2014, 149-159).

## **2.5 Models for marketing plan and analysis**

Business decision-making, opportunity identification, and marketing goal achievement all depend on the effectiveness of marketing plans and analysis models. These models provide a methodical framework for examining corporate capabilities, market developments, consumer behaviour, and the competitive environment. PESTLE analysis, the SWOT matrix, and the Porter's Five Forces model all shed light on a company's current marketing approach and potential future course. Businesses can improve their marketing strategy by using these models to better understand the marketplace, consumer behaviour, and internal resources.

### **2.5.1 Porter's five forces theory**

This framework was initially created by Michael E. Porter as a strategic management tool to aid businesses in assessing the threat posed by their competitors and choosing the most effective strategies to combat it. The five forces listed in the model can be used to assess the overall strength of a company's position in the market. They are significant sources of rivalry within a certain industry. The elements that influence the industry in which a company operates must therefore be thoroughly understood by that company if it hopes to grow its market share (Martin 2023).

Porter's model highlights five forces—competitive rivalry, supplier and consumer bargaining power, threat of new entrants, and danger of substitute goods and services—that affect industry competition. When there are few companies selling a good or service, industry expansion, and consumers have an easy way to switch to a competitor's product or service, fierce competition is intense.

Consumer bargaining power is impacted by the availability of many sellers and their products, whereas supplier bargaining power is measured by the quantity of suppliers and their control over price rises.

Barriers to entry, such as comparative cost benefits, access to inputs, advantages of scale, and a powerful brand identity, define the threat of new competitors. Long-term expenses for switching explain the danger of substitute goods or services (Reshan 2020, 4-15).

### **2.5.2 SWOT analysis**

A SWOT analysis, which focuses on internal, external, and competitive aspects, is an important element in creating a marketing plan. The internal variables, external factors (opportunities and threats), and competitive factors (strengths and weaknesses) make up the four main components of this paradigm. The optimal strategy to achieve the objectives of the business can be decided by recognising these components. Employee skill levels, the calibre of the goods and services, and organisational infrastructure and resources are all taken into account. Businesses can align their resources and competencies using this approach in order to take advantage of opportunities and control potential hazards (Schooley 2023).

Using a SWOT analysis is a critical part of strategic preparation and decision-making because it enables businesses to find chances for growth and spot risks before they become too great. It assists people in planning career pathways that maximise their strengths while addressing potential dangers, as well as identifying market niches with a competitive advantage. Four components are examined by a SWOT analysis: internal strengths and resources that contribute to success, external challenges to achievement, external opportunities for profit-making, and external threats to the entity's success. Decision-makers must clearly define their goals, compile a list of their strengths, weaknesses, opportunities, and threats, and use a variety of tools to help them make decisions. An organisation has control over internal elements like resources, capabilities, skills, assets, and competitive advantages. Negative qualities that limit performance or obstruct growth include weaknesses including a lack of financial resources, a high turnover rate, a weak web presence, a low customer satisfaction rate, and a low-quality product or service. Trends, events, economic changes, and the competitive environment are examples of external elements that are out of an organization's control and can be classified as opportunities or dangers (Stapleton & Thomas 1998, 79-81).

### 2.5.3 PESTLE analysis

The PESTLE study, which concentrates on political, economic, sociological, technological, legal, and environmental issues, is an essential tool for marketing planning. Physical operational contexts including location, environment, natural resources, and infrastructure are taken into account while assessing a plan's effectiveness. The goal of development is to fulfil current requirements without harming future generations. For national and international businesses, environmental factors, such as standards, legislation, and agreements, must be taken into account. Environmental sustainability can be improved by encouraging environmentally sound behaviour (Perera 2017, 1-5).

The external macro environmental elements that can have an impact on an organisation are analysed using the PESTLE framework. It centres on some essential dimensions:

First of all, political dimension, which means that the organization's political risk exposure is evaluated here together with political stability, laws, regulations, and government policies. It takes into account elements including monetary policy, trade restrictions, political stability, and administrative stability. Secondly, economical dimension examines past, present, and future economic situations, taking into account variables like inflation, unemployment, exchange rates, and economic growth. These variables may affect customer purchasing power, product or service demand, and the general business environment.

Additionally, the social component includes socioeconomic and cultural aspects of consumer behaviour, such as population growth, attitudes, lifestyle patterns, health consciousness, and cultural standards. Organisations can better match marketing strategies with client needs by understanding these. Also, the technological component includes developments and inventions that have an impact on businesses and organisations, including R&D, automation, digitalization, and disruptive technology.

Moreover, the environmental component assesses the effects of variables on enterprises, such as legislation, resource scarcity, consumer demand, and climate change, necessitating adaptation for long-term viability. Lastly, the legal dimension includes regulatory frameworks, laws, and regulations for organisations to follow morally and prevent hazards, as well as compliance with employment, health, and safety legislation (Peterdy & Kyle 2022).

## 2.6 Marketing campaign

A marketing campaign is an ongoing process that promotes a good or service using a variety of media and both paid and unpaid marketing. With a set timeframe, price range, and objectives in mind, it is a more constrained approach. A focused marketing effort for a company or organisation, such as one promoting a new or updated product, is essential to its success. A campaign needs particular, measurable goals to be successful, like as reaching a certain audience with a message or obtaining a certain percentage of consumers who are aware of a product, which will ultimately result in higher sales. Setting precise objectives helps to focus campaign preparation and allows for measurement of the campaign's success.

Market research, pricing research, product comparisons, product production, product sales, and product promotion are all part of marketing. It entails finding products, figuring out demand, price, and routes of distribution, as well as creating and putting into practise promotional campaigns. After a product is developed, marketing activities are often conducted to boost sales. There are various definitions used by businesses, employees, consultants, and academics. Understanding the aim and goals of a campaign is essential to running it successfully. Think about a big idea like growing revenue, enhancing user engagement, promoting a new product or service, expanding brand exposure, getting consumer feedback, reducing the impact of bad news, and obtaining more leads. According to Masterful Marketing, marketing efforts may result in a variety of things, including leads, traffic, visibility, or engagement. Set precise objectives and metrics based on the main objective, such as leads, visitors, visibility, or engagement, to accomplish these goals (Muis 2015, 4).

The media used for a marketing strategy ought to be appropriate for the target audience. Email marketing campaigns are an excellent method to communicate with both prospective and current customers since they are created to compel prospects to act. The creation and personalization of a successful campaign depend on speaking directly to your audience. Social media marketing initiatives can be used to either gather consumer feedback or move customers down the sales funnel. Direct mail marketing campaigns, which offer an engaging experience with samples or promotional materials, produce the third-highest ROI (Mangold & Faulds 2009, 357-365).

Online adverts used in pay-per-click (PPC) marketing campaigns cost money each time a prospective lead clicks on them. Businesses can maximise the advantages of PPC if they have a good grasp of their target demographic and how they interact online. Businesses may get quality leads from people already looking for their product or service by understanding their target demographic and how they interact online. Numerous options exist to interact with potential clients and business partners through event marketing. Building relationships with the potential for both immediate and long-term financial gain can be done through hosting workshops, investing in tables to demo products, or giving seminars (Wrenn 2002, 6-12).

Increasing brand recognition and persuading customers to buy are both aspects of marketing. Advertising develops persuasive messaging around broad objectives and might be a component of a more comprehensive marketing plan. Brands emphasise agile marketing and campaign pivoting, and data-informed marketing tactics are prevalent. Online communities, brand development, and social media are key components of effective marketing. With the highest return on investment of any media format, video is the most well-liked marketing asset. Publicity-focused marketing tactics leverage media news items and references to build brand awareness and social proof. Employing a publicist can assist you in developing news jacking as your company expands and in reaching out to journalists and external websites with press releases. PPC will be most effective for businesses who have a good understanding of their target demographic and how they behave online. It will be simpler to get quality leads from people who are already looking for your product or service the more you understand about your target market. A great marketing strategy that connects with your target audience and encourages people to visit your website may be produced by choosing the appropriate media (Kasewurm 2007, 47-49).

## **2.7 Customer research**

Identification of consumer categories, demands, and behaviours for a brand or product depends on conducting customer research. To find unmet requirements and prospects for corporate growth, it can be done through market research, user research, or design research, concentrating on present or potential customers. Numerous approaches, including focus groups, interviews, surveys, and ethnographic field studies, can be used to do research. In order to determine client sentiment, desk research is also done via internet forums, reviews, and social media. The correct emphasis may be ensured and prospects for future



products, services, or features can be found by doing customer research in a variety of organisational departments, including marketing, concept creation, or marketing campaigns.

Customer research is crucial for businesses to better understand the needs, preferences, and pain points of their target market and to boost customer satisfaction. Helping businesses stay up to date on market trends and consumer behaviour enables them to make data-driven decisions and stay ahead of the competition. Customer research helps businesses improve the customer experience by identifying areas for improvement and addressing client feedback and pain issues. Another technique business can utilise to create tailored marketing campaigns that resonate with their target audience is customer research. Finally, customer research promotes innovation and product development by gathering input and understanding client wants, resulting in the development of novel, improved products and services that meet consumer desires (Wongsurawat 2023, 41-44).

Consumer research is something that firms must do in order to interact with customers and develop new goods and services. By framing their queries carefully, businesses can uncover more information about the preferences and interests of their clients. This knowledge can inspire innovation, as evidenced by the success of LEGO Friends in 2012. Even while information from consumer research can be used to enhance currently offered goods and services, it is crucial to realise that not all customers are aware of their needs. For instance, Apple's iPhone changed the industry by listening to customer comments on app updates and requests for higher-resolution cameras. Businesses that use the right information at the right times can create new and improved goods. For enterprises to remain competitive and in the lead of the market, firms must conduct consumer research (Bradlow & Eric 2011, 56).

There are several kind of consumer research methods:

**Primary Consumer Research:** Asking questions or conducting surveys are examples of primary consumer research methods that include direct interactions with consumers. This strategy is affordable and can be carried out by contracting a company to concentrate on particular clients. It gives specific information about the business and its products, although it could not include data on market trends. Focus groups, phone surveys, mailers, and online forms are a few examples of primary consumer research.

**Secondary Consumer Research:** A cost-effective way to collect customer data is through secondary consumer research, which concentrates on market and industry patterns rather than particular clients. Comparing to others enables comparisons, which enables businesses to pinpoint areas that need work. Secondary research offers a greater insight of a company's success across the nation even though it may not be as focused on certain goods.

**Qualitative Consumer Research:** Consumer research that is qualitative looks into the opinions and preferences of the public around goods, services, and perception. It frequently works in conjunction with primary or secondary research to assemble detailed information about a brand. To comprehend the sentiments and preferences of its clients, it employs phrases like enjoys, loves, prefers, dislikes, and better. This strategy is useful for understanding customer preferences because it allows for explanations and works well for sensitive questions.

**Quantitative Consumer Research:** Focusing on numbers and statistics, quantitative consumer research is a useful technique for primary or secondary research. It can reveal information on purchasing patterns, e-commerce website activity, and store familiarity. Polls, surveys, and other quantitative research techniques are a few examples. Quantitative research, however, is unable to give precise responses to issues like the proportion of male clients (Lee 2021, 45).

### **3 CUSTOMER RELATIONSHIP MANAGEMENT**

A CRM system optimises a company's relationships with customers by taking care of customer service, interactions, marketing, sales, and other tasks. It aids businesses in streamlining procedures and organising information. CRM systems examine customer data, enabling users to access and comprehend touchpoints, creating a comprehensive customer profile, and forging solid connections. This information can be applied to the creation of campaigns, the forecasting of sales, the segmentation of geographic areas, and the development of new products. CRM technologies expedite engagement, increase the number of sales deals closed, forge lasting relationships with customers, foster loyalty, and boost revenue (Buttle 2004, 32-34).

CRM systems improve the efficiency of interactions and relationships with the outside world, which is beneficial for departments like sales, customer service, business development, hiring, and marketing. They track service issues, look for sales opportunities, and manage marketing activities in a central location where they also keep track of contact information. This transparency encourages collaboration and productivity, particularly in small firms where teams must work harder with fewer resources.

#### **3.1 Customer service**

Customer service is essential for organisations because it fosters relationships with clients and assists them in resolving issues. Companies must have knowledgeable salespeople who are patient, skilled communicators, and knowledgeable about their products and services. By streamlining communication, organising customer data, and making it easier to respond to client problems, the best customer service software may dramatically increase the efficacy and efficiency of a company's customer care team (Hall 2002, 34-36).

Face-to-face interaction between customers and business representatives is a key component of customer service and is required for satisfaction and repeat business. Despite digital self-service platforms, human connection is still required for organisations to operate effectively and demonstrate servant leadership. Maximizing interactions and cultivating long-lasting partnerships are the goals. Consistency in quality may

affect repeat business or customer loyalty. Customer service sets a brand apart from competitors by providing customized experiences and answering questions. According to 80% of consumers, the experience is just as important as the products or services. It's frustrating when brand reputation suffers and churn occurs. A successful customer care staff boosts sales, boosts client retention, and attracts new consumers (Harris 2013, 1-10).

### **3.2 Types of customer service**

Depending on the sector and the unique requirements of the clientele, different customer service kinds may be provided. However, there are a few typical customer service categories that are present across different industries:

**In-person customer service:** This is the standard way that customers and service agents communicate. Any real site may be used, such a retail space, a bank, a hotel, or another. Customers can ask questions, look for advice, and get prompt support when they interact with a company's representatives in person.

**Telephone customer service:** This entails clients calling a firm to enquire about goods or services, make purchases, sort out problems, or request help. Telephone customer service personnel must be able to effectively communicate with customers, know the company's products and services, and be able to resolve customer issues over the phone.

**Virtual customer service:** With the growing popularity of the internet, many companies now provide customer support via online platforms. This covers interactions on social media, live chat on websites, and email support. Customers may conveniently contact businesses and get their questions or problems resolved promptly and effectively thanks to online customer care.

**Self-service customer support:** Self-service customer support provides clients with necessary materials and tools to handle their issues, such as manuals, user guides, instructional videos, automated systems, and internet knowledge bases. This approach reduces the need for direct communication and enables customers to independently locate answers to frequently asked questions.

**Social media customer service:** Social media sites have gained popularity as means of communication between customers and companies. Customer service staff must keep track of and swiftly address questions, grievances, and feedback to ensure rapid service and courteous treatment of public encounters.

**Cellular customer service:** Businesses now provide clients with mobile customer service via apps or websites, allowing them to access information, ask questions, and get support while on the go. These services frequently offer live chat and push notifications (Moment 2007, 27-31).

### **3.2.1 Principles of customer service**

In order to provide excellent customer service, a customer care professional must possess certain traits and capabilities. Technical and soft talents are mixed together in them. In order to connect with clients and promote understanding, empathy is essential in customer service. By paying great attention to the customer's words and body language, active listening can help to grasp the customer's sentiments, wants, and needs. Customers can avoid waiting on hold by establishing call back mechanisms or putting them into place. Good communication, optimism, adaptability, and responsibility are interpersonal characteristics that foster a fruitful working relationship between the customer and the agent (Constantinides 2004, 115-120).

While listening to each consumer and seeking an answer, live chat workers must manage many conversations at once. Customers may feel heard and understood if you are cool-headed and composed during interactions. Customers can feel seen and heard if you respond to their demands and, if you can, offer help. Working collaboratively with other teams or departments is frequently required while responding to consumer inquiries, therefore these abilities are crucial. For customer service representatives, emotional intelligence is crucial since it enables them to remain composed and maintain their emotional well-being. In order to understand client needs and provide original solutions, creative thinking is essential.

To gauge consumer happiness and identify product improvements, gather input from customers via surveys. Improve on boarding procedures by collaborating with your team to put customer feedback into practice. By continuously aiming to improve based on consumer input, you can improve your product or service. Follow up with clients to inform them of any improvements made. This demonstrates how highly

your company values consumer opinions. The client experience is given first priority, and services are tailored to each customer's needs even when they conflict. By concentrating on the client and their requirements, this approach also enables agents to provide proactive service. Customers desire natural, conversational interactions over 70% of the time, thus it's crucial that agents get the whole context. Agents may produce a satisfying and memorable client experience by encouraging empathy, active listening, and a customer-first approach (Anania 2023).

### **3.2.2 Zump's customer service**

To ensure client happiness and loyalty, ZUMP food delivery service places a high value on superior customer service. Here are some specifics regarding their client services: ZUMP's customer care staff is skilled in assisting customers with ordering, whether through phone conversations or online chat. They respond to inquiries, offer suggestions, and address problems or worries.

ZUMP concentrates on timely meal orders and ensures quality, placing a high priority on rapid and dependable delivery. The customer care team interacts with consumers through communication to control expectations and guarantee prompt delivery. From sending out immediate alerts through mobile device, email, or SMS and quickly resolving client questions and issues, ZUMP's customer support staff assures continuous interaction throughout the process.

In order to ensure client happiness, ZUMP's customer support team immediately addresses order errors, missing items, and other problems, providing remedies like refunds, replacements, or coupons. They take constructive criticism and complaints seriously, which makes for a positive client experience.

ZUMP appreciates consumer feedback and actively seeks it out to enhance its offerings. They solicit feedback via their website or surveys, finding areas for development and making the required adjustments to improve the general consumer experience.

By keeping track of preferences, order history, and dietary restrictions, ZUMP's robust customer relationship management system allows them to provide highly personalised customer service. As a way to

thank customers for their support, this enables the creation of personalised suggestions and experiences. Loyalty reward programmes are also made available.

### 3.3 Customer relationships

Customer relationships are the ongoing contacts between a company and its clients that have an impact on the success of the company. Customer happiness and loyalty are built by businesses, and they start when a customer first interacts with them. Customer relations refers to the interactions that your business has with customers in an effort to enhance the customer experience. This entails overcoming immediate obstacles and creating long-term solutions that guarantee the success of the client (Saleh & Shukairy 2011, 73). Customer satisfaction can be used to evaluate these connections, which cover technical assistance, marketing communications, and sales assistance. Implementing responses to consumer complaints or coming up with new developments in response to their comments can be necessary for maintaining healthy relationships (Sapardic, Tidio 2023 a).

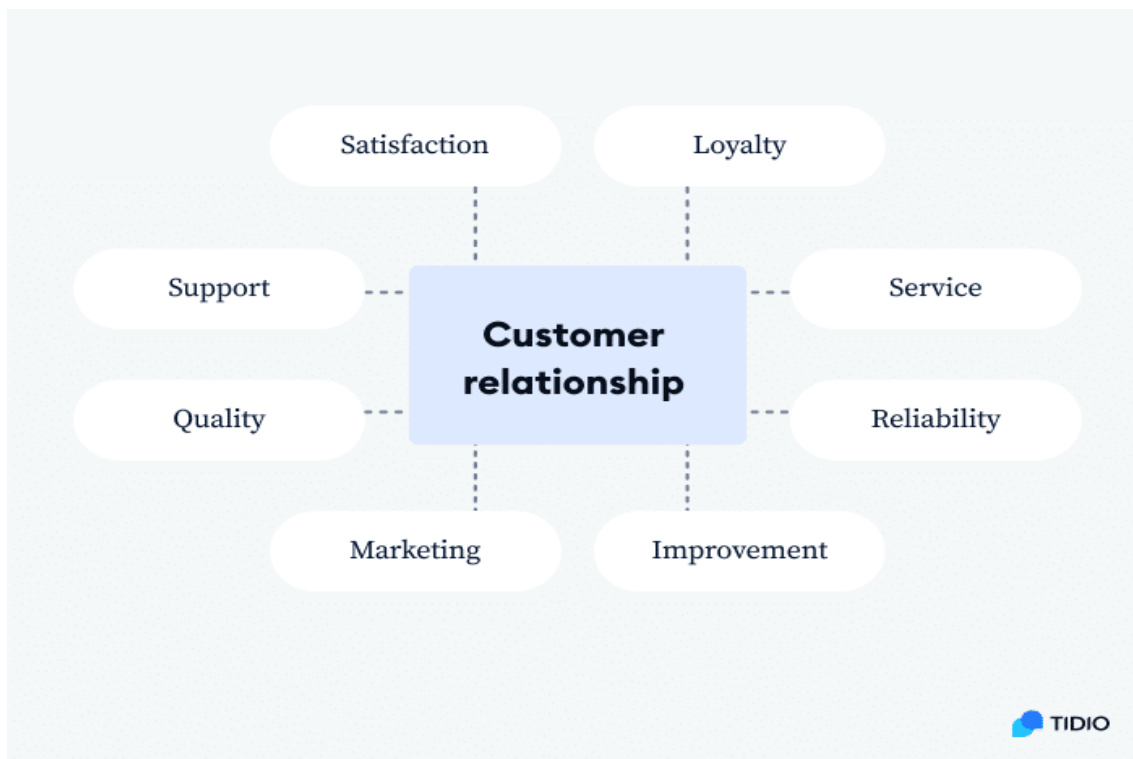


FIGURE 1. Customer relationship

### 3.3.1 Importance of effective consumer relationships

Customer relationship is essential for a company's success because it fosters relationships with customers, raises the likelihood that they will make additional purchases, fosters loyalty, gives customers a sense of the brand, strengthens the bond between the company and its patrons, and motivates them to tell their friends, family, and co-workers about the company. Although creating a fantastic product is a difficult task, successful client relationships are essential for a company's growth. Consumers of today have more sway over the industry and pay attention to factors other than just the product itself. Companies are under pressure to invest in customer support teams and satisfy growing customer needs as a result of this shift. (Ismaili & Ramaj 2015, 49)

According to a Microsoft study, 55% of consumers possess greater standards for service from retailers than they had last year. Many businesses are concentrating on maintaining their customer relationships in order to offer an outstanding client experience. Consumer relations are to develop a relationship with the consumer that is mutually beneficial and goes beyond the original purchase. The consumer services department, wherever customer service teams, support for success with customers, and development of products play crucial roles, is where this is most common. The marketing and sales teams are also included in customer relations because they have a big impact on how the organisation interacts with customers (Sapardic, TIDIO 2023 b)



FIGURE 2. Importance of effective consumer relationships



Based on objectives like attracting new customers or boosting sales, businesses can create a variety of client relationships within defined customer categories. These connections may exist with:

Customers and businesses engage in one-time transactions in transactional relationships, with little contact occurring afterward. Beyond that transaction, the customer and the corporation have no more interaction. Long-term connections are built by consistent involvement and communication between customers and businesses, which encourages repeat business and loyalty initiatives. As a result of the business maintaining ongoing interactions with clients, these ties develop trust and loyalty.

However, high levels of customer and company partnership are required for collaborative partnerships. These connections also value their opinion and feedback and actively involve them in decision-making. Utilising data and human contact, personalised connections include adjusting customer experiences to fit unique requirements and preferences. These close, durable connections frequently involve devoted customer service agents as well as experts like investment consultants, CPAs, or attorneys.

Online customer service, email marketing, and social media are just a few of the methods used to create and sustain digital relationships. These connections mix self-service and automated procedures, like Pandora, which enables users to rate and tailor music according to their preferences. Also, in order to enable customers to obtain information, make purchases, and handle difficulties on their own, self-service relationships entail offering them self-service options and tools.

Customers can conduct their own transactions without face-to-face interaction thanks to the company's self-help tools and procedures. Community ties are essential for a sense of belonging and involvement among customers. Businesses encourage connections and knowledge sharing through hosting events, activities, and forums online. Companies that make hardware and software keep an eye on these forums and offer fixes for frequent issues (Swift 2001, 125-127).

### **3.3.2 Positive Customer Relations Benefits**

Since unsatisfactory interactions lead to more customer departures, stronger customer relations lead to higher retention rates. A company's willingness to overlook mistakes rises with a great customer experience, and its attrition rate drops with openness in problem-solving. When successful client relationships are maintained over time, rival businesses find it difficult to capture customers' attention. Because of their loyalty, businesses value their repeat customers more. Most customers are eager to spend more money in exchange for a satisfying experience, which produces consistent income development (Godin 1999, 46).

The fact that unhappy customers frequently keep their concerns about poor customer service to themselves, it may be difficult to identify the root of their displeasure. Spending on customer interactions can foster trust and avert undesirable outcomes. Open lines of communication and customer input can help firms identify problems, so they can fix them and win customers' trust. Purchase decisions are more influenced by better customer experiences than by advertising and marketing campaigns. Maintaining stable pricing, increasing competitive advantage, and promoting employee attitudes and morale all depend on a great client experience. By providing distinctive experiences and fostering relationships, brands can surpass competitors in terms of revenue generation by four to eight percent. Customers' satisfaction is prioritised because it boosts employee satisfaction, which enhances business performance (Beckwith 2012, 181).

### **3.3.3 Zump's customer relationship**

Zump focuses on offering consumers quick and convenient meal delivery services. They only contact with clients to order and deliver food to certain locations. Customers can use their website or app to search for restaurants, place orders, and pay for their purchases. Digital channels are used for communication most of the time, including notifications and sporadic requests for customer service. Deliveries made by Zump are trustworthy and punctual, resulting in food that is always fresh. But there can be little personalization or deeper client engagement because of their transactional nature. The main objective is to efficiently process transactions and meet customers' urgent requests for food delivery. Despite just having transactional interactions with its customers, the company places a high value on customer loyalty and word-of-mouth referrals, focusing on providing outstanding service and preserving a solid reputation in Pietarsaari.

### **3.4 Managing customer relationships**

Businesses need strong customer relationships because they boost lifetime value, loyalty, and revenue. Businesses should concentrate on the traits that make good relationships and use these 8 techniques to forge solid partnerships. A successful business depends on its customers' trust and loyalty, therefore understanding how to foster these bonds is crucial. Businesses can build a solid foundation for long-term success by emphasising these traits.

Strong customer relationships help firms succeed by fostering goodwill, increasing value, keeping and luring new customers, investing in after-sales support, spurring innovation, and boosting profitability. Businesses can identify customer pain points and address them by characterising customers through market research and profiles. Long-term success is ultimately facilitated by open communication with customers, which builds trust and promotes information exchange.

CRM systems are essential for managing customer relationships, gathering data and communications from customers, sales prospects, suppliers, and other organizations. They support marketing initiatives, client identification, connection maintenance, grouping, analysis, behaviour observation, and feedback documentation. CRM systems also provide a history of communications, facilitating personalized partnerships. Ensuring privacy rules is crucial when maintaining customer information.

Strong connections and client satisfaction depend on good customer service. Utilise surveys, interviews, internet reviews, and employee interactions to get input from customers on their level of satisfaction. This information should be kept in your CRM so you can comprehend each client's particular experience and how it fits into the general picture of customer satisfaction. Businesses may enhance consumer satisfaction and experience in general by analysing these data points (Raab 2016, 60-70).

#### **3.4.1 Managing client relationships by Zump**

Zump offers an easy-to-use website and mobile application for effective client relationship management. They prioritise offering top-notch customer service when it comes to managing customer relationships. The

platform provides a smooth payment process along with an easy-to-use interface for placing orders, following up on deliveries, and giving feedback. Customers can get help from Zump's devoted customer service team with questions and issues, and they can count on quick responses and solutions. The company also makes an effort to raise client satisfaction. After every delivery, they ask for client input, which gives them an understanding of the preferences, issues, and potential areas for improvement. The company then uses this feedback to make the required changes to their service, whether it be in terms of delivery timing, meal quality, or general client satisfaction.

In addition, Zump uses analytics and consumer data to personalise the customer experience by examining preferences and order history to deliver offers and recommendations that are relevant to each individual customer. Customer relationships and loyalty are strengthened by this strategy. Customers are rewarded via Zump's loyalty programme with points gained for each order that can be exchanged for savings or free merchandise. In addition to encouraging customers to pick Zump over other companies, this programme also deepens relationships with current clients.

### **3.5 Customer relation models**

A CRM model serves as a framework for managing customer connections at all stages of the customer lifecycle. Customer relationship management employs a variety of different tactics or approaches. The next section will briefly discuss four of the most popular CRM models (Peppers & Rogers 2017, 71-75).

#### **3.5.1 IDIC model**

The Peppers and Rogers both created the four-stage IDIC model for CRM deployment. The four stages are identification, differentiation, interaction, and customization. Identification means, at every point of interaction, the IDIC model of CRM entails identifying clients by gathering data such as name, address, and purchase history. Businesses can better understand their customers' requirements, wants, and purchasing patterns thanks to this. Businesses can separate leads and consumers into groups and learn about their pain points and defining characteristics by enriching leads and customers. According to the IDIC model, consumers are divided into groups depending on their lifetime worth, customer relationship efforts are prioritised for valuable clients, and interactions are customised for maximum profitability. Businesses can concentrate on their most valued clients and optimise interactions for maximum profitability by differentiating customers based on their value.

The third stage is putting CRM strategies for customer engagement into practise, analysing and categorising customers, and creating tailored interactions. Retention and spending are encouraged by providing prizes or loyalty perks for devoted customers. Future interactions are enhanced by continually learning from each one. Customising offers or deals to fit the customer's needs and budget constitutes the final step of IDIC. To create individualised, customised service, record client interactions and analyse them. Ensure that consumer demands and expectations are met, and adjust your strategy in light of this understanding (Peppers & Rogers 2017, Chapter 3, 79-80).

#### **3.5.2 QCI model**

The Quality Competitive Index (QCI) CRM model is a consumer management model that emphasises the three key processes of acquisition, retention, and penetration. Beginning with the customer's exterior

environment, which has an impact on their problems, professional objectives, and other elements. This impacts the customer experience, which in turn impacts the customer proposition and customer management operations. The QCI model also takes into account the personnel and equipment needed to maintain the system. It consists of the following eight elements: analysis and planning, proposal, information and technology, people and organisation, process management, customer management activity, effect measurement, and customer experience (Lucid Chart 2020).

The QCI methodology puts an emphasis on meeting consumer needs, examining technology, spotting flaws, and responding to customer input. Additionally, it emphasises effect assessment, team performance analysis, and a focus on customer experience rather than sales volume. Businesses can improve their total customer experience and customer satisfaction by concentrating on these factors, which will ultimately result in higher customer satisfaction and retention.

### **3.5.3 Payne's Five Process model**

Five steps are outlined in the Payne and Frow model, together with a standardised implementation procedure, to assist businesses in creating and preserving long-term relationships with clients. Customer strategy and company strategy are two types of strategies that entail creating a plan for your product or service with distinct short-, mid-, and long-term objectives. To determine how you and your customers will mutually benefit, value creation includes fusing customer and company strategy. All parties, including marketing, sales, support, and operations, must be involved in the unilateral communication of changes throughout multichannel integration. (Riley 2022)

CRM readiness is essential for a successful deployment since businesses need to assess their preparedness to implement the new CRM procedure. As new tactics are implemented, investing in CRM change management and project management can also aid in maintaining a customer-centric culture. In order for CRM to be successful, it is also crucial for employees to embrace the new customer-centric culture and comprehend the strategies and procedures.

Utilising revenue fluctuations, online reviews, shareholder value, customer surveys, and engagement, performance assessment helps gauge the effect of customer strategy on corporate strategy. To make sure the CRM model has the desired effect, decision-makers must create KPIs and continuously analyse them. To improve marketing strategies and value offerings for clients, information management (Data Repository) entails obtaining, analysing, and putting into practise data-based insights.

The following components must be integrated by businesses in order to properly adopt the Five Process CRM model: CRM preparedness, CRM change management, project management, and personnel management. While change management enables CRM workflows to be flexible and subject to change as the business expands, CRM preparedness necessitates defining goals, strategies, and processes in advance. Each procedure should be implemented using the finest project management practises, and employee management controls the organization's structure and keeps track of customer assignment.

### **3.6 CRM**

CRM is a business strategy that focuses on establishing and keeping lasting relationships with clients. By offering individualized experiences, it seeks to promote consumer loyalty and pleasure. Customer acquisition, retention, and service are just a few of the tasks that are included in CRM. It analyses consumer behavior, interests, and demands using technology and data, giving businesses an understanding of their customers' purchasing patterns and inclinations. This data can be employed to develop targeted marketing initiatives and enhance overarching corporate plans (Foss & Stone 2002, 3-5).

Segmenting customers is one of the fundamental tenets of CRM. Based on their traits and preferences, buyers are divided into various categories in this process. Businesses can customize their products, services, and marketing messages to fit the unique demands and preferences of each consumer segment by knowing these needs and preferences. Increased loyalty and customer satisfaction are the results of this personalization, which helps to establish a stronger emotional bond between the company and the customer.

CRM strongly emphasizes the need of building relationships with customers and communicating with them via channels like email, social media, phone calls, and in-person meetings. Because of this two-way communication, businesses are better able to comprehend customer input, address issues, and create lasting partnerships. CRM also comprises establishing procedures and frameworks to control customer relationships and interactions, including gathering consumer data, storing it in a central database, and maintaining a record of preferences. By utilizing these technologies to comprehend each customer's background and preferences, businesses may offer customized and personalized experiences (Yunaz 2022, 559-565).

CRM may produce a potent engine that propels growth when paired with sales and marketing automation. By improving visibility, prioritization, and follow-up, sales CRM software optimizes the entire sales process. Sales representatives can personalize conversations and encourage the right next steps by using CRM systems in conjunction with VoIP telephone systems to increase visibility for inbound calls. While CRM assists the sales force in prioritizing outreach efforts through lead scoring, sales management may readily track individual sales rep actions and performance (Abdulwahhab 2020). CRM may also enhance follow-up by automating follow-up with leads and clients, streamlining the customer journey, and turning more prospects into paying customers. The focus of CRM as a technology is on obtaining, storing, and distributing information based on customer data. It is an organization-wide collection of procedures that uses customer databases to produce customer information. While some researchers concentrate on the technical components of the CRM process, others see CRM as a method for building connections with clients through effective communication, with an emphasis on attracting and keeping consumers (Korsakienė 2009, 53-54).



## 4 BUSINESS DEVELOPMENT

Business development refers to a company's improvement through initiatives, fresh concepts, and value creation. It entails boosting profitability, concentrating on development prospects, establishing relationships with strategic partners, and taking thoughtful judgements. To make their organization stronger, business developers need to be imaginative, analytical, well-organized, and skilled at communicating. The primary tasks of this function are handled by a brand development manager.

The goal of business development is to find and take advantage of growth opportunities within and between organizations in a sustainable and profitable way. Depending on their demands, such as in a SaaS scale up or an international corporation, different companies will use the phrase. Despite variations, business developers strive to identify and take advantage of fresh growth prospects (Pissedu 2020).

Business development is crucial for the success of a business because it unites all operations and divisions, improves brand recognition, sales, revenues, and product offerings, attracts top talent, and improves customer service. Fostering collaborations, boosting revenue while reducing costs, and improving the company's brand image are all part of it. A business developer can work closely with the marketing team to produce campaigns that will help to hone the target demographic and broaden into new markets and clients. Understanding how a company's products and services work has an impact on new marketing initiatives that point potential customers to items and services that might be valuable to them. By observing market trends and business opportunities, researching demographics, and gathering customer information, business development can also get access to new consumer categories (Kohne 2019, 32). A business development manager is an expert in creating strategies and plans to increase productivity, growth, and profits. They collaborate with stakeholders, identify opportunities, and apply management techniques. Successful business development managers possess excellent networking, communication, problem-solving, teamwork, creativity, and negotiation skills. They must be independent thinkers with a customer-centric approach to problem-solving. Success relies on strategic thinking and ensuring plans are implemented effectively (Ensign 2022, 1-5).

## 4.1 Products and services

A service is an intangible good produced by one or more people, whereas a product is a material good for consumption. While services are frequently intangible, products are frequently physical. The majority of items include a service component, such tune-ups and maintenance. Services like coaching or accountancy are really goods that are sold to customers. While services, like medical treatment or hairdressing, are acts carried out, products are created, kept, moved, advertised, and sold. Services are produced and consumed simultaneously, with limited standardization and substantial customer participation. For businesses to properly engage their clients, it is essential to comprehend the distinction between products and services (Bottrell 2021).

It's critical to reduce risks and wisely deploy funds and resources while creating a new product or service. Meeting consumer requirements, technological viability, and clearly defined goals are all important considerations. The product's design, usability, and performance advantages must be made evident. It is also critical to determine whether the product is feasible, to meet manufacturing, design, and resource needs, and to complement the business plan's advantages.

To evaluate risks, consult team members, get input from suppliers and associates, test ideas early, get feedback from customers, take the regulatory environment into consideration, and analyses the environmental impact. Finally, think about the long-term effects of a product or service rather than just its short-term potential. By doing this, you can more accurately assess the risks involved and decide how your product or service will develop in the future (Info Interpreneures 2019).

The coordination of the product development team and management of the development project are all tasks that must be managed by project managers. They ought to adopt smart goals, develop a critical path, and keep track of development. Plans must include flexibility to guarantee the success of new goods and services. Utilizing market research, polls, and focus groups, new products and services must provide advantages that satisfy consumers' needs. Success requires both a pricing plan and a unique selling proposition. The idea creation, idea distillation, concept definition, strategic analysis, concept development, testing, marketing, and product launch should be separated into major stages of the project development process. It is essential to have a committed development team, and team members should be aware of the

goals of the company. Investment and cost management are crucial, with cost estimation using both a top-down and bottom-up strategy.

## **4.2 Zump's services**

Customers may conveniently buy meals through Zump from a variety of eateries, and it will be delivered right to their door. Customers can use the Zump app or website to browse among numerous cuisines, choose their preferred food, and place orders. After coordinating with the restaurant, the delivery service picks up the food and delivers it to the customer's designated location. Customers can enjoy their favorite foods in the comfort of their homes or offices thanks to this simple and time-saving option. Customization and particular dietary needs are also included in Zump. It is a hassle-free way for consumers to enjoy their favorite meals from nearby restaurants without leaving their homes or offices because delivery staff pick up the food from the restaurant and transport it to the customer's designated location.

Additionally, Zump can provide a range of services to businesses, including working with nearby restaurants to promote through advertising and promotional channels, managing delivery logistics, offering customer support, providing data analysis and insights, planning special events, advancements, and discounts, integrating with online platforms, gathering client feedback and evaluations, along with offering consultation and support services. With the help of these services, restaurants in Pietarsaari hope to expand their clientele, satisfy more of their patrons, and provide an all-around better dining experience. Zump may broaden its client base, enhance marketing and advertising, improve order administration, and guarantee effective logistics for deliveries by collaborating with neighborhood restaurants.

## **4.3 Business development and models**

A business development model is a comprehensive plan that describes how resources will be used to generate sales and revenue. A business plan is essential for a new business. This plan serves as a roadmap for the company's growth and can be modified over time in response to customer demand and market trends. Entrepreneurs can get off to a strong start by adapting an established model for a particular business.

To assist business owners in developing a customized strategy for their organization, several business development models are available, ranging from manufacturing, consulting, and software development to building (Holmes 2023).

Companies can use a variety of company development techniques to boost growth and extend their operations. These models provide an overview of the methods and techniques that companies can use to locate and seize market opportunities. **Market Penetration:** The approach seeks to grow market share by offering additional goods or services to current clients. Aggressive pricing, marketing campaigns, and widening distribution networks are all ways that businesses might penetrate the market in an effort to increase market share and profitability.

**Product Development:** With the help of brand recognition and market skill, focuses on developing cutting-edge products or services for current clients. Offering clients better solutions, making sure they suit their demands, and staying one step ahead of the competition are all ways that businesses can stay competitive. **Market Development:** This entails entering new markets by locating untapped geographic or market sectors for the introduction of goods or services. Partnerships, purchases, distribution networks, and client segmentation targeting can all be used to accomplish this.

**Diversification:** By entering new markets or industries and offering different goods or services, diversification lowers risk by avoiding reliance on just one type of customer or one type of product. This can be accomplished through partnerships, internal business unit growth, or acquisitions.

**Franchising:** A firm can expand quickly without incurring substantial expenses or risks by franchising, which is the practice of licensing a company's brand, operational framework, and operational procedures to outside parties. In order to promote growth, this strategy makes use of the resources and entrepreneurial spirit of franchisees (Hossain 2014).

**Strategic Partnerships:** Strategic alliances entail company cooperation for mutual gain, opening up access to emerging markets, innovations, and resources while splitting costs and risks. These collaborations may be established through joint ventures, licensing deals, distribution contracts, or supplier connections.

## **4.4 Program in India Zomato**

Zomato is an online food delivery service for Indian restaurants that was established in 2008 by Deepinder Goyal and Pankaj Chaddah. Zomato specializes in online meal ordering, restaurant reservations, reward programmers, consultancy services, and more. It has operations in 10,000 cities across 25 countries. It investigates a variety of foods and eateries as a food search engine. As one of the biggest food aggregators in the world, Zomato has expanded from a side project to help consumers find food in context and support a healthy ecosystem. Due to elements like price, accessibility, and variety, the company's distinctive business plan and revenue model have elevated it to the top of the market. Zomato is always coming up with new methods to offer its clients (Startup Talky 2021).

### **4.4.1 How Zomato works**

Zomato enables consumers to browse, search, and locate restaurants for delivery or dining in. Orders are taken, prepared, and then delivered by restaurant owners. The platform's algorithm identifies delivery partners by scanning the local area for the best delivery personnel. They have the option of paying at the time of ordering or after getting their shipments, and their feedback aids businesses in enhancing their offerings and guiding them toward informed choices. The three steps of the delivery operation model are as follows: customers use the app to place orders from restaurants and fast food outlets that are already open; they then alert the nearest delivery partner to finish the delivery; the delivery partner then completes the order; and the delivery partner is paid commissions.

In contrast to conventional delivery services, their dine-out operation model mainly relies on the Zomato Pro subscription-based service. Zomato Pro gives subscribers free food and drinks, special delivery deals, and early access to order preparation, among other privileges and discounts on eating out and delivery services. The procedure speeds up by an average of 15-20% as a result. If consumers do not save twice as much as the subscription charge during the subscription time, they are also given money-back guarantees (Mathur 2023).

#### **4.4.2 Zomato's business model**

Zomato, a well-known website for finding restaurants and ordering meals online, has had a big impact on the food sector by using creative business strategies. The company stands apart in a crowded market by employing a variety of revenue-generating strategies.

Zomato provides online meal ordering and delivery services, allowing users to browse restaurants, place orders, and receive food at their front door. Restaurants and customers both profit from the platform's revenue-generating commission fee that is added to each order. Zomato provides a platform for restaurants to advertise their services and get in front of more people. Restaurants can purchase advertising space to display menus, deals, and events on the website and mobile app. This draws more clients and brings in money through advertising collaborations.

The company offers membership services including Zomato Gold, which grants members special discounts and advantages at affiliated restaurants. Customers pay a subscription fee, which generates income and encourages repeat business. This business strategy helps eateries by bringing in regular customers who have subscribed (Kaur 2020). To fill online orders without a dining area, Zomato has introduced delivery-only kitchens, often known as cloud kitchens or ghost kitchens. They offer a broader selection of meal alternatives and makes money through delivery fees and commissions by collaborating with restaurants and improving delivery experiences. Zomato gathers a lot of information on consumer preferences, purchasing patterns, and market trends. This information is invaluable to restaurants and other businesses for menu planning, pricing, and marketing initiatives. By charging for access to its analytics, the company makes money (Shastri 2022).

#### **4.4.3 Zomato's marketing strategy**

Zomato is a top website for finding restaurants and ordering meals online. It has had great success thanks to its creative marketing techniques.

High-quality services, a recognizable logo, branded colors, and an intuitive user experience are the foundation of Zomato's strong brand presence. The platform is reputable for performing extensive quality

checks on affiliated restaurants to guarantee timely and dependable delivery. Zomato analyses user behavior, preferences, and demographics to efficiently focus advertising efforts with data and analytics. The reach and impact of this strategy are maximized, increasing customer engagement and conversion rates.

The company's referral programs encourage customers to recommend friends and family by offering new users discounts or cash. This strategy increases word-of-mouth marketing, customer retention, and user growth. (Aditya 2023) Zomato participates in social media conversations on sites like Facebook, Instagram, Twitter, and YouTube by sharing interesting material in an effort to create a community of foodies and boost brand awareness and engagement. By employing content marketing to provide consumers with helpful information, such as meal reviews, guidelines, recipes, and curated lists, Zomato positions the platform as an authoritative source of information about food and positions users to make informed dining selections. To create buzz, reach a larger audience, and establish credibility through dependable endorsements, they collaborate with social media influencers, bloggers, and culinary critics. This helps to raise interest in its services (Pepper 2021).

Zomato Gold provides clients with special deals, discounts, and benefits in order to encourage recurring purchases and customer loyalty while developing long-lasting connections. To grow its network, boost the quality of its services, and increase the value it offers to customers, Zomato enters into strategic agreements with parties including restaurants, delivery services, and payment. By streamlining the app and website interfaces, providing individualized recommendations, user reviews, and ratings, they prioritize a seamless user experience. This customer-focused strategy draws in and keeps people, increasing engagement and loyalty (Rahul 2023, 50).

Zomato connects clients and restaurants by delivering ads for upscale restaurants through a user database that is supported by advertising. By validating user-provided information, the business focuses on enhancing the customer experience by helping users get answers to their dining-related inquiries. In the food industry, Zomato also introduced a subscription service for meal discovery tools. Analytical techniques are used to locate crucial information for partner restaurants and customer service in its massive user database repository. The company also provides support for restaurants utilizing a plug-and-play framework to create powerful apps. The Zomato business model is now complete.

## **5 MARKETING CAMPAIGN**

A marketing campaign is a planned series of actions and events that promote a business's good or service with a particular objective. It uses a variety of media, including radio, television, and digital, and is essential for deciding on the optimal strategy while taking the audience's needs and objectives into account. A marketing campaign seeks to increase interest and improve awareness within the target market. The marketing approach, which contains objectives, a target audience, messaging, and techniques, is created with the use of market research and analysis. Creating and deploying marketing materials, keeping track of efficiency, and calculating return on investment (ROI) are all part of the campaign's execution.

### **5.1 Social media marketing campaign**

Zump developed a marketing campaign to advertise their company. They ran a social media marketing plan to increase audience and enhance customer service. They posted an add Facebook with coupons, discounts, and promo codes. Also they created a Facebook event to gather information about their new advertisement and offerings. The campaign lasted for one month, and through it, they were able to gather insightful client feedback and responses. The company spent a huge amount for the social media marketing campaign, approximately 1000€. Around 1000+ comments were dropped by the audiences and also this event boosted their engagement more than twice.

### **5.2 Customer research**

In order to understand the needs, preferences, behaviours, and characteristics of customers, customer research entails gathering and analysing data. In order to gather information for well-informed decisions, marketing tactics, and enhancements to the customer experience, it employs techniques like surveys, interviews, focus groups, and observation.



### 5.3 Demography

In order to collect precise population information and provide in-depth answers, demographic research interviews can be carried out in person, over the phone, or online. Data about the common traits of particular groups are gathered and studied through demographic analysis. The CRM team chose total of 50 respondents with different age groups and genders to interview after studying all the audience comments and feedback. Here is a summary of the data we gathered from the social media marketing campaign to advertise company. For its social media marketing effort, Zump spent roughly 1,000 euros to boost their marketing and customer engagement. Through Zoom each interview was conducted and these interviews were carried out independently in 5 groups. These interviews took place in the summer of 2023, between June and July.

#### 5.3.1 Gender

We formerly talked about the participants' genders in the section on demography. As can be seen from the accompanying figure out of the 50 respondents, men make up the majority, or about 60% of the total. They are made up of persons of all genders, with women making up over 30% of the total.

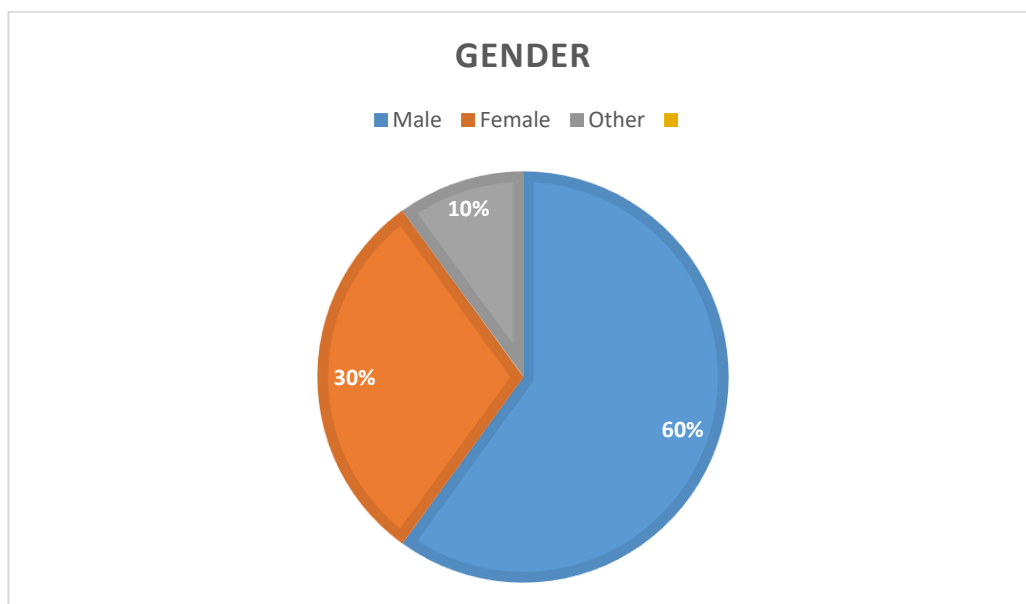


FIGURE 3. Gender

### 5.3.2 Age

The following information in the demography section concerned the participants' ages. Of the 50 participants, 55% are between the ages of 18 and 25. Again, 30% of them are between the ages of 26 and 35, while the remaining 15% are between the ages of 35 and 40. The findings clearly show that the majority of the study's participants are young persons between the ages of 18 and 35.

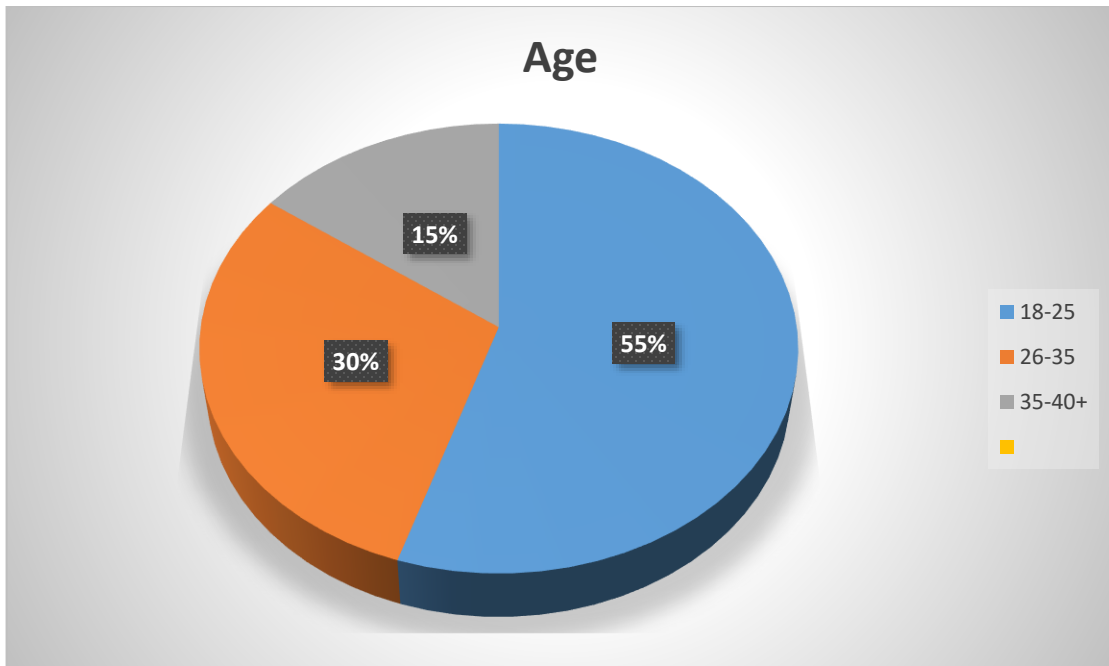


FIGURE 4. Age

## 5.4 Results

### 5.4.1 Section One

The first question was asked about the factors which led interviewees to choose Zump as their food delivery service. Participants answered that Zump offers a wide selection of restaurants and cuisines, making it easy to find the perfect spot. The user-friendly app allows users to explore menus, place orders, and check delivery status. Zump is known for fast, dependable delivery, fresh food, and no delays. Special

offers, discounts, and cashback make ordering more affordable. The company's commitment to quality meals, quick deliveries, and excellent customer service is supported by positive reviews. Zump also offers various payment options, including credit/debit cards, net banking, and digital wallets.

The question was asked about participants' awareness of the Zump advertising campaign. They answered that Zump reached a wide audience by using traditional media, influencer marketing, social media ads, display ads, and search engine marketing. Social media platform Facebook were used to publicise the marketing campaign. Zump also developed a website and create discount providing information about promotions. Among all the participant's majority of them (45%) engaged with Zump through social media ads and rest of them involved through print and billboards, website and other medias (30%,20% and 5%).

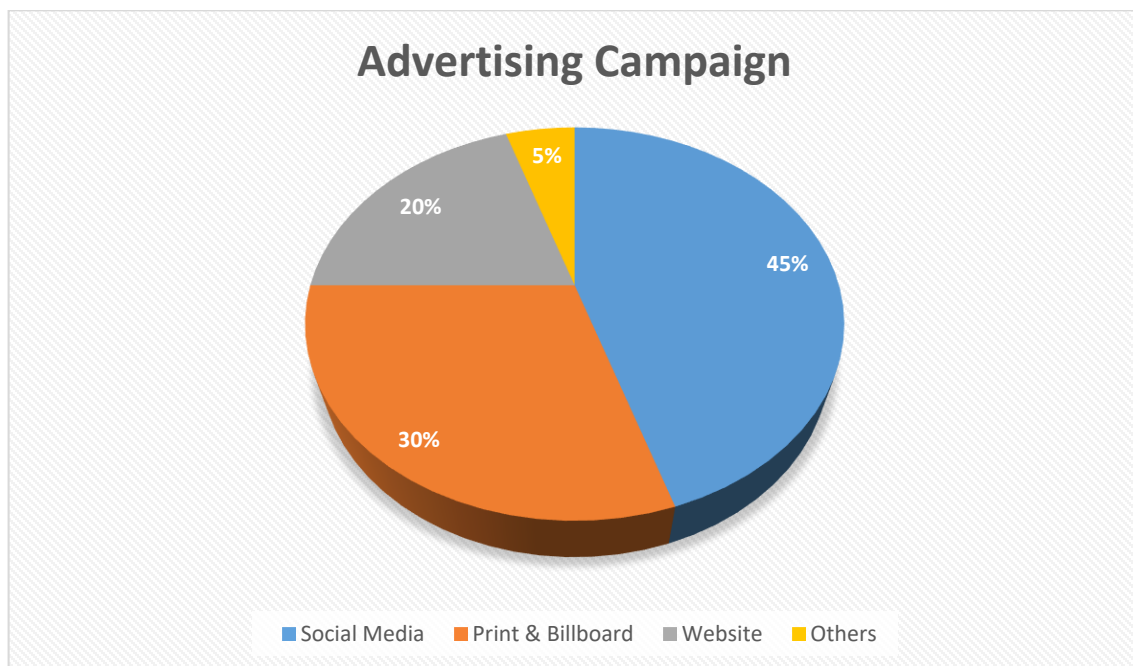


FIGURE 5. Advertising Campaign

The participants were questioned about Zump's utilising of marketing strategy in terms of success. The success of a marketing campaign depends on various factors, such as the target audience, the effectiveness of the messaging, and the overall impact on their target market. Based on the accompanying pie chart, it can be shown that 85% of all respondents agreed that Zump's marketing effort was successful. Once more, several of them offer unfavourable (15%) overviews.



FIGURE 6. Successful Marketing Strategy

The question regarding advertising effort of Zump was asked to interviewees. They replied that, advertising considerably raises consumer awareness of and interest in a good or service by informing them of its advantages, features, and value proposition and by influencing their purchasing decisions. There were mixed opinions among participants. Most of them (75%) opine that advertising effort increase their likelihood and minority of them (25%) thinks the opposite.



FIGURE 7. Advertising Effort

The participants were asked about the marketing effort's features. Customers may take notice of Zump more if this particular advertisement emphasizes how it addresses a certain issue or demand. If a product or service's advertising effectively conveys its distinct advantages and value proposition, customers are more likely to be interested in it.

#### 5.4.2 Section Two

In this second section firstly the interviewees were questioned if Zump's marketing campaign successfully reach to them. Marketers must identify their target audience, do market research, personalise messaging, evaluate the success of campaigns, and engage through social media, customer service, and community participation in order to effectively reach that audience. Marketers can successfully reach their target audience and spur growth by concentrating on these methods and working with influencers. Participants describe that Zump is nearly able to reach target audience with their proper and effective marketing campaign.

The participants were asked about Zump's branding and services. According to the question and the created pie chart, 25% of the respondents to the research agreed that Zump should enhance their product and services in order to please their clients. Although the majority of respondents (75%) provided positive responses.

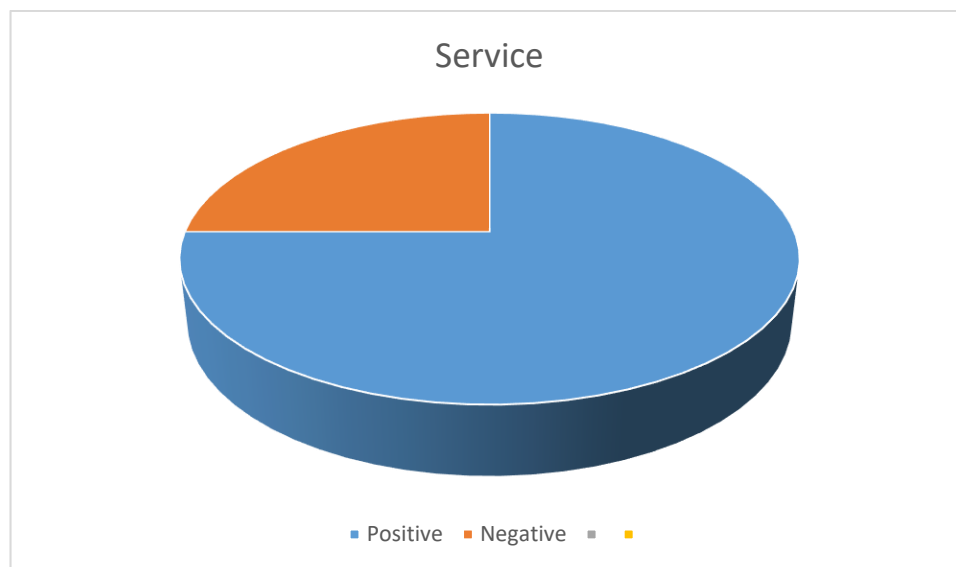


FIGURE 8. Service

The interviewees were asked if the marketing strategy inspire confidence to Zump. Through consistent communication, excellent content, customer references, open and honest communication, and a strong web presence, a marketing plan can help consumers believe in a company's competence and dependability. By concentrating on these aspects, Zump was able to establish a solid online presence and cultivate a favorable reputation for its goods, services, and skills.

Also, they were asked about Zumps reliable and credible meal delivery service. They expressed that advertising needs to be trustworthy, distinctive, and memorable, with a strong positioning strategy and enough media planning to accommodate ad frequency. The majority of them (90%) believe that Zump's advertising makes it look like a trustworthy and reputable meal delivery service, while only 10% believe the reverse.

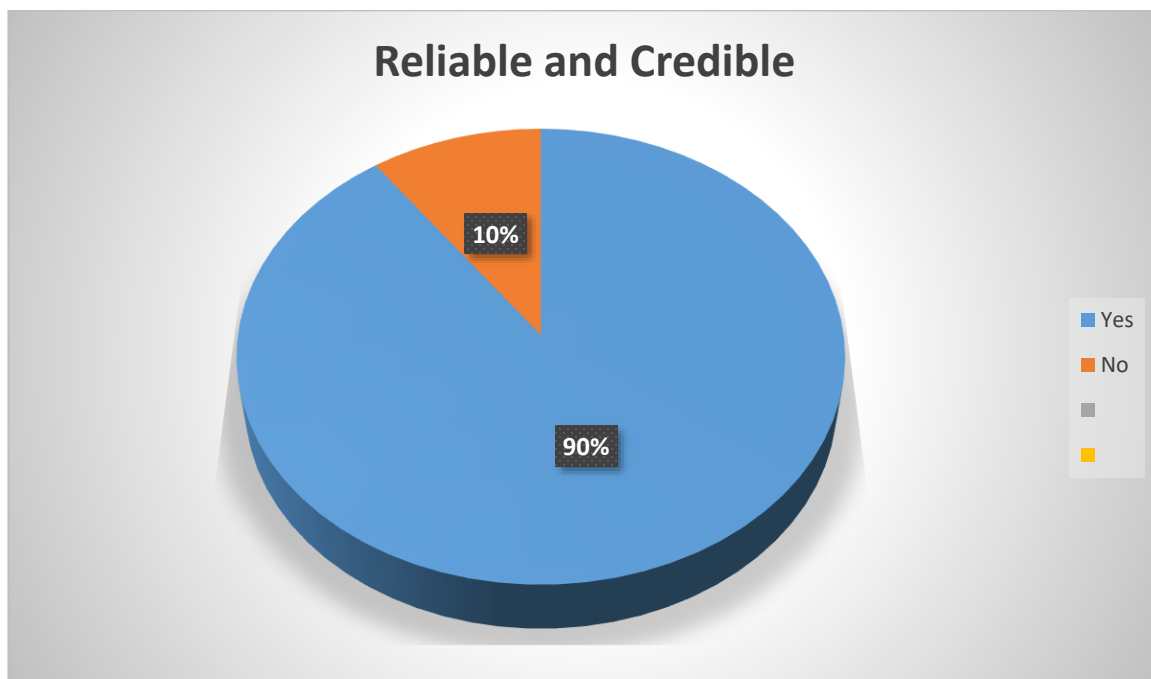


FIGURE 9. Reliable and Credible

An important question was asked to them that if they were tempted to use Zump as because of the marketing campaign. The produced pie chart showed that 95% of the research participants thought Zump was

successful in persuading them to use Zump. Despite being a tiny percentage (5%) of responders, some gave opposing answers.

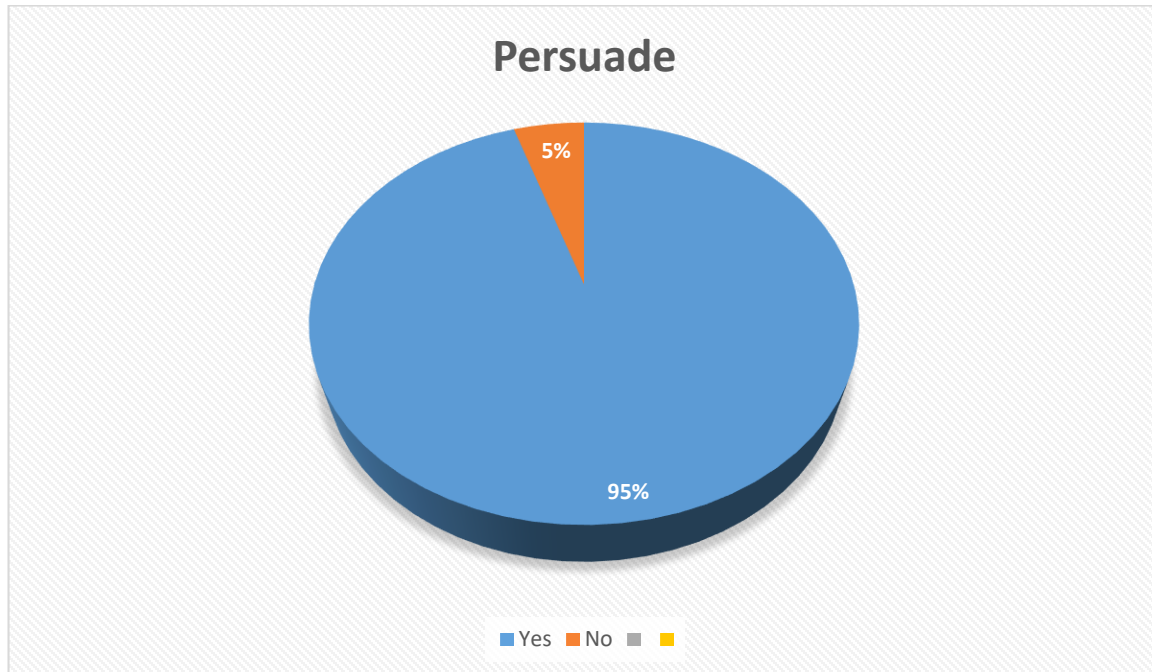


FIGURE 10. Persuade

Again they were asked about their worries towards utilising Zump. The participants answered, by putting a lot of emphasis on these areas, Zump was able to minimize their worries and build a positive reputation for its products, services, and abilities. A marketing strategy can influence consumers' perceptions of a company's competence and dependability by providing them with regular communication, great content, customer citations, transparent communication, and an effective online presence.

The participants were asked about the effect of different social media marketing approach on Zump. A website from Zump that offers details on promotions was also created. The majority of participants (55%) engaged with Zump using social media advertisements, with the remainder doing so through print and billboard ads, television (30%, 15%).

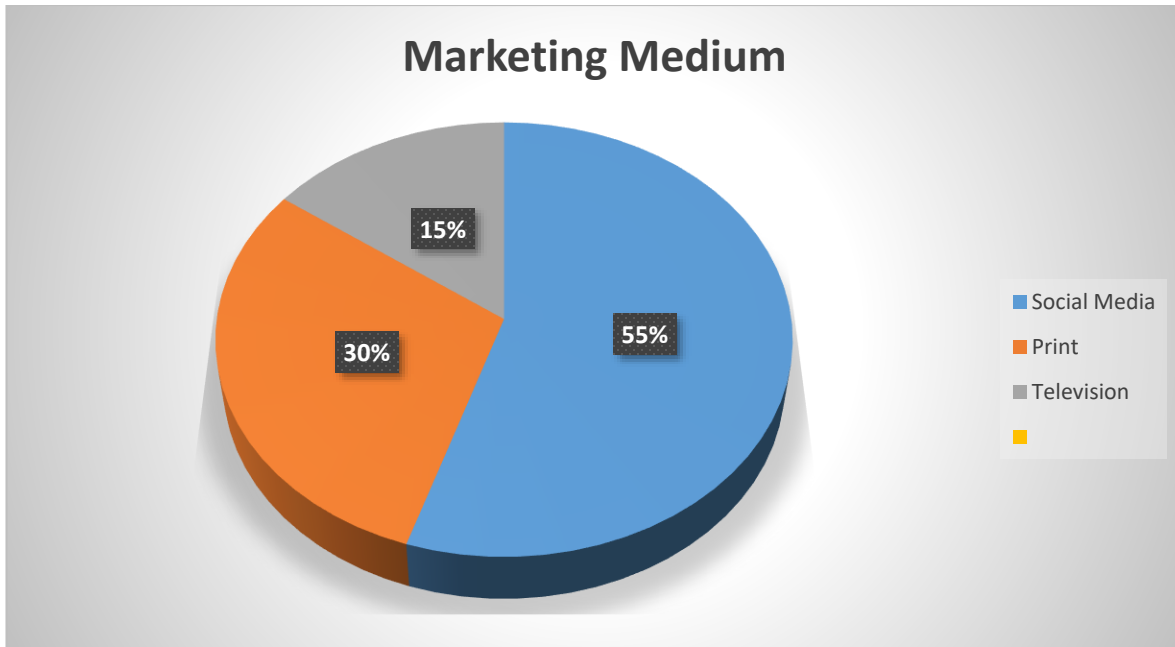


FIGURE 11. Marketing medium

The question was about target clients with marketing message. Zump's marketing effort was really appreciated by all participants. Almost everyone agreed that their campaign has been able to reach the expectation. But minority of them disagreed with that.

The participants were asked about Zump's advertisement on social media. How does it worked and does it annoyed them or not? The constructed pie chart reveals that 60% of the research participants responded positively when asked if Zump's advertisements irritate them. Despite the fact that some respondents gave negative responses (20%) and others gave no responses at all (20%).



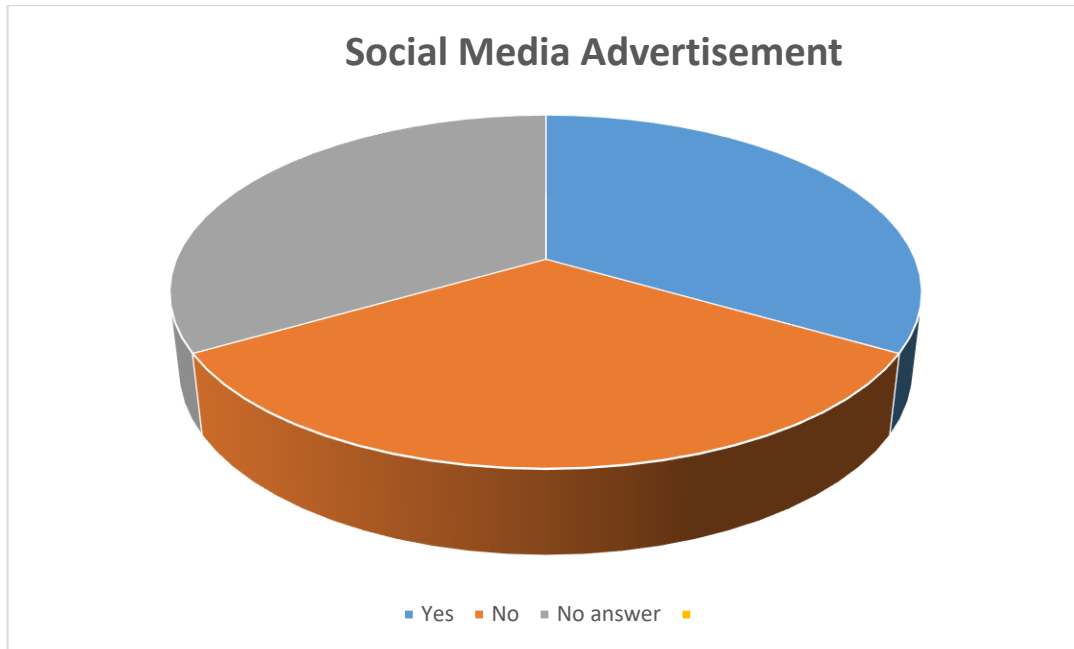


FIGURE 12. Social media advertisement

### 5.4.3 Section Three

In the third section, the participants were questioned about Zump's service operation system. The majority of respondents believe that the marketing campaign did not sufficiently describe how the service operated. Participants were left with unanswered queries and uncertainty over how to make the most of the service. To aid buyers in comprehending the service's value and functionality, the marketing materials have to have offered a succinct and obvious description of how it functions. The marketing approach emphasised the idea of saving time rather than offering specific examples or solid proof of how Zump could truly save time. There were no particular examples of how the service was used or user testimonials of time savings that were actually realised. Some participants described that the marketing approach emphasised the idea of saving time rather than offering specific examples or solid proof of how Zump could truly save time. There were no particular examples of how the service was used or user testimonials of time savings that were actually realised. On the other hand, some said that they were persuaded about those by Zump's marketing campaign.

The interviewees were asked if Zump was a reasonable and cost-effective solution. According to the information provided by the majority of respondents, they thought Zump was reasonable and that the company offered a service that was cost-effective. For the rest of them, it appears that Zump's marketing strategy did not sufficiently position it as a fairly priced and affordable alternative.

The participants were asked if zump was a green and environmentally beneficial option. The majority of the time, Zump markets its goods and services as being "green" or "environmentally friendly," emphasising attributes like energy efficiency, low carbon emissions, the use of sustainable materials, or support for renewable energy sources. The created pie chart demonstrated that 88% of the survey respondents believed that Zump services were "green" or "environmentally friendly." Despite making up a negligible portion (12%) of respondents, some provided contradictory responses.

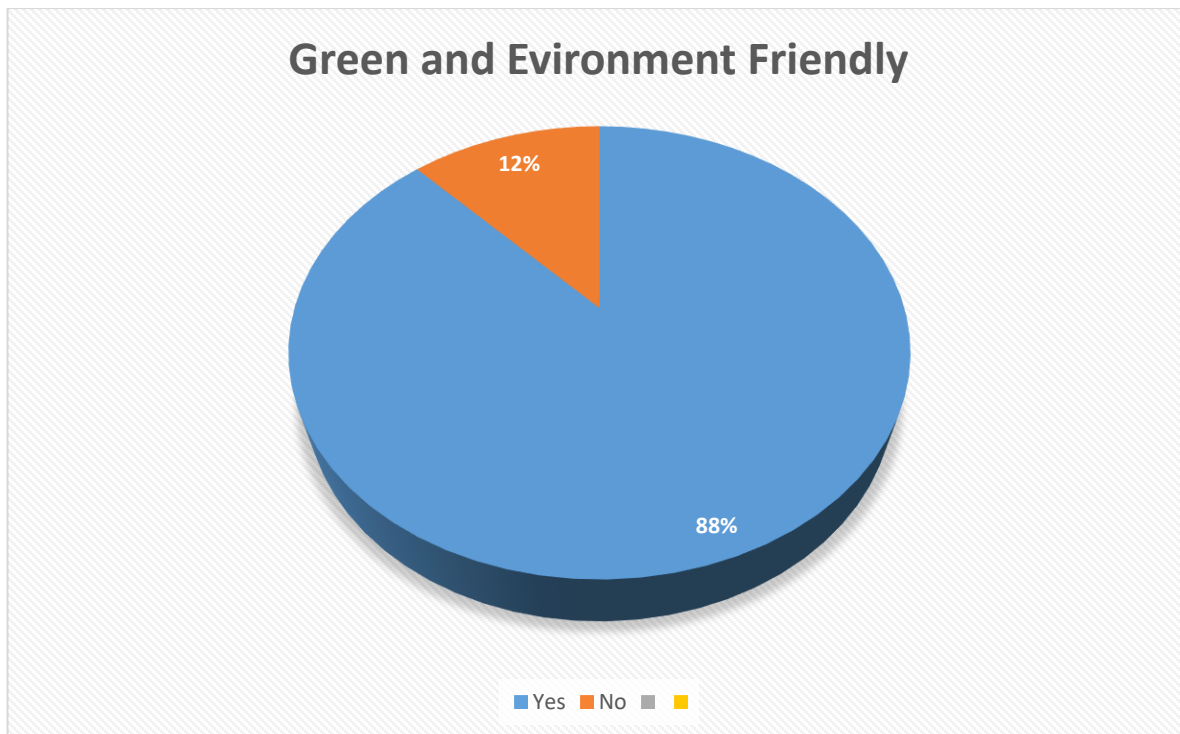


FIGURE 13. Green and environment friendly

The interviewees were questioned about Zumps effective use of customer reviews. The marketing campaign made effective use of case studies to build credibility and trust. Consumer case studies were used in the marketing effort simply to demonstrate real-world experiences and success stories in order to

establish credibility and confidence. This kind of endorsement helps potential clients feel more secure in the claims made about the business while also fostering a relatable and close relationship.

Again the participants were asked about if Zump was focused on neighbourhood or local area. According to data from the marketing effort, Zump's advertising targeted the neighbourhood and surrounding area in particular. According to the created pie chart, 60% of the survey respondents said that the promotion for the company clearly targeted the neighbourhood. Even though 40% of the remaining respondents claimed that Zump's local market was the emphasis of its advertising.

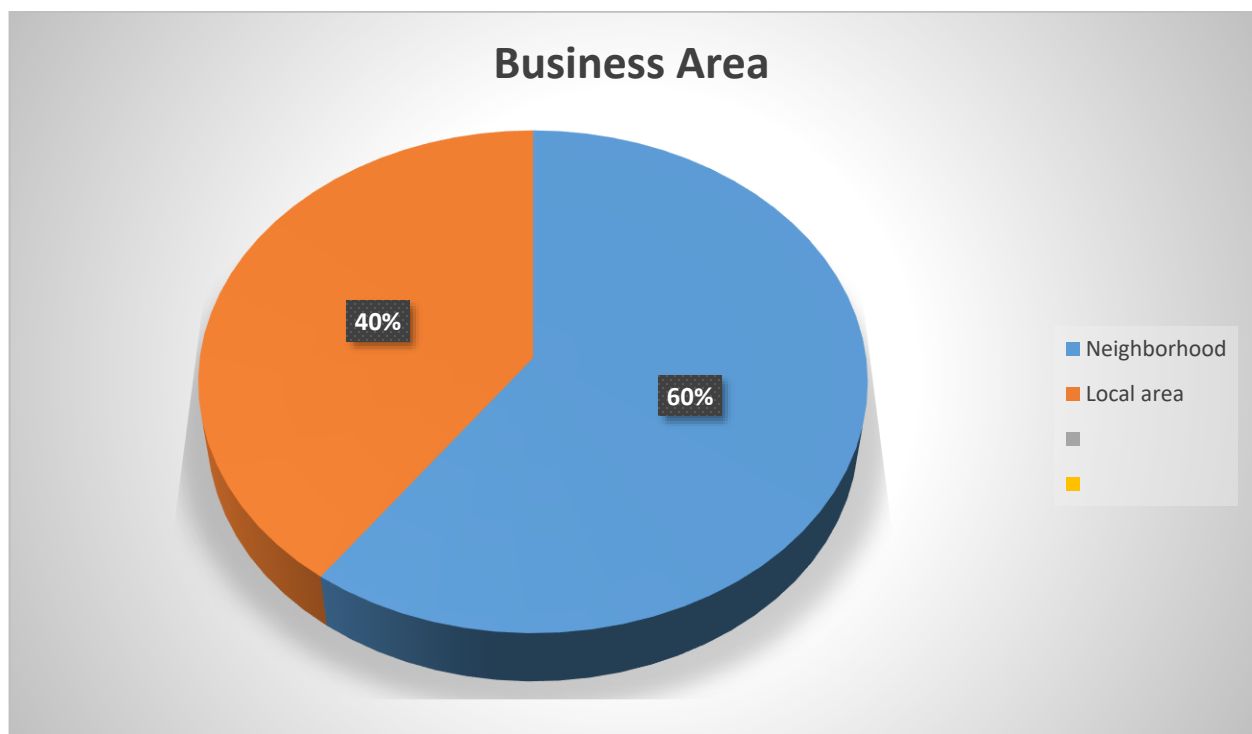


FIGURE 14. Business area

They were asked about how successful Zumps was in terms of promoting unique deals. Zump offers a variety of new discounts and discount coupons through marketing campaign promotions. The majority of respondents thought that the promotions were successful and found them to be highly alluring. The majority of them believe that the prompt fails to indicate any special offers or discounts that Zump was offering.

#### 5.4.4 Section Four

In this section, participants were asked if Zump was successful in valuing its customers. They answered that potential clients can learn more about a company and make a wise purchase decision through marketing. Marketing initiatives seek to convert consumers into ardent advocates who will use their positive ratings to spread the word about goods and services. According to the pie chart created, 80% of study participants believed Zump was successful in terms of valuing and appreciating its clientele. Despite being a small minority (20%) of respondents, some provided contradictory responses.

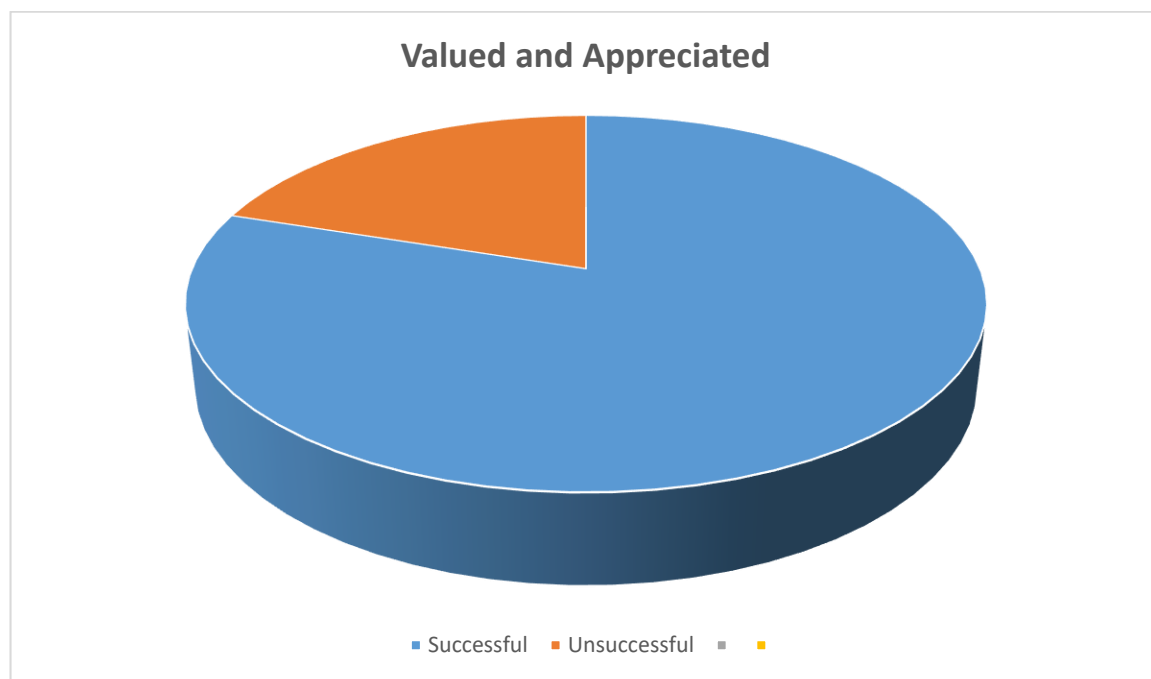


FIGURE 15. Valued and appreciated

The participants were also asked if Zump was successful to get apart from its rivals or not. Zump was able to build a strong online identity and develop a positive reputation for its items, offerings, and abilities by focusing on these factors. Consistent communication, top-notch content, client testimonials, honest and open communication, a solid online presence, and a marketing strategy all helped Zump stand out from their rival companies.

Again they were asked about Zump's customer service. Through marketing campaign promotions, Zump provides a selection of fresh offers and discount coupons. Additionally, they strive to offer all customers prompt delivery, and they also offer this service. The majority of the participants think that Zump's marketing portrays it as a reliable and respectable food delivery service, while the minority think the opposite.

The participants were asked if Zump was able to reach their potential customer in Pietarsaari. When asked if the marketing campaign was successful in reaching Pietarsaari's intended customer base, the created pie chart demonstrates that 70% of the participants gave a positive response. In spite of the fact that some respondents (20%) and remaining respondents (10%) did not respond at all.

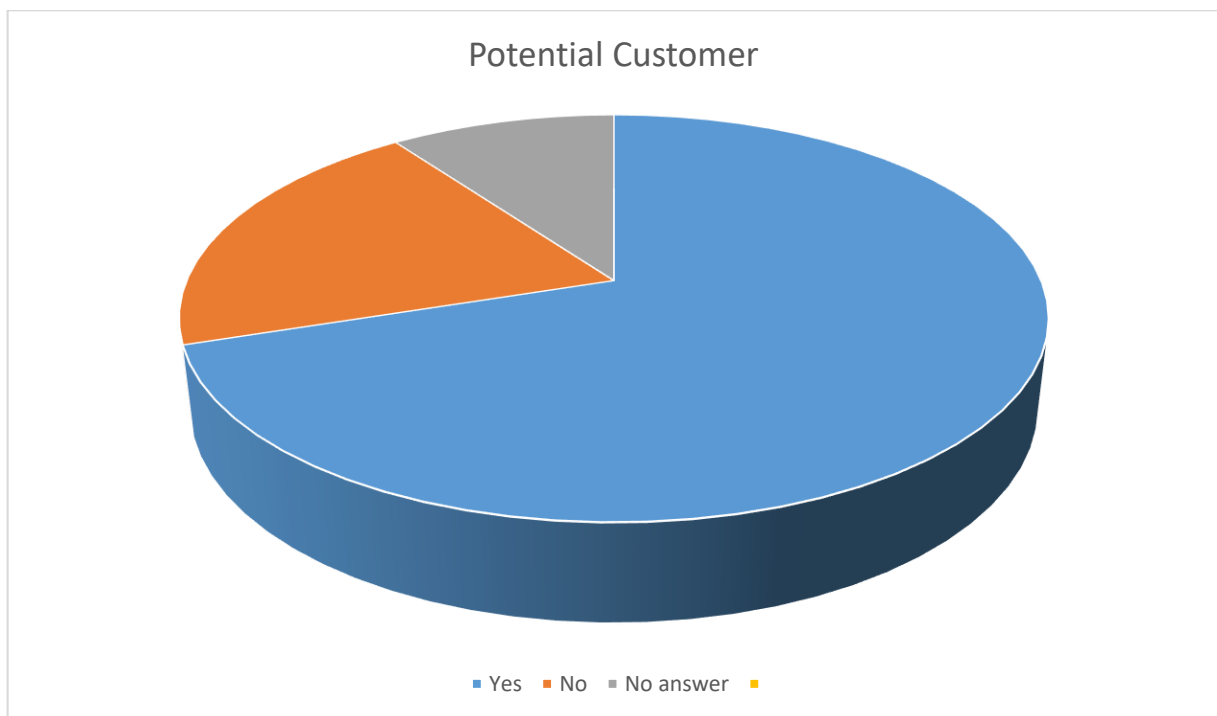


FIGURE 16. Potential customer

The interviewees were asked if the advertising properly reflect or not. An effective positioning strategy, sufficient planning, and dependable, distinct, and memorable advertising are required. Most of them think that Zump's marketing portrays it as a reliable and respectable food delivery service, while only a handful think the opposite.

Participants were asked about Zump's use of visual components such as pictures and graphics. To attract audiences and make the campaign memorable, a marketing campaign can employ visual elements including eye-catching graphics, memorable logos, storytelling, films, and animations. Strong logos, compelling narratives, and engaging videos help Zump increase the campaign's overall effect and attract the right audiences.

The participants were finally asked if Zump's marketing effort succeeded in raising brand awareness and bringing in new clients or not. In our perspective, Zump's marketing initiatives are successful in increasing brand recognition and attracting new customers. Effective marketing techniques including advertising campaigns, content marketing, social media marketing, influencer marketing, and search engine optimisation (SEO) can all help to boost brand awareness and customer acquisition. However, the effectiveness of marketing initiatives depends on a number of variables, including the target market, the industry, the level of market competition, the messaging, the standard of the good or service, and the general way in which the marketing plan is carried out. To evaluate the efficacy of marketing initiatives and make data-driven decisions for upcoming campaigns, it is crucial to analyse and measure their impact using numerous indicators, including brand recognition, website traffic, conversion rates, and consumer engagement.

## **5.5 Interview**

The information we discovered during the online interview is summarised here. These interviews were thoroughly conducted in May 2023. To collect exact individual data and provide complete responses, interviews were done online. Individual interviews were conducted using Google Meet. The team chose the following interviewees a total of 6 people for this marketing campaign's Facebook promotion. There were two women and four men among them. Although women make up a lesser share of the organisation overall, both genders are represented. In this interview, the majority of those 6 participants were adults between the ages of 25 and 40.

## 5.6 Qualitative research part

In the qualitative part participants were asked about Zump's issues and obstacles in terms of marketing campaign. Zump created a marketing initiative to promote their business. To broaden their audience and improve customer service, they implement a social media marketing strategy and create an event in Facebook. The marketing campaign for Zump will make an effort to solve a variety of problems or barriers to using the meal delivery service. The following are some potential problems or barriers that the campaign might address.

To address potential delivery issues, the Zump marketing approach emphasises efficient operations, rapid delivery, and reliable tracking systems. The two main challenges facing Zump's meal delivery service are ignorance and mistrust regarding the quality and safety of food. To ease these concerns, the marketing campaign should place a strong emphasis on brand recognition, targeted advertising, and open information about the handling and delivery of food. By emphasising these safety measures, Zump can make its service more user-friendly.

Furthermore, it emphasises usability and ease of use strongly, allaying concerns about the platform's usefulness. Additionally, the emphasis is placed on price and affordability. To ease concerns about affordability, free delivery promotions, competitive pricing, and loyalty programmes are utilised. By resolving these and other problems and presenting Zump as a sensible, dependable, and enjoyable option for clients, the campaign aims to remove any barriers to Zump's adoption.

Social proof and data can help establish credibility in the market that Zump is targeting. Social media platforms like Facebook used to highlight positive feedback and rankings from satisfied consumers, which will help to build trust. Transparency in key performance metrics and indicators, such as order fulfilment, delivery time, and customer happiness ratings, can also help to build confidence. In the marketing campaign, case studies and client testimonials used by Zump strategically and it increases patron trust and loyalty.

Zump will increase its brand and credibility through feedback from customers and case studies. Customer recommendations can increase the genuineness and credibility of marketing communications. Case studies

highlight the challenges faced, the solutions identified, and the positive results enjoyed by Zump's customers. Influencer recommendations from well-known names in the food industry can draw in larger audiences and increase Zump's authority. To build credibility and trust, these strategies can be used in marketing materials, social media platforms, and the Zump website.

Again, they were questioned about Zump's quality and freshness of food. Zump's marketing campaign successfully promotes the freshness and excellent quality of their food, through visual storytelling, the farm-to-table idea, authenticity, transparency, user-generated content, quality assurance procedures, and personalised alternatives. Utilising quality and openness, these initiatives promote trust and quality while showcasing ingredients, cooking methods, and finished food. Social evidence is provided through user-generated content and reviews, while quality assurance procedures including strict control procedures and frequent inspections guarantee the food's high standards and freshness. Individual tastes and allergies considerations are also catered for via personalization, drawing clients who value these qualities in their meal delivery decisions.

Moreover, the interviewees were asked if Zump's delivery service was environment sustainability or not. The marketing strategy should put a strong emphasis on crucial elements like locally sourced organic ingredients, decreased food waste, eco-friendly packaging, energy-efficient operations, carbon offset initiatives, educational content, and partnerships with environmental organisations in order to promote the environmental and sustainability benefits of Zump's meal delivery service. These messages ought to be distributed via blogs, social media, and other marketing platforms, emphasising the firm's dedication to sustainability and backing of regional farmers and sustainable farming methods.

The use of sustainable energy sources for both electricity and transportation, as well as promotion of proper packaging disposal, are further recommendations made by Zump. By providing instructional information and working with environmental NGOs, Zump can position itself as a socially responsible and environmentally friendly meal delivery service, drawing in clients who prioritise environmental considerations in their purchasing decisions.

The marketing strategy for Zump places a strong emphasis on the company's convenience, variety of alternatives, quick and dependable delivery, quality and freshness, safety and hygiene, affordable pricing,



and exceptional customer service. It draws attention to the abundance of eateries in the area, their short turnaround times, and their dedication to quality and freshness. The advertising also promotes the firm's affiliations with acclaimed neighbourhood restaurants, adherence to stringent safety guidelines, affordable prices, and first-rate customer service. By emphasising these benefits, the campaign successfully promotes Zump as a practical, dependable, and excellent meal delivery service, luring users to test and use the service.

Finally, those interviewees were asked to share their opinion in which sector Zump should improve more. Zump should evaluate its strengths and shortcomings, identify areas of potential, and prioritise improvement in order to discover areas for improvement in meal delivery services. Logistics for delivery, customer service, menu diversity, customizability possibilities, quality assurance, pricing, and value proposition are typical areas. Customer satisfaction may be increased while expenses are decreased by optimising delivery logistics, enhancing driver communication, and investing in technology. Additionally, providing a greater selection of meals and personalised options can draw in a larger clientele. While price tactics ought to be in line with customer expectations and rival offerings, quality control makes sure that meals are consistently of a high standard. Zump can determine the industry where it should prioritise improvement and establish particular plans to target identified opportunities by analysing these factors and doing market research.

## **6 EVALUATION AND DISCUSSION**

The analysis of the data and discussion of the topic's results, conclusions, and suggestions follow. The relevance of the writers is mentioned, and the study's rational justification is given. The literature review, which concentrates on both qualitative and quantitative data, is used to better explain study findings. This chapter discusses both qualitative and quantitative findings.

### **6.1 Customer satisfaction of Zump**

The degree to which a corporation is able to satisfy its customers has a significant impact on both their loyalty and their propensity to make repeat purchases. It aids in the forecasting of revenue and business growth. However, defining satisfied customers might be difficult because it could not be based on a lot of transactions or returning customers. Specific customer happiness measurements, such as Customer Happiness Score, assist in identifying the variables affecting consumers' contentment (Szyndlar 2023). It evaluates a company's capacity to satisfy the demands and expectations of its clients. Customers that are happy with the company's products or services are more likely to stick with it, suggest it to others, and keep using it.

Customer service, affordability, convenience, customisation, trust, and dependability are some of the characteristics that affect how satisfied customers are with a company's products or services. Pricing is essential because consumers may check prices with those of rival businesses and assume fair value. Accessibility and convenience are crucial, with simple processes, numerous communication channels, and quick access. Customers value distinct experiences and preferences, thus personalization and customization are also crucial. Delivering goods or services on time and in accordance with expectations and ensuring client satisfaction require trust and dependability (Hill 2007, 18-25).

In order for organisations to identify their strengths and potential areas for progress, customer happiness is essential. Businesses can track and measure customer happiness to pinpoint areas for improvement and

concentrate on fixing them. As happy customers refer new prospects and provide more testimonials, this increases customer loyalty and advocacy.

Additionally, customer happiness lowers churn and boosts client retention. Businesses can identify specific consumer demands and develop personalised offers for individuals who are most likely to churn by assessing customer satisfaction (CSAT). By giving pertinent details about the customer's relationship with the brand, this maximises the likelihood of reducing churn. A longer customer lifetime value (CLTV) is a result of satisfied consumers because dissatisfied ones may never make another purchase from the company. However, happy consumers are more likely to stick with the company for a longer time, making repeat purchases and improving revenues. This lower lifetime value misses out on possible revenue opportunities. In general, increasing customer happiness is crucial for raising service metrics and giving customers the best experience for organisations (Bernazzani 2022).

By employing tactics that put the needs of the customer first, Zump may promote a favourable relationship with its clients. These consist of upholding consistent quality, prompt delivery, clear and open communication, giving personalised experiences, offering rewards and incentives, putting in place loyalty programmes, and consistently enhancing the overall eating experience. While fast delivery ensures timely delivery and timely updates, consistent quality ensures that supplied meals match or surpass customer expectations. Building trust and loyalty with clients begins with open and honest communication. While proactive customer service promotes responsiveness and efficiency, personalised experiences adapt to individual preferences and dietary needs. To encourage repeat business and loyalty, loyalty incentives and awards might be used. Customer feedback is obtained through continuous improvement, which enables Zump to improve the whole eating experience.

## 6.2 Challenges in implementing marketing policies for Zump

Putting a marketing plan into action might create a number of difficulties, some of which are internal and some of which are external. Whatever their origin, these issues demand attention. Lack of variety in marketing teams causes inadequate comprehension of various audiences, which results in poor campaigns. Businesses struggle to comprehend varied audiences, worry about backlash, and have limited resources for adopting diversity in marketing initiatives. Negative PR could result from non-diverse viewers feeling excluded or alienated.

There are several reasons why implementing marketing rules might be difficult for Zump, including unclear objectives, a lack of resources, resistance to change, a lack of collaboration and communication, outside influences, measurement, and assessment. While resources call for substantial financial and human resources, clear objectives match with the overall corporate plan. The implementation process of Zump may be slowed down or hampered by stakeholders' and employees' resistance to change. Implementation effectiveness depends on effective departmental and team cooperation and communication.

The use of marketing policies may also be impacted by outside variables including market competition, prevailing economic conditions, and regulatory changes. To overcome these obstacles, organisations need to be adaptable and change their strategy. It is crucial to measure and assess the efficiency of marketing strategies, and implementation strategies should contain controls for keeping track of and assessing performance (Fongang 2023).

Achieving alignment with the target market and having a limited understanding of the client are also essential for effective marketing strategies. Inconsistencies or uncertainty can lessen the influence of the policies. Consistent messaging and branding are vital for effective marketing. To understand and implement marketing policies, skilled workers of Zump must receive proper training and education. Modern marketing rules require a limited technology infrastructure, and the effectiveness of policy execution might be hampered by a lack of adequate methods for feedback and change. In general, a clear set of goals, enough funding, and good communication are needed for the implementation of marketing plans to be successful (Milano 2019).

### 6.3 Creating a Business Development Model for the Zump

The business development model is a thorough strategy outlining how resources will be allocated inside the organisation in order to generate sales and revenue. A business's strategy and expansion can be aided by using this model. Based on new market trends and corporate requirements, the model will evolve over time (Holmes 2023).

Choosing the right customers, networking skilfully, raising brand awareness, and seeing new chances are all ways that business development ideas may benefit a firm. Implement these strategies by offering consultations, giving sales demos, nurturing prospects, offering a variety of content types, collaborating with marketing, investing in your website, encouraging staff to develop and hone their skills, and pushing them to learn more about their industries and fields. Businesses can efficiently interact with prospects and expand their customer base by developing solid relationships, providing advice, and making website improvements.

Business development strategies can help a firm grow by locating the right customers, building strong networks, raising brand awareness, and discovering new business opportunities. Innovate networking, offer consultations, deliver sales demos, nurture prospects, offer a variety of content types, collaborate with marketing, invest in your website, encourage staff to develop and hone their skills, and motivate them to learn about their industry and field in order to put these strategies into practise. Businesses can effectively engage with potential clients and expand their business by developing good relationships, providing advice, and investing in their websites (Butler 2012, 76-80).

Zump must clearly define its mission and vision, evaluate its current situation, set specific goals, identify target markets, create a comprehensive marketing strategy, improve customer experience, expand partnerships, innovate, and adapt in order to create a successful business development model. It is also essential to promote a sustainable and ethical business culture. By concentrating on these elements, Zump can make sure that its food delivery service expands while adhering to its vision and values and taking a forward-thinking and customer-centered approach.

In order to accomplish this, Zump must clearly define its mission and vision, evaluate its current situation, set specific goals, pinpoint its target markets, create a thorough marketing strategy, improve the customer

experience, work with nearby farmers, suppliers, and other stakeholders, continuously innovate and adapt, and regularly track and evaluate key performance indicators (KPIs). Zump can guarantee a customer-centered strategy to growth while remaining in line with its vision and values by integrating sustainability and ethical practises into every area of the company model.

#### **6.4 Strategies to Improve marketing**

A marketing strategy is a plan for concentrating and achieving a particular marketing-related goal. It considers what your company is already doing effectively and what you're missing in relation to the goal you set, then develops strategies to assist you in reaching your objective.

Businesses can improve their marketing initiatives and stay ahead of the competition by putting these techniques into practise. Identification of the target market, the use of data-driven marketing, the creation of a strong brand identity, and the use of social media and digital marketing are all essential for better marketing. A strong brand identity aids in differentiating a business from rivals and fosters customer awareness and trust. To effectively reach and engage with their target audience, businesses should have a strong online presence, interact with customers through social media channels, and deploy focused digital marketing initiatives. Encouragement of user-generated material can strengthen a brand's authenticity and credibility and considerably improve its marketing initiatives. Examples include reviews, testimonials, and social media posts.

Understand the interests and preferences of the target market, develop focused campaigns, research your competition, and make efficient use of social media to establish a successful marketing strategy. Use Pareto's principle to concentrate on your best clients and preserve enduring connections. Continually investigate new concepts and stay up to current on digital marketing strategies. Keep a regular schedule, post worthwhile content, and engage with your audience. With a clear long-term objective in mind, go forward steadily while taking remedial action to avoid making the same mistakes twice. Additionally, increase brand recognition and credibility by working with influencers and sector experts to connect with and engage a target audience. Use consumer feedback and reviews to enhance your offerings and the way customers interact with you. To handle consumer interactions and data, invest in CRM solutions. This will

allow you to develop focused campaigns and provide individualised experiences. In order to find effective tactics and reach conclusions, marketing efforts should be tracked and their efficacy evaluated using metrics like website traffic, conversion rates, leads, social media engagement, and ROI. (Neves 2010, 91-100)

## 7 CONCLUSION

The written thesis is an instructional procedure that describes Zump's marketing strategy. The market strategies and how they can satisfy clients are the focus of the researcher writing a thesis. The elements included in the thesis are those that will help the marketing industry please clients. The assumptions made by the consumer and their responses to the questions we created are used to guide the qualitative and quantitative approaches used in the research that follows. The survey is based on the truthful responses that the research's respondents submitted. The responders provided satisfactory answers that accurately expressed their thoughts.

Zump, a Pietarsaari-based food delivery service, has created a marketing strategy to win a significant share of the regional market. The organisation selected critical tactics to stand out from the competition, build a strong brand presence, and achieve sustainable growth after examining its target customer base and competitive environment. Zump provides convenience, variety, and great customer service by comprehending the requirements and tastes of busy professionals and students. In addition to providing a variety of food alternatives, working with neighbourhood restaurants helps to establish community ties.

However, to raise brand awareness, engage consumers, and spur sales, Zump's marketing strategy emphasises social media and digital channels. Targeted marketing initiatives and sales incentives encourage recurring business and boost customer retention. Key performance indicators, customer feedback, and market surveys are all used to continuously monitor and evaluate marketing efforts in order to increase customer happiness, fine-tune tactics, and adjust to shifting market dynamics. Despite competition from other businesses, Zump manages to stay ahead of the pack by providing prompt deliveries, dependable service, and a wide selection of high-quality meals. Zump develops strategic alliances with neighbourhood businesses, grocers, speciality food merchants, and corporate clients in order to expand into adjacent markets and maintain growth. These partnerships create new revenue streams and solidify their position as a complete food delivery service.



The thesis also noted the risk issues facing the marketing industry, including the fact that running a business without sound plans and maintaining them might be challenging. It might be challenging to gain the trust of your customers. Despite the fact that the research offered suggestions, one of them was that businesses might improve the way they promoted their goods to draw in more and more clients. According to the thesis, Zump needs to make sure that they are providing their clients with superior customer service. The goal of Zump's comprehensive, specific, and flexible marketing strategy is to become the top meal delivery service in Pietarsaari. Zump is well-positioned to achieve its goals and make a significant effect in the neighbourhood by putting strategies into action, keeping an eye on performance, and being aware of client preferences.

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## **APPENDICES**

This will add a questionnaire with questions from the quantitative research component followed by questions from the qualitative research component.

### **APPENDIX 1- Questions for quantitative research part**

#### **Section One**

**1. What factors led you to choose Zump?**

- A. Easy to Order
- B. More Reliable

**2. How were you initially made aware of the Zump advertising campaign?**

- A. Online
- B. Offline

**3. Was the marketing strategy successful in conveying the advantages of utilising Zump?**

- A. Yes
- B. No
- C. No answer

**4. Did the advertising effort increase your likelihood of using Zump?**

- A. Yes
- B. No

APPENDIX 1/1

**5. Did any particular features of the marketing effort stand out to you?**

- A. Yes
- B. No

**6. Have you been more knowledgeable of Pietarsaari's possibilities for meal delivery as a result of the marketing campaign?**

- A. Yes
- B. No
- C. No answer

**Section Two**

**1. Did the marketing campaign successfully reach your target audience or particular demographic?**

- A. Yes
- B. No

**2. Was the Zump brand and service appropriately represented in the marketing campaign?**

- A. Yes
- B. No
- C. No answer

**3. Did the marketing strategy inspire confidence in Zump's calibre and dependability?**

- A. Yes
- B. No

**4. Did the advertising make Zump seem like a reliable and credible service?**



## APPENDIX 1/2

A. Yes

B. No

**5. Were you persuaded to use Zump as a result of the marketing campaign?**

A. Yes

B. No

**6. Did the advertising effort properly allay your worries or reservations towards utilising Zump?**

A. Yes

B. No

**7. How well did the advertising effort make use of various marketing mediums, such as social media, television, and print?**

A. Effectively

B. Narrowly

**8. Did the marketing effort target certain client groups with its messaging?**

A. Yes

B. No

C. No answer

**9. Does Zump's advertisement posted on your social media annoy you?**

A. Yes

B. No

## **Section Three**

**1. Did the marketing effort adequately explain the Zump service's operation?**

APPENDIX 1/3

- A. Yes
- B. No
- C. No answer

**2. Were you persuaded that Zump was a practical and time-saving choice by the marketing campaign?**

- A. Yes
- B. No

**3. Was Zump presented to you as a reasonably priced and cost-effective solution by the marketing campaign?**

- A. Yes
- B. No

**4. Was Zump presented to you as a green and environmentally beneficial option as a result of the marketing campaign?**

- A. Yes
- B. No
- C. No answer

**5. In order to establish credibility and trust, did the marketing effort use customer testimonials or case studies effectively?**

- A. Testimonials
- B. Case Study

**6. Did the advertising make Zump seem like a business that was focused on the neighbourhood and the local area?**

- A. Yes
- B. No

APPENDIX 1/4

**7. Was the marketing effort successful in promoting any unique deals or discounts that Zump was providing?**

A. Yes

B. No

**Section Four**

**1. Were you left with the impression that Zump valued and appreciated its customers as a result of the marketing campaign?**

A. Yes

B. No

C. No answer

**2. Did the marketing approach successfully set Zump apart from its rivals?**

A. Yes

B. No

**3. Did the advertising make Zump seem like a specialised, customer-focused service?**

A. Yes

B. No

**4. Were you convinced that Zump is a reliable alternative for food delivery as a result of the marketing campaign?**

A. Yes

B. No

C. No answer

**5. Was Pietarsaari's potential consumer base successfully reached by the marketing campaign?**

A. Yes

B. No

## APPENDIX 2/1

**6. Did the advertising properly reflect the calibre of the cuisine that Zump served?**

A. Yes

B. No

**7. In order to get your attention, how well did the marketing campaign use visual components (such as pictures and graphics)?**

A. Successfully

B. Not properly

**8. In your opinion, did Zump's marketing effort succeed in raising brand awareness and bringing in new clients?**

A. Yes

B. No

## APPENDIX 2- Questions for the qualitative research part

1. What issues or obstacles to the use of the food delivery service will the Zump marketing campaign attempt to address?
2. How will the marketing effort for Zump make use of client endorsements and case studies to establish credibility and trust?
3. How will the Zump marketing effort convey the food's freshness and high quality?
4. How will Zump's marketing approach highlight the environmental and sustainability advantages of using their meal delivery service?
5. What important points and advantages of Zump's food delivery service will the marketing campaign emphasise?
6. In which sector Zump should improve more efficiently?