

MARKETING PLANNING AND STRATEGY CASE STUDY SUMMARIES

CASE STUDY	LECTURE	TOPIC	INFORMATION
Airbnb	Lecture 1	Business Disruption	<ul style="list-style-type: none"> Not technological company but the business model was disruptive and challenged their competitors – linked different consumers together via technology and the internet
Uber	Lecture 1	Business Disruption	<ul style="list-style-type: none"> Not technological company but the business model was disruptive and challenged their competitors – linked different consumers together via technology and the internet
Luxury Goods	Lecture 1	Hedonic / Aspirational Value	<ul style="list-style-type: none"> Consumers buying for their wants instead of their needs – not functional value Consumers want better self-image
	Lecture 1	Value Proposition	<p>BAD VALUE PROPOSITION</p> <ul style="list-style-type: none"> “A nutrition-based, gluten-free food company that uses ancient grains to provide innovative products that are both convenient and delicious” <ul style="list-style-type: none"> Don’t know who the target customers are Jargon that people don’t know Ambiguous Where is the relevance? <p>GOOD VALUE PROPOSITION</p> <ul style="list-style-type: none"> “For businesses that depend on their data, Actifio provides data management solutions that improve resiliency, agility, and could mobility by virtualising copy data” <ul style="list-style-type: none"> Clear Need to tell people who the target customers are, how you stand out from competitors, how you solve your customer’s problem in a unique way
Lego	Lecture 2	Marketing Strategy	<p>LEGO LAND – use of hospitality side</p> <ul style="list-style-type: none"> Advantages <ul style="list-style-type: none"> Understands their market very well – customises their offering to different demographic profiles Expanded from targeting just teenagers and children – targeted adults Loyal brand community → inspires users to create their own Lego products so fans can work on new creations
Uber	Lecture 2	Mission Statement	<ul style="list-style-type: none"> Mission statement → cornerstone of business culture Uber culture allowed for sexual harassment → turned a blind eye to the issues and hurt the company in the end – reputation tarnished and had to fire the CEO Conflict between the driver and the company, as well as the local government agency

Proctor and Gamble (P&G)	Lecture 2	Strategic Business Units (SBUs)	<ul style="list-style-type: none"> – SBU → independent unit in a giant organisation that have their own supportive functions – Each SBU has different markets, portfolios, threats, conditions, major competitors, goals, marketing objectives – essentially different businesses – P&G → manages <ul style="list-style-type: none"> ○ Beauty, Hair and Personal Care → Head & Shoulders, Olay, Pantene ○ Grooming → Gillette ○ Healthcare → Vicks, Oral B, Crest Toothpaste ○ Fabric and Home Care → Tide, Febreeze ○ Baby, Feminine and Family Care → Pampers
United Airlines	Lecture 2	Non-customer Focused Company	<ul style="list-style-type: none"> – Root cause → strong rule-based business culture – guidelines were very clear so employees were fixated on following the guidelines – Overbooking escalated into the scandal → employees didn't care about the customer, just followed the rules – if they didn't follow procedure, they'll get fired
Virgin Airlines	Lecture 2	Word-of-mouth	<ul style="list-style-type: none"> – Some consumers don't believe in advertising anymore – think they're staged and fake – Consumer's self-made vlog video – has more influence than actual advertisements → more authentic
Spotify and Uber	Lecture 2	Collaborative Relationship	<ul style="list-style-type: none"> – When you get into an Uber, your Uber app can link to your Spotify app and play your own music in the car – Same with Shazam and Apple
Toyota	Lecture 3	Micro Environment	<ul style="list-style-type: none"> – Original Equipment Manufacturer (OEM) → create their own products, are their own supplier, may outsource some parts – Company has more control over their business processes – less stakeholders to please
Uber, Airbnb, iTunes	Lecture 3	Porter's 5Forces	<ul style="list-style-type: none"> – Conquered all five forces (suppliers, customers, competitors, new entrants, substitutes) and mitigated their impacts – Found a good market position to differentiate themselves – Exploited the industrial changes and disrupted the whole industry – LINK → business disruption
Wanda Theme Parks vs. Disneyland	Lecture 3	Failing to understand customers (Porter's 5Forces)	<ul style="list-style-type: none"> – New theme park in China that focused on Chinese history and artefacts – Invested a lot of money – First year → 1m visitors vs. 11m Shanghai Disneyland visitors in the last year – Issues <ul style="list-style-type: none"> ○ Didn't understand the Chinese market's wants and needs ○ Didn't look at Disneyland's competitive advantage (novelty factor) ○ Service was not up to standard – Disneyland had high tacit (knowledge that is hard to transfer to another person by writing it down or verbalising it eg. individual's natural customer service style) knowledge on operation of a theme park → no competition