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Week 1 Discussion

When it comes to marketing, a company's overarching strategy is to reach out to potential customers and turn them into paying customers. A well-thought-out new product development (NPD) plan can help you save time, money, and corporate resources. A diverse positioning approach captures customers' perceptions and expectations, and NPD projects can be planned accurately with the proper amount of resources. Hence, launching a badly designed product or one that does not suit the target clients' needs will all profit from a varied positioning approach if you overvalue and misinterpret the target market (Asan & Kadaifci, 2020).

Standard marketing placement methods like price, publicity, distribution, packaging and competition help identify a brand, product, or service's market niche. Asan & Kadaifci (2020) posit that generating the image a product projects concerning its competitors and other products of the firm requires new goods have a high degree of specialization. The implementation of a variety of positioning strategies results in specialization throughout the manufacture of new commodities.

References

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Week 2 Discussion

Targeting children for candy, fast food, and music sales harms brand and business reputation in the United States, as it implies that these corporations no longer care about children's health. These foods also commonly objectify girls and women, leading to body dissatisfaction at the same time depression together with low self-esteem as well as eating

disorders. Some argue that limiting children's exposure to junk food and fast food causes long-term health issues. The University of Minnesota study found a direct link between fast food intake and increased risk of heart disease and diabetes (Fuhrman, 2018). Therefore, since fast food consumption is harmful to public health, companies that expose children to these foods tarnish their brand and corporate image.

Manufacturers and other groups that target youngsters overcome these obstacles by substituting these foods with healthier options like fresh and dried fruit. Some companies, such as Disney, stopped promoting food and beverage goods on their own media channels, websites, and theme parks in 2015 unless they met federal nutrition criteria that encouraged fruits and vegetables and limited calories, sugar, sodium, and saturated fat (Tempels et al., 2017). Moreover, many examples of giant corporations adjusting their messages to remain relevant to their consumers while supporting a healthier lifestyle. Coca-Cola, for instance, solely promotes its low-calorie or sugar-free goods.

References

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- Tempels, T., Verweij, M., & Blok, V. (2017). Big food's ambivalence: seeking profit and responsibility for health. *American Journal of Public Health*, 107(3), 402-406. <https://dx.doi.org/10.2105%2FAJPH.2016.303601>

Week 3 Discussion

I like cars and Tesla services. My best Porter's market positioning strategy based on these goods and services is variety-based positioning. According to Porter (1996), a company can only manufacture a fraction of the goods and services offered by industry while employing this method. Instead of focusing on customers, it offers specialized services and products to segment

itself. In this way, specialization and resource distribution allow a company to scale up while at the same time improving service and lowering costs (Porter, 1996).

I would advise Tesla to focus on a niche market segment. It can use this knowledge to its advantage by introducing an electric-powered vehicle and a customer-focused sales model. This allows the company to provide an experience that no other automobile manufacturer can match. Its production and supply chain innovation will drive Tesla's success. Aside from that, the construction of the 'Gigafactory' for mass production of Lithium-ion cells can also work well with variety-based positioning, which can help Tesla become one of the most considerable cell manufacturers in the US and a major supplier to other EV automakers (Dudovskiy 2021).

References

Dudovskiy J. (May 1, 2021). Tesla Segmentation, Targeting and Positioning: an overview.

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