

Strategic_Marketing_475_Discu ssions_1.docx

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Strategic Marketing 475 Discussions

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Twitter Case Study

I would classify Twitter's organizational growth from its conception as internal because the organization mainly optimized and utilized the available resources. Even though twitter ultimately became a web platform, the character limit originally designed as an SMS mobile phone-based platform remained at 140. In addition, twitter's progression has resulted from what it has propelled and developed. They acquired services like Vine, Nano Media, and Snappy TV, among others (Abratt & Brendixen, n.d.). However, despite this growth, the organization has the lowest marketing spending related to its rivals, which translates to internal growth because it does not spend beyond its means.

Looking ahead to the next five years, the source of organizational growth that I would recommend for the company is a merger. Although this strategy is considered the most uncertain growth approach, it is the most probable for reward. Therefore, this strategy would enable Twitter to expand the already existing client base and attract new users. Additionally, this strategy would allow the organization to increase the likelihood of success through collaborative efforts.

References

Abratt, R. & Brendixen, M. (n.d.). *Strategic Marketing: Concepts and Cases*.

Cadillac Case Study

The first challenge Cadillac faces in its rebranding efforts are the entrenchment of the German luxury automobiles in the temperaments of American clients, especially the younger age

bracket. The change in consumer preferences in this category fueled this challenge. Therefore, the most serious issue was with their consumer categories. While the CTS drew a younger audience to the company, some customers desired a smaller vehicle. The CTS aimed to compete in 2 parts: entry-level Luxuries like the 3 Series and mid-level 5 Series but it was too big for some purchasers (Abratt & Brendixen, n.d.). Another challenge Cadillac face in its rebranding efforts is economic forces, regional and international competitiveness, low quality and innovation, inefficient promotion, and incorrect client segmentation. While increased local and global competitiveness is an external force, the other antecedents are internal.

Cadillac's first solution in attracting young buyers is employing a young influencer to advertise their products. Social media and influencers largely sway the current generation; thus, attracting younger buyers through these platforms will be easy. Secondly, Cadillac can gather reviews from younger people on their preferences and develop designs that match the more youthful generation designs.

References

Abratt, R. & Brendixen, M. (n.d.). *Strategic Marketing: Concepts and Cases*.

Walmart's Value Chain

Alsharari (2021) argues that Walmart's value chain's two main areas of strength are the global organizational size and a global supply chain. Because of Walmart's worldwide corporate scale, the firm has substantial means to sustain expansion and development. The universal supply chain network also safeguards businesses from market-specific vulnerabilities like disturbances in local resource networks. Moreover, Walmart's supply chain is very effective due to enhanced technology for checking and handling goods flow from providers to outlets.

On the contrary, Walmart's flaws are thin revenue margins and a business structure that can be easily imitated. Turnover margins are often minimal when using the cost leadership method. Because Walmart decreases selling charges, it must instantaneously reduce turnover margins and depend more on sales capacity. Walmart's business model is also straightforward to replicate as a result of its cost leadership approach.

Value-chain Strategy

1. Implementing demand-driven approach and business operations based on real-time demand modelling and analytics.
2. Creating an adaptable and agile supply chain that includes fast planning and coordinated manufacturing.
3. Accelerating profitable innovation by optimizing product design and management for supply, production, and sustainability.
4. Integrating sales and processes planning with corporate business strategy to coordinate Walmart's supply chain with company objectives.
5. Integrating sustainability into Walmart's supply chain activities.
6. Adopting new technology to assure a consistent and predictable supply.

References

Alsharari, N. M. (2021). *Management Accounting Practices and E-Business Model in the US Walmart Corporation*. In 21st Century Approaches to Management and Accounting Research. Intechopen.

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