

# Six Ways Marketing Can Change the World

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The word "Fitbit" is written in a green, sans-serif font. The background features a large, light gray circular graphic with a thick, darker gray outer ring and a thin, light gray inner ring. The space between the rings is filled with small, light gray tick marks, resembling a clock face or a progress indicator. There are also several thick, green horizontal and diagonal bars scattered around the central graphic.

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*Riding the wave of high tech  
gadgets successfully*

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Micro/macro environmental factors that have affected Fitbit since it opened its business

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The fitbit case is a classic example of a business that has been affected by micro/macro environmental factors. The fitbit case is a classic example of a business that has been affected by micro/macro environmental factors. The fitbit case is a classic example of a business that has been affected by micro/macro environmental factors.

The micro/macro environmental factors that affect business performance are fundamental. Economic, environmental, and technological factors are the most significant. The fitbit case is a classic example of a business that has been affected by micro/macro environmental factors.

In what ways will you agree with the firm's marketing management conclusions? Do you think your company will be able to identify relevant points from the case study?

Marketing management conclusions are to be drawn from the case study. The fitbit case is a classic example of a business that has been affected by micro/macro environmental factors. The fitbit case is a classic example of a business that has been affected by micro/macro environmental factors.

How should Fitbit overcome the trends and obstacles it faces

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There are many things that are important, particularly when it comes to the marketing environment. The fitbit case is a classic example of a business that has been affected by micro/macro environmental factors. The fitbit case is a classic example of a business that has been affected by micro/macro environmental factors.

## ARGOS

Offering superior customer value and efficiency

What are the key actions taken by Argos that show that the organization is following the changing marketing landscape?

- In order to deal with the changing landscape, Argos has taken several actions:
- Given prices in their stores have been created, with easy access and everyday delivery option
- Delivering green Argos has showed a great commitment towards reducing CO2 emissions and reducing waste in their operations.
- Supporting social causes where Argos supports various charities like Warmline Cancer support

you think the acquisition of Sainsbury resulted in delivering superior customer value?

will be added through the acquisition of Sainsbury will add an Argos to their supermarkets, offering superior customer value to their customers. Also the acquisition of Sainsbury as pick up points for their customers.

## Micro/macro environmental factors that have affected Fitbit since it opened its business

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The six core microenvironmental factors are:

- Customers. Fitbit product is universal for everyone. Fitbit targets physically active people, people who want to adopt a healthier lifestyle, corporation and enterprises and athletes
- Employees. The company environment is positive, their aim is to keep employees happy, healthy and engaged by creating an effective wellness program with Fitbit.
- Distribution channels and suppliers. Fitbit has a great distribution channel, specially selling to big companies that distribute Fitbit devices through its employees, encouraging them to adopt a healthier lifestyle, even rewarding those who do. Fitbit intends to sell its products and services in new and existing international markets by expanding its distribution channels with retailers and by forming strategic partnerships. Fitbit got advantage of the desire of corporate America to introduce wellness programs
- Competitors. There are numerous competitors in the market, primarily Apple, Nike, JawBone and others. However Fitbit has a really high marketshare
- Investors. Actually Fitbit stock price in the NYSE is 5,53 USD
- Media and the general public. Fitbit is investing a great amount of money in advertising. The possibility to share fitness data in social media also gives fitbit a great presence in this sector. However there are some concerns regarding the information Fitbit gathers

The microenvironmental factors that affect business environment are fundamentally:

- Economic environment: Actually there is a expected 35% growth in the wearable gadgets market, and Fitbit is one of the companies that is on the edge of this wave.
- Cultural: For the past years there has been an increasing trend of people that want to adopt a healthier lifestyle and to share their accomplishments in social networks has grown. Fitbit was the first company to fill that gap in the market
- Legal: Actually there is a great concern for user privacy. Fitbit gathers data about the users that can be later used by insurance companies to increase health insurance cost. However Fitbit is working along with the US congress to ensure private data from users can't be utilized in this way.

## How should Fitbit overcome the threats and obstacles it faces

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The main threats that Fitbit is facing are:

- A highly competitive market (Nike Fuel, Apple Watch, Jawbone UP24, Garmin Vivofit)
- Recent creation of the company. Its competitors have advantages such as longer operating histories, ability to leverage their sales efforts and marketing expenditures across a broader portfolio of products and services, larger and broader customer bases, more established relationships with a larger number of suppliers and greater brand recognition.
- Aggressive pricing strategies by other companies
- Technological advancement. Fitbit lacks the availability of resources that other companies have to invest in research
- Having only one manufacturer (Flextronic). If this manufacturer can't meet the demand, it's a big problem. This is actually a problem since the demand has been growing and Fitbit has been facing huge problems to face this demand.

How should Fitbit overcome these threats?

- One of Fitbit's main concerns is the introduction of the Apple Watch. Fitbit must develop a new line of premium products if they want to compete with Apple Watch.
- They must establish a stronger brand name. In order to achieve this they must invest more money in promotion of the brand, not only in single products.
- Find new suppliers and expand their customer base
- Find other manufacturers so they don't have to rely only on Flextronics

What factors in the marketing environment not mentioned in this case could affect Fitbit

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There are many things that we mentioned previously that were not mentioned in the case. The irruption of Apple and its Apple watch is one of the main concerns of Fitbit, also because the Applestore was a great distribution channel. In the other hand the increase in the demand means that Fitbit has to affront a big reestructuration in order to meet this demand.

The word "ARGOS" is written in a bold, green, sans-serif font. It is centered within a large, light gray circular graphic that has a thick, dark gray outer ring and a thin, light gray inner ring. The background is white with faint, scattered gray lines and dots. A green, rounded rectangular shape is visible on the left side of the image.

ARGOS

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*Offering superior customer  
value and efficiency*



In view of the stiff competition in the UK retail sector, suggest various ways by which Argos could continue to provide better value to its customers.

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Argos has been doing a great job at keeping up with its competitors and implementing improvements that added customer value. The image change of the stores, offering a more futuristic design with leds and LCD screens was a good decision, as well as targeting new customers in order to eliminate the "working class store" conception. Argos should keep improving their online store and their catalogue. I would suggest to stop distributing the paper catalogue, printed paper doesn't go with a modern company, it would also help them increase their sustainable image