



**The Ministry of Education of Azerbaijan
Republic**

**Marketing mix strategies of
Azerbaijan supermarkets chain
Case study of Bazarstore and Araz**

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JUNE 2017

May 2017

ABSTRACT

The present bachelor's dissertation is designed at examining marketing mix of a selected companies. The theoretical portion of the work deals with function and role of marketing mix and explains each factor of marketing mix. The goal of systematic aspect is to evaluate elements of chosen company's marketing mix and based on case study, to point out some recommendations.

Keywords: marketing, marketing mix, product, price, place, promotion

Acknowledgements

Initially, I would like to thank to my scientific supervisor, PhD (c) Turan Suleymanov for his advice, encouragement and patient guidance. I am extremely lucky to have a supervisor who cared so much about my work and responded my questions so promptly.

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INTRODUCTION

A century ago, new term marketing totally changed the economic system of the globe. Since then, it has been creating rapidly and now the corporate globe is intensely reliant on marketing activities. Generally, marketing includes a variety of techniques. Among them, the 4P's of marketing has been the most popular and it performs part in marketing. Therefore, having information about features of marketing mix and being able to evaluate its components are valuable ability for one's future career. Regarding these reasons I select marketing mix research as a subject of my bachelor's dissertation. The purpose of this bachelor's dissertation is to provide basic information of marketing mix and to evaluate selected

company's marketing mix depending on the obtained information. The present bachelor's dissertation includes two parts: theoretical and systematic areas.

The theoretical aspect has two areas. The beginning describes marketing in general in order to determine the operate and part of marketing mix in it. In the second aspect, components of marketing mix; product, price, place, and marketing are described in depth.

The main aim of the systematic aspect is to perform an advertising and marketing mix research on a chosen company and to recommend possible activities that can enhance 4Ps of the organization based on the research. Bazarstore and Araz supermarket is selected as the organization to be examined due to the personal contact concern. Therefore, the primary data can be obtained ideally. This part includes two areas. In the first aspect, a brief release and marketing environment analysis Bazarstore and Araz supermarket are provided and in the second aspect, the companies' marketing mix is described and examined.

The final item of this bachelor's dissertation is counsel that included certain ideas which will help to increase the use of 4P's of Bazarstore and Araz supermarket

I. THEORY

1 MARKETING IN GENERAL

In this section, marketing and its aim will be presented temporarily and related marketing concepts such as technique and marketing planning will be described in order to give opportunity of the promotion idea in common. Therefore, it will be easy to understand

what marketing mix is and what kind of part it performs in promotion. In addition, the theoretical aspect of the bachelor's dissertation will be a grounds for the systematic aspect.

1.1 Definition and importance of marketing

“Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.”

- Philip Kotler

Before referring to marketing mix, it's necessary to comprehend what promotion itself is.

Depending on every, it is described in a different way. For example, a typical person, who doesn't have any information about promotion, would see it as some actions only related to marketing, although it's a larger concept. However, specialists in marketing see it as the main of effective company.

There are many promotion explanations, although all of them relate to one concept. According to marketing expert Kotler, marketing is the public and managing procedure by which people and categories acquire what they need and want through developing and exchanging items and value with others. (Kotler and Remedy 2005, 3) From the

definition, it seems that marketing can be recognized as a procedure of discovering possible needs of clients and fulfilling them. As a consequence of this procedure, an company makes benefit, which is actually an organization's primary purpose. However, clients remain

satisfied with the providing. In other words, marketing is simply “meeting needs profitability”. (Kotler and Keller 2007)

The aim of marketing relies upon on the earlier described meaning which is to identify customer's needs and fulfill those needs so well. (Cannon, Perreault and McCarthy 2008)

Moreover, McCarthy, the promotion instructor said “by conference those needs so well that the product almost offers itself.” (Cannon, Perreault and McCarthy 2008) However, actually, a product cannot offer itself unless it is exposed to the clients. Therefore, it is obvious that companies should consider promotion actions as a significant part of their function, and marketing actions should be organized and applied effectively. In referring to the significance of promotion, it can be different for each individual and company based on their dreams. For company

organizations, marketing is tightly connected to their benefit making procedure helping to sustain their place in the market.

Since world economic system itself relies upon intensely on promotion actions, doing business without knowing marketing ideas will automatically cause to either failing of one's company or loss of possible benefit possibilities. However, for ordinary people, it might not be as important as it is for company organizations but having basic knowledge of marketing would be an important lifetime resource for one's personal profession.

Furthermore, since everyone gets associated with promotion actions being unsure of, it is definitely exciting to know how organizations successfully attract our money and interest to them with the help of marketing

1.2 Marketing process

It is exciting to learn about where and when the marketing first began in history.

Kotler was requested this query in one meeting and responded to as followings:

“Marketing began with the first humans. Using the first Holy bible tale as an example (but this was not the beginning of individual beings), we see Eve convincing Adam to eat the not allowed apple company. But Eve was not the first professional. It was the snake that assured her to industry to Adam.” (Kotler Marketing Team 2009)

It seems to be to be that the first professional on this planet ever was a reptile and it did a great job because irreversibly assured customer, Eve, and her spouse Adam finished up eating the apple. Despite these amazing information, consequently, another real query arises: where does promotion start and finish? From the Adam and Eve example, it seems that both the unseen and found needs and wants of individual being are the starting point of marketing procedure. According to marketing professionals, a marketing procedure has five actions.

1. Understand client needs and wants

2. Developing a customer-driven marketing strategy
3. Build a system which provides excellent value
4. Build successful connections and build client delight
5. Catch value from people to make earnings and client quality (Kotler and Armstrong 2005)

The first phase of marketing procedure begins with the needs, wants, and requirements of human being. By knowing and determining these needs, wants, and requirements, a company will decide what to provide to the industry. This “what to offer” indicates anything that will fulfill those needs and wants such as concrete and intangible products, services, experiences, information, ideas, etc. (Kotler and Remedy 2005)

The next phase is all about choosing specific people to assist and developing customer value and fulfillment. Now a organization has something to provide to the industry need but it should consider to whom it should sell its item. This can be performed by focusing on and segmenting its industry. This indicates finding a team of clients who have common flavor.

However, in reality, there will not be only one organization trying to fulfill one type of need or want of clients. Therefore, to help make people to choose one’s provide, it should make excellent client value and fulfillment by distinguishing its item from other competitive products. In this part, companies make possible technique which includes the best marketing mix for the focus on audience. Marketing technique will be explained in details later. (Kotler and Remedy 2005)

The 3 handles developing a system. A marketing program basically method for apply the technique plan. During the 4th and fifth actions, a organization will focus on not only building good connection with both its clients and industry associates, but also will focus on creating faithful clients and catching their life-time value. (Kotler and Remedy 2005)

Marketing mix decision performs part in the second and third actions of the marketing procedure, which are coming up with customer-driven technique and developing a marketing system which provides excellent value to the clients.

1.3 Marketing Strategy

Any company has technique at several levels such as finance technique, human resource strategy, analysis and development technique, and technique.

Making a good marketing technique is the base marketing action of an company and by establishing proper

marketing technique, a company's marketing objective can be performed easily. As McCarthy mentioned in his book, "marketing technique generally means choosing a focus on audience and creating a related marketing mix." (Cannon, Perreault and McCarthy 2008) Target market and the marketing mix are the basic areas of technique.

A procedure of choosing a right focus on audience for one's company begins with a market segmentation. "It is a procedure of splitting industry into unique multiple customers who have distinct needs, features, or actions and who might individual items or marketing mixes." (Kotler and Remedy 2005, 47) Based upon on the level of each unique team or segment's attraction, an company will choose one or more sections to provide. This group is known as a focus on audience or "a pretty homogeneous team of clients to whom a company wishes to appeal" (Cannon, Perreault and McCarthy 2008, 33).

The next procedure which comes after the selection of a focus on audience is to think about how to fulfill the needs of this certain team of clients or what kind of item features we offer. These functions are known as the aspects of marketing mix or "the controllable variables the company places together to fulfill this focus on group". (Cannon, Perreault and McCarthy 2008, 33)

To describe it in simple words, when an company wants to do business, they not only produce whatever it wants, but it must do researching the industry and find the most needed or wanted items or services. Since fulfilling everyone in the world or generating for the mass industry doesn't seem possible to anyone, the splitting industry into smaller sized areas based on the similarities would be the simplest way to fulfill customers' needs. As a result of this, the company will have an objective to fulfill that certain focus on clients which have certain similarities. The company can fulfill their customers' needs in many ways such as offering relatively cheap items, advertising through various press, and searching for convenient packaging for them. From this, technique can be described as the

procedure of individuals most attractive team of clients who have some resemblances and fulfilling their needs by offering the best suited mixture of the marketing mix components which are product ,price, place, promotion

1.4 Marketing Plan

the marketing technique is the next step comes after the procedure. It is the written form of the procedure that includes items of details efforts and the financial resource for the procedure. However, a typical firm's real-life promotion plan contains much more details. A marketing mix is one of the most important parts of the procedure and advancing the promotion technique. For any organization, shown below are the three items of details that are necessary in its promotion technique. (Cannon, Perreault and McCarthy 2008)

- Focus on audience and marketing mix
- Required cost
- Expected result

A organization can have several marketing programs if they have different target markets. Each target industry requires a different marketing mix. Therefore, a separate marketing plan for each product is needed. Mixing of these marketing programs create one big plan which is known as software. (Cannon, Perreault and McCarthy 2008)

2 MARKETING MIX

The aim of this section is to give an knowledge of what marketing mix components are and to explain features and part of each factor.

After a company select what type of clients it wants to attraction, it has to go through many challenges and make a lot of choices to be able to provide product to final consumers. Basically, there will be a large number of things that will both favorably and negatively impact a firm's marketing action. Some of them are manageable and some are not. The aspects which are manageable are known as marketing mix. The aspects that a firm cannot management can be marketing atmosphere. Aggressive, political-legal, financial, technological, social-cultural

surroundings are involved in marketing atmosphere. (Kurtz and Boone 2006) In such cases, a company tries to produce a industry mix that suits into the marketing environment rather trying to management them.

Historically, E. Jerome McCarthy, the former marketing lecturer at the School of Michigan, first recommended the category of marketing mix components in earlier Sixties. He separated the factors, that a company can management by itself, under four groups; Item, Price, Place (distribution), and Promotion. (Dager 2009) And these are known as the 4 P's of Marketing. Since then extra Ps such as People, Product packaging and Placement have been presented, although, in common, these 4Ps involved those Ps under its name. The concept of marketing mix has been used favorably since it was first presented because it made the marketing easy to deal with and arrange.

Marketing Mix

Product: Physical good Service Features Benefits Quality level Accessories Installation Instructions Warranty Product lines Packaging Branding

Price: Objectives Flexibility Level over product life cycle Geographic terms Discounts Allowance

Promotion: Objectives Promotion blend Sales people Advertising Sales promotion Publicity

Place: Objectives Channel types Market exposure Kinds of middle men Kinds and location of store How to handle transporting and storing Service levels Managing channels

people – All companies are a few the those who run them from front line Sales agents to the Handling Home. Having the right people is essential because they are as much a aspect of your business providing as the products/services you are providing.

Processes –The distribution of marketing is usually done with the client present so how the support is provided is once again aspect of what the client is spending for.

Physical Proof – Almost all solutions include some actual components even if the large of what the client is spending for is intangible. For example a beauty and hair salon would provide their client with a finished hairstyle and an insurer would give their clients some form of printed out content. Even if the content is not actually printed out (in the case of PDFs) they are still getting a “physical product” by this meaning..

2.1 Product

Product is the first factor that an organization must consider from all four marketing mix components. The staying three elements; price, place, and marketing are viewed as only after a firm creates an product.

Different guides determine item in a different way. Some see it as a common name for all the things that can be provided to a client. The others believe that it symbolizes only tangible goods. Yet, in this part of content, an item symbolizes any concrete or intangible need satisfying offering. As Kotler described, “a item is anything that can be provided to a market to fulfill a want or need, such as actual physical products, solutions, encounters, activities, persons, locations, qualities, organizations, details, and ideas” (Kotler and Keller 2007, 148). In inclusion, an item must not be only one of them but also a mixing or a combination of two or several of them. A excellent example would be a guide. A guide is definitely a actual physical excellent that we can contact and own but on the other hand, by studying the book we get details, concept and we get some level of encounter as well. Based on statement, it seems that many promoters and effective entrepreneurs tend to recommend that having a best item is the key to achievements. Like Lee Iacocca, the former Ford Chief executive once said that “When the item is right, you do not have to be a good marketer.” However, today’s fast-paced world will not give any opportunity to an organization to have a “right” item for a long period. In a industry complete of highly effective and quick opponents, any company will not be able to keep its item exclusive and right. Therefore, companies must constantly add client value to their item. In to enhance the client value, promoters add certain functions to the item at certain stages.

According to what described in Kotler’s guide, industry providing or item is planned at three levels; primary advantage, real item, and enhanced item. Each product m level is made with incorporating principles to the primary item. The primary advantage is the first stage and it is the primary advantage that clients purchase. At the second stage, by creating product features, the primary advantage is transformed into a proper item. An real item is a product that has certain functions such as quality, style, product packaging, and a product name. Finally, an actual item becomes an enhanced item when a professional contributes a set of features and conditions to it. (Kotler and Remedy 2005)

From what is described previously, it seems obvious that an organization should try to find possible ways to make their primary advantage into enhanced item. However, sometimes a single product is not enough to fulfill the needs of focus on clients even it was an augmented product. Therefore, an organization provides several items which can be identical to each other or offers absolutely irrelevant item. For example, let’s think about that a firm’s marketing offering is an ice-cream and having only one type of ice-cream will definitely not cause to success unless it is an incredibly exclusive ice-cream. Therefore, it is necessary for the organization to expand its ice-cream tastes in to draw in more clients who have various taste preferences. This certain action is known as an item variety and it is the set of all

product collections and personal items that an organization provides. (Cannon, Perreault and McCarthy 2008)

Another thing that must be described here is an item mix of an organization. A item mix has four important measurements. Size, duration, detail, and reliability are the indicators of a product mix. The width of an item mix reveals how associated with areas the firm is associated with. Whereas, you desire an item mix reveals the number of items a firm sells and the detail signifies modifications in each item. Finally, reliability symbolizes the products regards to the ultimate use, specifications of item, submission programs etc. (Kotler and Remedy 2005) These conditions will be better when it is described along with the items of the selected organization in the systematic part.

2.1.1 Product classification

Most promoters agree on the notion that all products are generally separated into two groups depending on who will be their consumer: client products and industrial products. Although, in some sources, extra category has a product's durability and tangibility.

Consumer products are promotion promotions which clients buy for their personal purpose or things that can be immediately used. In other words, it is an item meant for end users and some promoters call it B2C (business to customer) product. It is classified into four categories according to customers purchasing habit or the idea of how they perceive the product and shop for it.

- Convenience products are those things purchased regularly and clients spend less time, attempt, and money in order to buy them.
- Shopping products are products not that regularly purchased but when it comes to purchase it, it entails some persistence.
- Specialised products are creation that client really wants and creates a special effort to find it and product recognition and unique features are important to them.
- Unsought products are things that buyers do not know if these kinds of products ever exist and they do not search for this type of product. (Kotler and Armstrong 2005) Industrial products are things that can be used in further manufacturing procedure and bought by sections, not by final clients. It is also called B2B (business to business) product. There are three multiple company products:
 - Components and areas include of raw and manufactured materials and areas.
 - Investment products are long-lasting things that help manufacturer's manufacturing or operation. Set ups and accessories are part of capital products.
 - Supplies and solutions are the short-term things that have popular functions of supplement and support. (Kotler and Remedy 2005)

2.1.2 Additional features of a product

A product without extra functions will not go far in our highly competitive market. Branding, product packaging, marking, assures, and assures can be offered as additional feature to the item. Marketing indicates the use of a name, phrase, symbol, or design – or a

combination of these to identify the item. It contains the use of brands, trademarks, and practically all other way of product recognition. (Cannon, Perreault and McCarthy 2008, 248) Brand names create the procedure of dealing simple. From the firm's perspective, it creates promoting simple as well as less attempt from marketing managers because for the clients can use, product product stands for top quality, reliability and other positive feelings and they do not hesitate to choose the item. On the other hand, customers feel safe about what they are purchasing .Packaging is initially to protect the item but nowadays it has more responsibilities.

Packaging involves promoting, defending, and enhancing the item. (Cannon, Perreault and McCarthy 2008, 248 - 257) Good product packaging bakes an item simple to store and use. This makes the item stand out from similar products. A assurance explains what the seller guarantees about its product. (Cannon, Perreault and McCarthy 2008, 257) Some use assures to improve the appeal of their promotion mix. For example, 90-day assures, reimbursements or alternatives, and repairing solutions can be included in assurance. One of the common guarantee kinds is to compensate the loss of a client if the high high company's excellent or support could not match their expected level.

2.1.3 Product life cycle and strategy

Products have a life like human beings and go through certain stages during its existence.

However, not all products are able to pass them all. Keeping the product alive as long as

possible is one of the main objectives of marketing. In order to do that, a firm's marketing

mix must be changed according to each stage's characteristic. Therefore, marketers take

various activities which are aimed at prolonging the product life-cycle.

A product passes through four basic stages from the moment it was born until its discontinuation. These stages are introduction, growth, maturity, and decline. Figure 3 shows product life cycle as a graph.

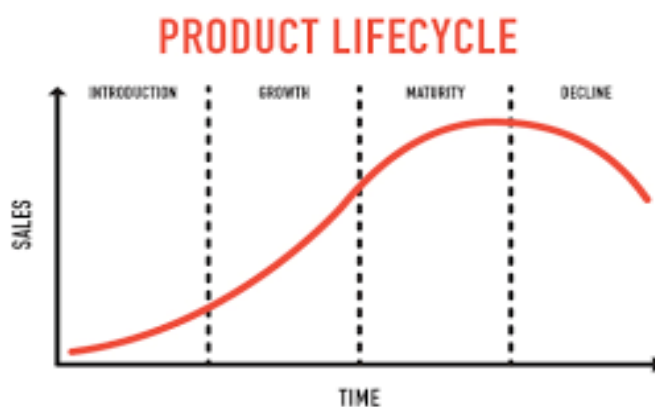


Figure 3: Product life cycle curve (Spencer 2009)

In the introduction stage, it requires great attention on promotional activities even if the product is very distinctive because nobody is aware of the product until they are told.

High promotional cost and low sales are the main negative characteristics of this stage. During the growth stage, industry sales grow fast and the product gains the attention of customers. As a consequence, other competitors enter into the market by offering similar product. The maturity stage starts when a firm's sales grow rapidly and competition gets tougher at the same time. In the decline stage, sales will decline. Consequently, the firm's profit will fall and it comes the time of new product replacement. (Cannon, Perreault and McCarthy 2008)

According to law of nature, everything on earth gets older unless it's immortal. Unfortunately, there has been no sign of immortality in our life time. Therefore, every product is expected to reach its decline stage. Since it's impossible for the company to create ever-green product, the only way left is to extend its length of life as long as possible. As for the human beings, they try to slow ageing by adopting healthy life style, purchasing extra supplemental products and even having plastic surgery, whereas the product life cycle can be extended with the help of certain activities that are mentioned below.

- Increasing usage frequency of the product, increasing the number of users,
- Finding new uses
- Changing package sizes, labels, or product quality.

The first type of strategy extends the product life cycle by increasing the frequency of use.

For example, a university can offer summer courses to the students during summer break so that it will have alternative income. The second strategy focuses on increasing the market share by gaining more new customers who have never purchased the product. Therefore, one particular product which is in its decline stage can be in its introduction stage in other country. Finding new users is the main idea of the second strategy whereas the core concept of the third strategy is to find new uses of the product. Lastly, by simply changing product's packaging, labels and quality level, product life cycle can be lengthened. (Kurtz and Boone 2006)

2.2 Price

According to Kotler, price is one of the most adjustable components and it can be modified

easily compared to modification of item features, submission channels and promotional

activities. Price is what a person must give up to get the benefits offered by the rest of a

firm's promotion mix, so it plays a direct role in shaping client value. (Cannon, Perreault and McCarthy 2008, 456) Simply, it is the money that a buyer

pays for the item.

The price is determined by a number of aspects including expenses, requirement in the industry,

and expense of opponents. Moreover, organizations should follow a certain price setting

process in purchase to set the most favorable price. First of all, it should define the price objectives

and then make a suitable expenses technique that will help the organization accomplish the price objective.

Finally, it should adjust the price if there is geographical expenses, psychological expenses,

etc.

2.2.1 Price objectives

Before establishing the price, an organization must consider what kind of expenses goals it should go for. It seems that all organization places an amount which is intended for getting highest possible benefit. Yet, expenses goals varies from one organization to another based upon on their overall organizational objective, promotion goals and other associated aspects. It means that not all firms aim at benefit maximization.

According to promotion books, an organization can set a price aiming at three basic goals. The conditions for these goals differ from each other depending on who had written the book even though they refer to identical things. Besides these term differences, the general idea is; some organizations set their price for achieving maximal profit, some of them aim at an increase in their industry growth or aim at creating respect in the industry by establishing a higher price.

The first kind of expenses purpose is a benefit – focused or profitability purpose and it has two subordinate objectives; benefit maximization and target return goals. The former is about establishing an amount in purchase to get as much benefit as possible and establishing a high price. Also, a affordable can bring about highest possible benefit. The latter one refers to setting satisfactory benefit as objective. The second kind of expenses purpose is product sales – oriented objectives. Some organizations believe that highest possible product sales would automatically result in high profit. Therefore, the set a minimum benefit stage and focus on increasing its business in the industry. The status quo expenses purpose is the third kind of expenses purpose. This objective is mostly adopted by an organization which has its aimed benefit stage and industry stage. The price tend be stable and non-price aspects are taken in consideration seriously. (Cannon, Perreault and McCarthy 2008)

2.2.2 Pricing strategy

In purchase to accomplish the earlier described expenses goals, an organization must make a proper price technique.

There are three types of expenses strategies (Kurtz and Boone 2006);

- Going over,
- Transmission, and

- Aggressive expenses.

Setting equally great price than the opponents is the main concept of the skimming pricing technique and it is mostly used when presenting cool item into the industry. This type of expenses technique is recommended for highly distinctive products. If an organization has a product that already exists in the industry and has a lot of substitutes, a penetration pricing strategy is the one technique that would be recommended by marketers. By offering relatively affordable which is infiltrating price will help the organization to attain clients and make its item recognized.

Aggressive price is another option for the organization to adopt as a expenses technique. When there are many opponents in the industry, an organization places the price by matching with other competitors' expenses and tries to distinguish itself by focusing on other marketing mix components. (Kurtz and Boone 2006)

As previously described, many inner and external aspects must be taken in account during the price establishing procedure. The customers' requirement, the price function, and competitors' price is the most major considerations in establishing price. (Kotler and Keller 2007) In other words, first of all, an organization must make research on requirement in the industry. Typically, requirement and the price are inversely relevant. Secondly, a firm's inner cost functions must be carefully analyzed. Lastly, the person who is responsible for pricing must consider competitors' expenses, expenses, and value change reactions from clients.

2.2.3 Cost adjusting

Depending on the aggressive situation, a company adapts its primary list price according to the variety of aspects. These aspects can be associated with regional variations, the time of deliveries, assures, etc. There are five types of costs guidelines that help the company to modify the price: regional costs, price special discounts and considerations, promotional pricing, classified costs and product-mix costs (Kotler and Keller 2007).

If organization functions in different location and nations, it should modify the price considering delivery costs, return rate, and lack of cash expenses. As for the price discounts and considerations, prices can be modified according to early and delayed expenses, and purchase amounts. Marketing costs contains function costs, guarantees, and psychological costs. Differentiated costs contains pursuits like providing different price for different individuals like price for individuals, and elderly people. If a organization provides more than one item, it should consider the important points that each product's requirement is different another. Therefore, each item needs specific costs plan. (Kotler and Keller 2007)

2.3 Place

Place is often known as a submission route by promoters. "Place is the action of making items or services available in the right amounts and places, when customers want them." (Cannon, Perreault and McCarthy 2008, 290) A location can be any physical

premises like markets, shops, food, as well as exclusive places like internet shops.

2.3.1 Kinds of submission channels

A organization should choose a submission programs that are appropriate and effective for its business. A organization can offer its items either straight to the clients can use or through wholesalers, suppliers, and other providers. Generally, there are two kinds of distribution channels: a primary promotion route and an oblique promotion route. “Direct marketing channel is a promotion route that has no broker stage. Indirect promotion channel is a route that contains one or more broker stage.” (Kotler and Remedy 2005, 364)

2.3.2 Marketing and wholesaling

As described previously, a organization has two choices when it comes time to choose its distribution route. One probability is to offer the item straight to the ultimate clients. The other is to offer them with the help of intermediaries like suppliers and suppliers.

“Retailing includes all of them involved in the sale of items to last customers.”

(Cannon, Perreault and McCarthy 2008, 337) It can be huge grocery store programs or an individual investor. On the other hand, “wholesaling cares with them of those persons or businesses that offer to suppliers and other suppliers, or to professional, institutional, and professional customers, but do not offer in considerable amounts to last customers.” (Cannon, Perreault and McCarthy 2008, 355)

2.4 Promotion

As thinking about promotion as a whole, the first word that comes to mind is marketing. From the customers’ perspective, marketing is the most noticeable action from all the activities that are being achieved by a organization. Advertising is so very common in the United Declares that an person with regular skills may experience from 500 to 1,000 ads in a single day. (Robbs 2009) However, in reality, promotion includes not only marketing but also other marketing actions such as product sales promotion, public regards, individual selling and immediate promotion. Generally, “promotion is the use of informing, convincing, and influencing the consumer’s purchase decision.” (Kurtz and Boone 2006, 482)

Each of four components of a promotion mix has some goals and the promotion does, too. Informing, convincing, and informing (Cannon, Perreault and McCarthy 2008)

are the three basic goals of promoting. First of all, the informing purpose is designed at telling customers that a certain item prevails in the market so that clients get aware of the product. The second purpose is to make the clients can use buy the item by persuading them. Finally, once the method acquainted to the clients can use, a organization should think about promotional actions that will help emphasize the clients can use about the item.

2.4.1 Promotion mix

A organization can achieve promotion goals through certain techniques. There are many different marketing techniques. Normally, those marketing techniques are separated into three groups: individual promoting, huge promoting, and promotion

(Cannon, Perreault and McCarthy 2008). Each promotion technique has its own benefits and drawbacks.

Therefore, it is better to take them in account in mixtures. It can be seen from the name that individual promoting is about having face-to-face or one-on-one connections with the clients can use through salesmen. It includes immediate spoken communication between suppliers and prospective clients. (Cannon, Perreault and McCarthy 2008) The main advantage is an immediate reviews from the clients can use. Yet, personal selling needs a lot of effort and money.

On the other hand, huge advertising is the opposite technique of individual advertising. “Mass selling is interacting with large amount of prospective clients simultaneously.” (Cannon, Perreault and McCarthy 2008, 370) There are two forms of huge marketing:

advertising and advertising.

- Promotion is the main way of huge advertising. “Advertising is any paid type of non-personal demonstration of concepts, products, or solutions by an recognized entice.” (Cannon, Perreault and McCarthy 2008, 370) These days most media kinds such as television, radio, online, theatre advertisements, and magazines are used for advertisement. Specially, online marketing has become one of the effective ways of advertising one’s company. Websites, advertising ad campaigns, interstitials, google, mass e-mails are the most popular kinds of online marketing.
- Publicity is any overdue way of non-personal demonstration of concepts, products, or services. Sales marketing actions can be targeted at customers, at middle men, or at a firm’s own employees. Product sales special offers targeted at final users can be competitions, discounts, examples, sponsored events. Cost deals, marketing considerations, and trade exhibitions are the sales promotion for middle men. And, finally, a organization can use a sales marketing for their workers or its own sales agents by planning competitions, rewards, conferences, and trainings. (Cannon, Perreault and McCarthy 2008)

2.4.2 Promotion budget

Budgeting marketing actions includes one of the most complicated and difficult decision making procedure. Typically it is not easy to measure the results of promotional activities for any organization. In addition, the costs of advertising actions are different for various businesses. For example, for the drug organizations, 20% of sales budgeted on marketing actions is usually from advertising, while for Honda and Chevy, it is less than 1%. (Advertising Price range 2009)

John Wanamaker, the father of modern advertising, once said that “I know that half of my advertising price is lost, but I’m not sure which half”. However, it is challenging to set a proper marketing budget, there are still some methods to do it since almost everything is considerable in our era. Companies set their marketing budget based on many factors such as their previous encounters and findings. “The most typical technique of budgeting for marketing expenses is to estimate a portion of either past sales or sales expected in the future.” (Cannon, Perreault and McCarthy 2008, 390)

2.5 People

Of both focus on audience and individuals proportional to the company.

Thorough research is essential to discover whether there are enough individuals in your focus on audience that is in demand for certain types of merchandise and services.

The company's workers are essential in marketing because they are the ones who provide support. It is significant hire and train the right individuals to provide superior plan the clients, whether they run a support, customer care, copywriters, programmers...etc.

When a small company finds individuals who genuinely believe in the services or items that the particular company creates, it's is highly likely that workers will perform the best they can.

Additionally, they'll be more open to honest feedback about the company and input their own thoughts and passions which can scale and grow the company.

This is a secret, "internal" competitive advantage a small company can have over other competitors which can inherently affect a business's position in the marketplace

2.6 Process

The techniques and operations of the company change the performance of the service.

So, you have to make sure that you have a well-tailored procedure in place to reduce expenses.

It could be your whole product sales channel, a pay program, submission program and other methodical techniques and actions to make sure a working company that is operating successfully.

Tweaking and improvements can come later to "tighten up" a company to reduce expenses and increase earnings.

2.7 Physical Evidence

the support sectors, there should be physical proof that the support was provided. Furthermore, physical proof relates also to how a business and its items are recognized in the industry.

It is the physical proof of a business' existence and organization. An idea of this is marketing. For example, when you think of "fast food", you think of McDonalds.

When you think of activities, what they are Nike and come to mind.

You instantly know exactly what their existence is in the industry, as they are usually industry management and recognized an actual physical proof as well as emotional proof in their promotion.

They have controlled their customer understanding so well to the point where their manufacturers appear first in line when a person is requested to usually "name a brand" in their industry or industry.

Conclusion to Theoretical Part

To sum up the theoretical aspect, placing the best item in where, at the right price, at the perfect time are regarded as being the primary actions of advertising. In other words, by creating a certain creation that meets particular individuals, placing it at some place where those individuals often visit and costs it at the level which the same individuals think it is worth for the item is the key to successful company.

However, during the procedure of bringing a item to a customer, a organization has to deal with a lot of factors and make various choices and choices that fit for each varying. The factors that a organization can control are generally called marketing mix and McCarthy categorized them in four categories which are item, price, position, marketing. A organization meets its focus on audience using these variables by changing them properly. Product is all about what a organization offers to the clients. Product appearance, operate, packaging, assurance, guarantee and other item relevant factors are included in product decision procedure. A organization should merge other factors which are price, position, and promotion according to item life-cycle. Each pattern requires different strategies.

Price is the money that clients have to pay for purchased item. Cost is considered one of the marketing mix elements because organization can modify or change price in order to entice clients. When setting an amount, a organization must look at three important factors: demand in the industry, cost operate and competitors' price. By considering these three factors, it can set the right price. Pricing choices must vary along with the product life pattern. Place includes programs, withdrawals, and intermediaries. It is actually about providing a product to the focus on clients. A item should reach its focus on clients fast and safe from them. Promotion includes advertising, individual advertising, advertising. These tools are related to interacting and gaining the focus on clients to the item. Promotional activities are regarded as being the most noticeable one from the 4Ps of advertising.

Lastly, by developing an advertising and marketing mix that meets focus on clients, a organization will be able to achieve its ideal goal efficiently and will improve the current performance.

INTRODUCTION OF COMPANIES

1.ARAZ SUPERMARKET

The first decade of the XXI century in our country, especially in Baku felt enough loopholes in the existing retail market. Therefore, it was necessary to create a new supermarket chain. On may 2011, 7 the domestic and foreign markets, people always come together they founded the COMPANY and "Azretail" investigation. Thus, the target was commissioned to cover the whole of Azerbaijan "Araz Supermarket" chain. In 2011, the year in Baku started the service of 4 branches with the slogan "wherever You are there". Soon, the market grew among clients and sympathy, our policy was continued in 2012-2013. Intellectual and professional human resources, which has 12 branches around the city of Baku and Sumgait, and the number rose to 16 supermarket companies over the years.

Always listen to the wishes of customers who met with them and in 2014 increased the number of branches network of Supermarkets, which is open to dialogue and Araz. This year in Baku, Sumgait and Khyrdalan, including 7 new stores in operation, and thus the number of branches reached 23. In 2015-2016, clients and 18 branches opened, and the total number of supermarkets in different places as a result of the dynamic development of the economy needs sympathy for Supermarket chain of Araz rose to 41. In the coming years we will work hard for the opening of new branches and the creation of new jobs.

Our goal:

"How are there" in all regions of Azerbaijan Araz Supermarkets to form a network with the slogan;

Food and non-food products to customers with a wide range of prices and in accordance with the basic principles of Araz Supermarket chain;

Araz Supermarket chain operating in the family environment and sustainable development to constantly and comfortable for people;

Suggestions and wishes to achieve better serve our customers always keeping in mind;

In all regions of the Country and promote creation of new jobs in supermarkets

VISION

The retail sector serve our customers with satisfaction;

Customers always provide quality products;

Innovation always be remembered;

To create a family environment for our employees;
To cover all regions of Azerbaijan.

The MISSION

The quality of our service to our customers, suppliers, employers and to society and to increase our values and our trust.

The PURPOSE

Purpose to serve the people, development of our national economy, entrepreneurs to be supported to present high-quality products to consumers and retail sectors in accordance with international practice to develop in a healthy competition, produced by the service

HUMAN RESOURCE MANAGEMENT

The most important key to success and sustainable development of human consciousness with the concept of sustainable development of Human Resources Management System and has set a goal to create a way where "People First", Araz Supermarket chain. Seeing existence as an organization, assigning workers to join them as an investment, and his decision to step in moving targets with the force of a culture and it is the most valuable "human resources of" the Araz Supermarket chain, worth to see.

Historical experience shows that the human factor, the human cost, and nobody who could not defend justice in the long run method is not right to live worthily valued trouble of people who did not work environment, not economic. Today these factors are taken into account when companies are developing rapidly, intellectual and professional men to the fore creates an environment for economic, social experience shows that developed countries.

This is an important point to sustainable and stable development of the enterprise is provided when people are in control. Guided by these principles and values as human factor, increase of quality and successful career in both personal qualities we provide places for agitation always employees's Supermarket chain - Araz us all. As a result of the work done since 2015 Supermarket chain within Araz "Araz Academy" begins to operate.

The main activities of the company - to attract professional and intellectual personnel recruitment process in the company. To recruit Human Resources department of justice, honesty and the right approach, based on criteria in

accordance with appropriate places to check the conformity of position, and to attract candidates, with much of the company.

Bazarstore

Azersun Holding in 2011 began to operate modern retail sector in Azerbaijan in a short time, the most trusted and liked the supermarket became the leader of one of Bazarstore supermarket chains.

Bazarstore food safety and quality, affordable and abundant food and non-food products range of customers needs are best met by a range, build. First retail sector continues to lead in giving them a Retail network, gained the confidence of employees of the Academy exercises regularly innovative.

view

Retail sector, consumer demand and maintain their best to continue to lead and meet quality standards.

mission

Customer satisfaction with the stable and high-quality services, experience and professionalism to grow and make profitable, rely on retail.

Food Security

Bazarstore ISO 9001 and (Quality Management System) ISO 22000 (Food Safety Management System) standards are applied.

The term store operations, food security that affect daily and weekly basis points of serious control in the control is created in the form of tracking. The end of history, heat, temperature control system to track and monitor the use is just one of a number of products used to control inspections, standing on the fact.

Bazarstore quality and food safety requirements and regulations related to the frequent and continuous training system of quality control of a settlement is in all of the employees performance.

Bazarstore meat and fruits and confectionery products quality control specialists were analyzed in the laboratory, just submitted to buy products that meet.

Product specification compliance, procurement, production, storage, sale of physical, chemical and microbiological quality and safety conditions at all related to our priority to keep under control and to prevent pollution in the operations.

Customer Services

Bazarstore to meet the wishes of customers in the stores and the necessary technology is used the client stands. Customer services department responded to the information at this point to further the development of service quality, trying to solve in a short time all who came.

Customer requirements, taking into account high quality, affordable and in a wide range of products for sale to.

Customers, suppliers, workers and families trust, to be honest with our minds to get under.

Healthy and hygienic conditions there to maintain the trust of our clients, given human health

Retail sources and technologies needed in our Academy has supported providing professional training our employees using behavior and more professional

Human Resources

Bazarstore supermarket chain and is one of the most successful venture for improving the preparation of young specialist in his career. Here as a professional, but also to try to demonstrate their potential, and for this there are ample opportunities for developing and emerging for workers to move slowly. The growing number of stores and you move forward with Bazarstore, and increasing the!

Bazarstore of success formula

Employees + Motivated High=quality work

"Bazarstore" shop chain in Azerbaijan is rapidly developing and world standards based chain stores moving. Of course, the success of "Bazarstore" shop employees of all Institutions together as a team is an achievement. Today our country is strong competition in various categories. It s not keep up with the competition, behind these are the basic principles: Personnel recruitment, personnel training and training in the academy, and most importantly - motivation workers will positively affect the work right for the company. The company is really great and significant role of Human Resources policy for this request.

Personnel selection right

1. Full compliance of the duties required of candidates reviewed.
2. To attract the best talent and potential, the creation of the necessary conditions for them to use.
3. New workers and to the team soon adapt great attention to introduce standards of corporate culture.

Organization of teaching

"Our most important task is to develop (Henry Ford) management skills - other leading experts"

1. Internal standards of behavior, labor protection, hygiene and other important factors, topic introduce the culture of the Company, the Company selected for standards.
2. In accordance with the development strategy of the organization to contribute to their professional development and training programs for workers, plans on duty.
3. Increase of the level of knowledge in case of possible to promote the careers of all time.

The motivation

"The best policy is to create an environment that will do the job - people with joy"

1. Timely and quality execution of works on improving the quality of the work done, workers for the evaluation and promotion.
2. Workers to encourage the formation of the system of moral and material motivation
3. Employee growth and performance evaluation of today compared with yesterday.
4. Creation of conditions of work and family spirit in the team.

values

We are proud of the fact that we are Ambitious and we have achieved with strong leadership.

We appreciate our employees are working in a professional team and the team.

Professional Workers are working under the motto "i am Doing, i Know How i Want Results," -.

Dignity, Honesty, Reliability, Responsibility - is one prerequisite of the Company.

Marketing mix strategy of Bazarstore

Product of Bazarstore

Bazarstore provides a number of products that include meals, outfits, electronic devices etc. This ever growing, production serves every possible need of its customers and has thus extended into the online marketing industry too! It offers shopping distribution service and free music downloading besides the other 40,000 or more products that its suppliers display.

Within each classification also, Bazarstore provides an amazing array usually chosen varying from brand, local generate, type, worldwide delicacies in meals and other choices that don't leave the customer missing when it comes to option.

Price of Bazarstore

bazarstore tries to sustain as low expenses as possible without decreasing the quality of its items or running itself in loss. In order to successfully pass all price benefits to its clients and keep them happy, it uses a number of actions which contains the financial systems of range it loves.

bazarstore's method of low expenses is what has suggested it to clients over the years, making it possible for Tesco to exceed all objectives and become the top grocery store sequence in England making all old manufacturers like Sainsbury behind.

Many people predicted it to increase its expenses once it became well recognized and as energy price kept improving, it ongoing to stymie their objectives by keeping the cheapest expenses possible. It mainly considers in the technique that 'every little counts'. It thus, has large shops where price is further reduced and more compact shops where items price a little more due to higher expenses.

In addition to this, bazarsore uses an organization card system to allow its clients to collect points for its buys, which can be transformed, to money at a later level. This provides as an excellent price-promotional method of offering faithful clients with extra discount rates. This kind of costs technique helps website further, thus improving sales without having affected earnings much.

Promotions of bazarstore

Bazarstore's greatest benefits is its low expenses. This is what places it apart from other shopping shop stores. And this is what it uses to enhance its product picture. Its significant purpose has always been to enhance its product picture by

decreasing expenses and being real to its terms, while increasing its benefit. To this end, it makes use of tv ads, provides marketing discount rates, vendors non-profit activities, uses pos techniques and so on.

All of Bazarstore's ads concentrate on one thing – its low expenses. It also provides a lot of eye-catching provides to its clients all year long. It is very easy for any client wandering the paths of this food market to find provides like 'buy one get one free', 'half price' etc. It aims to make its clients purchase more, all the while sensation like they've stored so much..

Bazarstore product

This brand, product quality, price and retail sales at more reasonable prices for the products offered and in the end control the intensity of their production companies.

All the products sold under the name which is 10-15% lower compared to other products offered "Öz Markalarımız" (Private labelle "PL") counterpart. Advertising and marketing spending and to minimize the cost of production is lower than in similar products cheaper products, which allows for PL.

This class specifies mechanisms for buyers. As a result of this quality is by keeping customers are able to meet the requirements.

PL products in the world market is increasing and in recent years this growth was recorded by the statistics, 17% of the demand.

Bazarstore Chain Stores and customers using international experience in the field of its activity in Azerbaijan presented their products and thus became the first, another Private Labelle. Now in Stores, "Antique" "Market", "Alfa", brand products are sold, the "Market Home" "Life", "Excellence" is Bazarstore PL. This is not the end. Bazarstore intends to increase the number of its brands to provide quality products for reasonable prices, given the needs of its customers, and range

Super card

These cards to customers with discounts for card holders can take advantage of the campaign by the loyal customers and Shop chain, has entered the list of Bazarstore.

Cards without any payment Cards can be obtained from the clients located in shops and offices 1müşərilərimiz Super.

This map while taking notes in the questionnaire data about the customers themselves. This database through its customers regularly inform about the innovations, discount stores in the campaign, Bazarstore.

Super kart regardless of the amount they purchase more beneficial to all. Our clients through Card to get discount for many products, including the use of certain products is able to collect bonuses and daily shopping in the campaign, along with the Super. 20 azn and more shopping at the rate of 1% of total up to Super cards accumulated bonuses. For example: 20 AZN =200, 55AZN= 550 100 AZN=1000 bonus bonuses and other bonuses.

Super card customers discounts and bonuses are indicated in the monthly magazine shelf labels in a map provided by Super placed in price, Bazarstore.

2bonus what is and what is the value of card?

Bonus card purchases - client obtained as a result of earnings is Super. Customers can spend the money instead on the next purchase and earned bonuses. Customers won cash a check and balance on how much is spent on all purchases, as a bonus on bonus.

Gained 1000bonus=1 AZN bonuses are calculated.

When Customers want to spend the money instead on the balance of Bazarstore in may after a Super bonus card assets. Bonus to gather or to use is the choice of the client.

Card rules of use

If you have any shopping necessarily produce your card in the cash came up before the Super cards in Bazarstore. Bonuses at your choice or to spend your card to gather. Bazarstore shop or by calling the customer service reported a 120 loss of cards when absolute.

Super card to the Customer must fill "Customer questionnaire " upon a full. Card customers can benefit from discounts and bonuses to win, but who do not fill out questionnaires. But earned bonuses cannot be spent. Bonus sure you use your card to the customer must fill out a form and be active. The questionnaire is necessary to fill the cells with the stars. This column is empty if the error will not be active to spend the bonus Card or write one. Therefore, the client application must fill the new stores and to apply to the right. Cards right to fill in store customer service, Super Card information can get information from the center.

After filling in forms client to use the balance for 72 hours bonus

Physical evidence of Bazarstore

The Tesco shops are not extremely intricate like those of Sainsbury and other food markets. This is because Tesco doesn't see the point in investing more than the necessary sum of money on refurbishing its shops. Having said this, all its shops are fresh eye-catching. They are simple to get around with all products well classified and readily available. Provides are also placed such that they attract clients into buying more than what they need, all the while sensation that they are in fact preserving their money. The Tesco Website is also simple to function.

People of Bazarstore

Tesco's outstanding sales employees are also significantly accountable for its achievements. It uses applications such as Co-worker Benefit card, Save As You Generate, and Buy As You Generate to obtain the commitment of its employees. Its personnel are extremely qualified and well paid for their efforts in making Tesco a achievements.

Process of Bazarstore

The Procedure part of an advertising and marketing mix in Bazarstore's case represents the procedure for keeping its clients satisfied by rapid payments services and simple acquirement of product in its shops off-line as well as online. Bazarstore accomplishes this by utilizing qualified employees and focusing on client problems and dealing with conditions make them.

Marketing mix strategy of Araz supermarkets

Price of Araz supermarkets

Araz supermarkets keep the price of products as competitive with respect to other shops. The general products includes item adore with every practical shop like java, snacks, breads, egg etc. But for its independently branded things like Slurpees, Big Drink etc the costs is a bit higher. The reason for increased costs for its private branded products is simply because these item are liked by its clients and are exclusively available Araz shops only. Moreover as the shop provides one-stop purchasing remedy for all the needs of clients and sufficient time length (7 am to 11 pm and some shops are started out for Twenty four time also) at which the shop functions, the client are happy spending some premium costs for the providing made by Araz shops. This gives an insight in the promotion mix costs technique of Araz shops.

Place of Araz supermarkets

there are 60 Araz supermarkets in Azerbaijan . 55 of these located in Baku. 2 of these located in Sumgait and the others located in Imishli, Barda, Zagatala district

Promotion of Araz supermarkets

Araz shops follow an Omni-channel approach for its promotional technique from on the internet promotion to activities to actual shop sites promotion. The Araz organization is involved in enhancing its sales through 'shoulder' campaign for its Slurpee creation that cited the together with your product beyond just refreshment. The organization has also began celebrating Araz day as a campaign technique to get more clients to its shops. On this day the Araz shops provides free Slurpee from any of its shops. Also the organization began providing small Slurpee on fuel purchase to get new clients. The organization also provides present certificates, 7-Eleven Globally Navy Credit cards, Pre-paid Credit cards to give special deals to its clients. Araz has also been involved in many activities like Shelter Makeover Venture, Unisel Voice for Refugee, Slurpee Tasting Test etc to attract the audience and build item awareness.

Since this is a service promotion item, here are the other three Ps to make it the 7Ps promotion mix of Araz

bonus card

The card must be presented to the cashier to benefit from bonus card and download bonus cards;

Bonus cards will not be able to be downloaded for purchases when they are not available in the card;

One bonus is charged for each 10 AZN purchase: 1 bonus = 0.20 AZN;

Within 15 days, collecting less than 10 AZN is charged to 1 bonus card at 10 AZN;

People of Araz supermarkets

Araz organization workers more than 4500 workers and hires college graduates and military veterans among its staff. Araz organization also offer plenty of perks and good things about its workers to sharpen their skills and grow their career within the organization with a feeling of satisfaction and safety for not only workers but also their families. Araz provides health system and dental treatment

system to both its fulltime and part-time workers. The organization also awards its workers who have completed their one season in organization by profit sharing. Araz also functions an Employee assistance system to help workers tackle financial or legal issues Araz is not only concerned with others within their organization but also their clients and other individuals around. Araz organization functions a job A-Game to help in development of youngsters by imparting education. Araz also functions a job called function chill to reduce crime and improve relationship between police and youngsters.

Process of Araz supermarkets

Araz is one of the largest comfort shop. A person can enter the shop and buy meals, beverages and lot more. Most of the Araz shops operate Twenty four time a day, 7 days per 7 days. So the shop provides meals types for morning meal till midnight. There are various ways to check out from the shop. A person can pay through cash or credit/debit card at any Araz shop. Araz also provides a bill transaction system. 7 11 also provides coupon, prepaid credit card, Araz Globally Navy Credit cards as one of the transaction option. The client can also use 7-Eleven cellular system to buy products and settle payments. 7-Eleven has also tied up with logistic companies like DoorDash and Postmates which uses technology to cater to on-demand delivery purchasing remedy to its clients to assist them better.

Physical Evidence of Araz supermarkets

Araz functions a series of comfort shop globally across 18 nations. As a matter of fact, every two time a Araz shop is born around the world. The dimensions of retail store sequence is now more than sixty thousand. Araz provides plenty of item like beverages and meals for morning meal, lunch, evening snack food, dinner and night time snack food. The organization provides general things like item adore with every practical shop like java, snacks, breads, egg etc and also independently branded things like Slurpees, Big Drink etc. Some of the Araz shops also have arrangement to sit and eat snacks there. Araz organization has come up with Araz cellular app which serves to the needs to internet helpful creation of clients. Through the app the clients can use can purchase meals, settle payments on the internet, redeem compensate factors etc. These shop an internet-based system act as an actual actual proof for the organization. This covers the promotion mix of Araz shops.

CONCLUSION

The marketing mix research of Araz and Bazarstore was performed centered on information from Araz and Bazarstore and accomplished information from theoretical part. In addition, a brief scenario research, which examined exterior and inner promotion atmosphere, was made to be capable of giving more details about Araz and Bazarstore .

The outcome of promotion mix research of Araz and Bazarstore and recommendations are presented below.

The item kinds that Araz and Bazarstore imports are mainly confectionaries and the company has been trying to develop a alternation in its item mix by publishing new kinds of products such as veggie oil and pickled cucumber. In comparison to features of existing items of Araz and Bazarstore , these kinds of goods are relatively different. Demand of items like candies and candies are easily suffering from exterior aspects and customers tend to purchase confectionaries unevenly throughout the season. Yet, requirement of the products like veggie oil is equally continuous because it is used everyday. From this, it seems that:

- First of all, Araz and Bazarstore should make research on publishing foodstuffs that are used more frequently than confectionaries however it is difficult for making modify in its item mix, and
- Secondly, it should sustain its present item mix, exclusively the products that are well-known in the local market

As for the costs plan of Araz and Bazarstore , it performs cost-based but profit-oriented pricing plan. The cost varies according to the associates of submission route except wholesalers. There can be a possible risk that the provider companies can improve the exporting cost as a consequence of worldwide economical trouble. Therefore, Araz and Bazarstore should:

- Prevent making impressive cost alternation in a case of surge in supplier's cost. It should make the modify gradually over the time to be able not to lose its current customers.

Araz and Bazarstore uses suppliers and suppliers to spread its items through out the capital town Baku and also straight offers to the last clients. There seemed necessity to:

- Increase its regional protection progressively by starting from the nearer places. When doing this, it is not necessary for the organization to develop a whole new store but only need to work suppliers internet websites shops.
- Moreover, Araz and Bazarstore should sustain the good connections with the current distribution route associates as there are several opponents in the marketplace who ready to get its business.

Araz and Bazarstore seemed that it gives a great interest on marketing actions. The marketing mix of Araz and Bazarstore seemed almost complicated and it uses all possible resources to promote its items. Yet, marketing actions through online showed up to be inadequate.

From these details, Araz and Bazarstore should give more interest on:

- Utilization of different promotion area which is an online promotion. Considering the details that the number of internet customers is increasing fast and majority of them are youths, Araz and Bazarstore should take online promotion in account as soon as possible.
- Regarding the fact that primary customers of confectionaries' are mostly children, the organization should make a special childrens favourite to be able to draw in them whole season long.

Lastly, Araz and Bazarstore is a relatively young organization and has a good chance to go further. Therefore, the organization should sustain its present success and search for for further accomplishments.

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