

South Tuen Mun Government Secondary School
Business, Accounting and Financial Studies
WS#1 Role of Marketing: Marketing Challenge (Metro Daily Pg2)

Name: _____

Class: _____ No(_____)

A: What is Marketing?

B: What is the difference between 'needs' and 'wants'?

1. What are the major benefits that free newspapers provide to their readers?

2. Do you think the changing lifestyles of Hong Kong people have led to the rapid growth of free newspaper? Why?

C: Define 'target market' _____

D: Define Marketing Concept: Pg6

E: What should a company do if it adopts the concept of 'customer-oriented'?

3. Is the success of free newspapers in Hong Kong related to their marketing practices? Explain.

4. Facing strong competition from free newspapers, what can traditional 'paid-for' Chinese newspapers do in order to survive?

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A. **Marketing** is a 'process' by which *individuals* (customers) and *groups* (companies) obtain what they **need** and **want** through creating and exchanging **value** with others.

B. **Needs** refer to an individual realizes that he **lacks** something.

Wants refer to an individual **prefers/wants/desires** to *satisfy* his needs.

1 Benefits of getting FREE newspaper

** Readers of free newspapers can obtain newspapers **free of charge**, mostly in the morning.

** They have **easy access to the latest news** because all of the free newspapers are distributed at convenient locations.

** The readers can also **use their time constructively** by reading their free newspapers while commuting to work.

2 **Yes**, the changing lifestyles of Hong Kong people have led to the rapid growth of free newspapers.

** As Hong Kong people become **busier** and have **less time to read newspapers**, they enjoy reading newspapers in a '**cost-effective**' manner.

** As such, free newspapers that feature **precise and concise news and a simple layout** suit their needs. (*Can have a quick idea of latest news in a timely manner*)

** They pick up copies before getting on the bus or MTR and read them while commuting to work. This helps them save time.

Thus, free newspapers are becoming more popular.

C. **Target market:** is a group of customers sharing **similar needs and wants** that they company decides to serve/ sell their products or services to.

D. **Marketing concept:** finds out the '**target market's**' needs and wants, and tries to satisfy them by providing what they wants/needs, and better than its **competitors**.

E. **Concept of customer-oriented:** If a company adopts this concept, it should offer customers what they really need and want. Don't push them.

3 Yes, the success of free newspapers in Hong Kong is related to their marketing practices.

The marketing mix of free newspapers is as follows:

- **Product:** The size of free newspapers is only **half** that of traditional newspapers that are purchased. Readers can **easily carry and read the free newspapers** when travelling on a crowded MTR or bus.
Also, all of the news in free newspapers is condensed into relatively **short** reports. This suits the needs of most readers as they merely **want an overview** of the latest news
- **Price:** **Free** newspapers maintain a 'free' pricing strategy. Readers do not need to pay for a copy of a free newspaper.
- **Distribution:** All free newspapers are **distributed at convenient locations** so that readers can easily find a copy.
- **Promotion:** With their product, price and distribution strategies, free newspapers are able to **maintain a high circulation**. This allows the publishers of free newspapers to **readily promote their newspapers to advertisers** and generate even more advertising **revenues**.

4 In the face of keen competition from free newspapers, traditional Chinese newspapers that are purchased should **focus on/target readers who have more time to read detailed news reports**.

To **differentiate** themselves from free newspapers, traditional newspapers should provide information that is *not available* in free newspapers. For instance, traditional newspapers should take advantage of their relatively stronger financial resources (as they charge buyers) to provide their target readers with a *greater variety of news, information and special columns*, etc.

Also, as traditional newspapers have *long-established relationships with advertisers*, they can collaborate with advertisers (e.g., PARKnSHOP, McDonald's) to *launch joint promotions*. This can give their readers more **'value for money'**.