

# MARKETING MANAGEMENT

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**ORIGIN DIGITAL**



# TABLE OF CONTENTS

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**01** INTRODUCTION

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**02** ORIGIN DIGITAL BACKGROUND

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**03** COMPANY ENVIRONMENT

---

**04** TOWS ANALYSIS

---

**05** RECOMMENDATION

---

**06** CONCLUSION

---

**07** REFERENCES

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# 1. INTRODUCTION

Marketing management refers to the aspect of organizing the strategic plan maintained in any organization to meet its goal (Olson, et al., 2018). It also means the management criteria are maintained to market a particular product among the consumer to increase the interest level. The purpose of this report is to analyse the background of a given company (Origin Digital) from the previous analysis that has been done in The CW One infographic. An in-depth study of the report also evaluated the company environment along with the analysis of SWOT, Porter 5 forces and STEEPLE. All this analysis showcases the company's external environment and how it is vital in its relation with customers, suppliers, and other market conditions. Along with this, it also analyses the TOWS to analyse the micromanagement of the company. In addition to this, the study also recommended, based on the external and internal analysis of Origin Digital, focusing on a new strategic dimension to get success.

## 2. ORIGIN DIGITAL BACKGROUND



Figure 1: Origin Background; Source: Author

The coursework one describes the company started its journey in 2006 and showcases the timeline of other most successful companies like Facebook, and Twitter, Apple and Instagram. It also clarified that the company aims to help its consumers create a valuable connection with the market audience. Therefore, it denotes that the company is based on the service of business to business that provides engagement with the audience as relationship management. Later the company grew into search engine optimisation and customer development with the use of web applications that focused on 4 key elements, which are physical resources, human resources, financial resources and intellectual resources. Apart from the service, the company has also grown their success factor based on five key pillars: customer experience, search engine optimisation, mobile application development, digital campaigning, and growth strategy.

In addition to this, Origin Digital has also only been about providing the best workplace of the year in 2020 (Singh, et al., 2021). Apart from this, the company origin have also different customer sectors have signed in departments of technology, finance, agriculture, insurance and energy. However, the infographic showcases the review that the company has the best production and design team to maintain its digital marketing industry. This consideration also showcases the impact of a saturated market in comparing the beginning of the journey and makes the maturity by adopting current market trends. With the product life cycle analysis, the company has generated their maturity stage in 2020, entering into a larger environment. On behalf of this company, they have also carefully considered their microenvironmental situation to make their strategic changes as per the government and external market criteria. Based on the analysis, it also showcases the growth analysis of the Origin and the potential clients that have been targeted by the company, mainly in the technological and finance sector.

## 3. COMPANY ENVIRONMENT

### 3.1. SWOT ANALYSIS

SWOT analysis is considered an internal analysis of the company that determines the strength and weaknesses present in the organisation (Abdel-Basset, et al., 2018). In this section, the research demonstrates the strengths and weaknesses of Origin Digital. Apart from identifying strengths and weaknesses, it also recognised the market's corresponding opportunities and threats. On this behalf, it also produces a tabular form to make a better visualisation for the reader.

<b>Strengths</b>	<b>Weaknesses</b>
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<ul style="list-style-type: none"> <li>• The company have a bets review for giving priority to employee wellbeing.</li> <li>• Good positioning for establishing themselves by getting awards by digital DNA event.</li> </ul>	<ul style="list-style-type: none"> <li>• A fewer number of collaborations in agriculture and energy.</li> <li>• More negligible diversification in architecture.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• As the employees have given the best rating to the company, it will increase the hiring rate.</li> <li>• With the increment in employment hiring, it will increase the international broadcasting of the company.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• The minimum number of diversifications in the different categories might increase the risk factor in a difficult situation.</li> <li>• Have a threat from other companies to take over the collaboration with agriculture and energy that will replace Origin Digital.</li> </ul>

## Strengths

In terms of this company's strength, the company has better wellbeing set in the production and designing department by maintaining employees' work-life balance. On the other side, the company has also achieved alerts to provide a better workplace environment in 2020. In this consideration, providing a great workplace in the company showcases the strength of having a positive influence on the brand value among the consumer. Apart from this, there is also one advantage of the company: the organisation focuses on different departments such as insurance, technology, and agriculture, which ensures the success factor more.

## Weaknesses

It is also focused that the company have limited partnership in the departments of agriculture and energy, which reduce the diversification in different growth channels. In this concern, it is needed to focus on the company's potential areas to improve innovation and produce a more significant number of outcomes.

### **Opportunities**

Having a good review from the consumer and employees is an excellent opportunity for the company to focus on hiring new employees and providing a better production. In this way, by increasing the hiring capability and production outcome, the company can also grow in the international market with the help of technological development. As the company is also focusing on trends, it will be a more considerable advantage for the digital organisation to focus on human desires in contemporary times.

### **Threats**

In the weaknesses, it is found that the company have let's channel into agriculture and energy, reducing the market demand for these two factors. However, the growth in other technological sites like insurance and finance is growing with multiple companies. Still, having a list number of collaborations in these two factors will be a threat for the Origin and need to be overcome quickly before being replaced by any other alternative company.

## **3.2. STEEPLE ANALYSIS**

The step analysis is one kind of macro-environmental factor that opens a given organisation by analysing the impact of the external elements on the strategic decision. This analysis showcases the different external variables such as social, technological, economic, environmental, political, legal,

and ethical (Masood and Zaidi, 2021). With this growing digital market industry, it is essential to understand the global trend according to the country's situation, which helps establish a brand.



Figure 2: STEEPLE analysis; Source: (Richter, et al., 2022)

### **Social factor**

The social factor showcases the citizen's lifestyle and the mindset of society present toward the service or product provided by any organisation. Analysing the data of the last 3 years, it is shown that the pandemic situation has impacted the industries and focused on digital media (Wut, et al., 2021). In this context, the competitive advantage has been impacted on the functionality of origin digital by focusing on the digital platform. It also helps to encourage entertainment in the online medium during the isolation and allows staying connected with the relevant product.

### **Technical factor**

In terms of the technological factors, it focuses that the company had grown in the digital medium from the initial stages in 2006. However, focusing on digital growth is not enough; for this success. It is always a need to go one step ahead by using time-saving methods for the production and



digital balance that helps to keep updated about the design. In this process, the technical factors of this company have given a massive advantage to staying connected with their consumer (Sima, et al., 2020). Regarding the connection between consumers and the company, the company has innovative services and introduced daily updates to get market trend news.

### **Economic factor**

The economic factor will be concentrated on the GDP and amount of revenue have been caused by the country and the percentage of profit (Yüksel, et al., 2018). It also discusses the standard living style in the country and focuses on providing the best product according to the pricing balance. In this context of economic balance, it is seen that digital Origin it's focusing on predicting its price in the middle of 2022 with the huge investment in online advertising. It also benefited the economic development of the United Kingdom by getting the amount of taxation from this business.

### **Environmental factor**

The environmental factor focuses on the action taken by any organisation to maintain the ecological balance of their product (Panigrahi, et al., 2018). Hence it is a process to develop a more sustainable and reduce the carbon emission in the production department to increase the sustainability of nature. Therefore, the company also focuses on the digital industry that reduces the minimum number of trees cut and consumes zero carbon emissions. This sustainable approach showcases environmental development in the company by focusing on nature's priority.

### **Political factor**

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### **Legal factors**

Legal factors are also the implication of regulation provided by the government or the other companies that the company is collaborating with to maintain the guidelines with significant law. This concept of legal factors impacts how many companies like Facebook and Instagram have their community guidelines that ensure clients' data privacy. In this context, origin digital also implemented significant rules and regulations to ensure data privacy from their websites on social media platforms.

### **Ethical factors**

Ethical factors ensure the laws and safety purposes are maintained to reduce the ethical dilemma in the company and maintain consumer protection. It also focuses on the moral principle set by any company to provide ultimate satisfaction to the consumer. In this topic, origin digital has enforced their employee safety and consumer satisfaction before their needs.

## **3.3. PORTER'S 5 FORCES**

Porter's 5 forces are another external model that defines the force coming from the outside of the company and maintaining the internal factors or the strategic direction to provide a certain advantage in the market. This model focuses on 5 competitive forces that might explain the company's current market situation: the bargaining power of suppliers, bargaining

powers of buyers, industry rivalry, threats from the new entrance, and the threat of substitute products.

### **Bargaining power of suppliers**

The power of bargaining from the suppliers means how effective any organisation gives the product, and it is secured by the suppliers' guarantee it to provide sufficient resources for profit (McMahon, et al., 2022). In this sense, it is needed to ensure the trends going in the market and offer something new from the others. Therefore, to make constant the supplier's interest in the business of Origin digital, they are providing such a service to potential customers so that the suppliers can game a high claim with the company. As the suppliers are giving sufficient sources to the company, it showcases that the power of suppliers is low.

### **Bargaining powers of buyers**

Buyers' bargaining power is the factor that increases with demand for the service or product provided by any organisation to develop their strategy (Yan, et al., 2020). In this case, the bargaining power of the buyers is Low. In the digital industry, numerous companies present to provide the solution with the best service. However, pricing is also a factor considered among the key elements to ensure consumer attraction. While focusing on the power of digital industries, the company is also focusing on the business strategy by making efficient digital marketing and hiring dedicated people in human resources to ensure the best product at a cost-effective price so that consumers can get attracted to a digital solution only from Origin Digital.

### **Industry rivalry**

Industry rivalry denotes the competition within the same product or service provided by any organisation in the market to attract consumer attraction (Al Badi, 2018). The industry rivalry is high in the digital solution as after the

pandemic, most of the company is focusing on the digital platform. With this situation, the company is focusing on mitigating the number of competitors and becoming more customer-oriented service at a low price.

### **Threats from the new entrance**

The threat of new entrance is also high in this digital solution. The companies have fewer resources and minimum costs in the production department to maintain this business. There is also an advantage of having less equipment in the offline services. Even the program solution will also be done remotely without having any official expenditure. In this scenario, the company might have a threat that freelancer is also increasing their service on global platforms in digital marketing (El\_sawalhy, et al., 2021).

### **Threats from substitute products**

The threat from substitute products allows a business to provide similar services like origin digital and provide a digital solution to another company's graphic designer to gain the maturity stage. In this position, the threat from substitute products is also high as most products are directly focused on eCommerce websites such as Shopify to sell online. Therefore, there is a lot of pressure on Origin Digital to have a lot of substitute companies available in the market.

## **4. TOWS ANALYSIS**

TOWS is an alternative strategic plan for the company that reduces the internal weaknesses and external threats by identifying the different food strategies, which are known as maxi-maxi strategy, maxi mini strategy, mini maxi strategy and mini-mini strategy. All the strategic options are a combined option for identifying the internal strength and weaknesses along with the external opportunities and threats. The chart below provides a better observation of the external opportunities and threats of the chosen company, Origin Digital.

	<p><b>External Opportunities (O)</b></p> <p><b>(5)</b> Due to the pandemic situation origin, Digital has gained a sustainable position in the online platform.</p> <p><b>(6)</b> The employees have highly experienced web design and development skills that increase their opportunities in online platforms.</p> <p><b>(7)</b> The increase in online platforms provides a more significant opportunity to grow globally.</p> <p><b>(11)</b> The US Government announce \$150 Million into the Education sector to boost online schooling.</p> <p><b>(15)</b> Healthcare industries require mobile app development to support services.</p>	<p><b>External Threats (T)</b></p> <p><b>(2)</b> Companies like lilo and Redant solutions are the potential new entrance into digital solutions.</p> <p><b>(4)</b> The turnover rate in the company is very low.</p> <p><b>(17)</b> Rising operating costs in UK office.</p> <p><b>(18)</b> The highly competitive environment in the United Kingdom.</p>
<p><b>Internal Strengths (S)</b></p> <p><b>(1)</b> The company offered a list of offline transactions and communication with their consumer that</p>	<p><b>SO</b></p> <p><b>1-</b> Focus on offline transactions and gain a sustainable position in the online and</p>	<p><b>ST</b></p> <p><b>1-</b>Focus on the new privacy maintained by the US government and focus on more online services in the</p>

<p>eliminates physical contact.</p> <p><b>(8)</b> The company is forecast to reach at least 10% growth.</p> <p><b>(10)</b> The US team hire team members with design experience.</p> <p><b>(12)</b> Digital Origin has been nominated for Best Digital Revolutionist in the May 2021 Digital Marketing Agencies Awards.</p> <p>(16) New Privacy laws to be introduced outlining high penalties for Agencies in the United States</p> <p><b>1-</b> Focus on offline transactions and gain a sustainable position in the online and offline platforms (S1 &amp; O5).</p> <p><b>2-</b> Focus on web design and make a profit off the aims of more than 10% (O6 &amp; S8).</p> <p><b>3-</b> Utilise the team experience to focus on the global platform (S10 &amp; O7).</p> <p><b>4-</b> Focus on the brand value and boost online education (S12 &amp; O11).</p>	<p>offline platforms (S1 &amp; O5).</p> <p><b>2-</b> Focus on web design and make a profit off the aims of more than 10% (O6 &amp; S8).</p> <p><b>3-</b> Utilise the team experience to focus on the global platform (S10 &amp; O7).</p> <p><b>4-</b> Focus on the brand value and boost online education (S12 &amp; O11).</p>	<p>United Kingdom to reduce the cost (S16, T17 &amp; T18).</p>
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<p>1-Focus on the new privacy maintained by the US government and focus on more online services in the United Kingdom to reduce costs (S16, T17 &amp; T18).</p>		
<p><b>Internal Weaknesses (W)</b></p> <p>(3) The company is located in Belfast, United Kingdom, detached from the popular locations in London.</p> <p>(9) The company has a low market share in the UK.</p> <p>(13) Origin Digital's public coffee stand never made a profit.</p> <p>(14) The company borrowed 140,000 Thousand pounds from the bank to pay its creditors.</p>	<p><b>WO</b></p> <p>1- Focus on different locations in the United Kingdom to increase global representation (W3 &amp; O5).</p> <p>2- Maintain the collaboration with different industries to increase the public value and invest in the healthcare authority (W13, W14 &amp; O15).</p>	<p><b>WT</b></p> <p>1-Consider maintaining more relationships with freelancers (W14 &amp; T2).</p>

## 5. RECOMMENDATIONS

Based on the analysis, it is recommended to originate digital to focus on building mood infrastructure in the UK so that the company can operate smoothly from the headquarters located in Belfast.

Apart from this, it is also recommended to the company increase their freelancer hiring opportunity to eliminate the new entrance in the market. It will provide an opportunity to grow their profit amount and develop a robust human resource department inside the company.

It is also recommended to maintain a minimum investment while dealing with the operational cost in the UK so that they can make maximum profit amount with a digital solution. To make a minimum investment, it is needed to focus on more online services rather than offline infrastructure in the initial stage.

## 6. CONCLUSION

From the above analysis, it is found that digital Origin is a company that provides a solution in digital marketing such as search engine optimisation advertisement towards search organisation that provides service to the consumer. The study has showcased the political infrastructure in the UK that affects the business export and import from Belfast. Apart from this also showcase the strength and weaknesses given by the analysis that the company has the best workplace given to the employees that increase the satisfaction in the internal system. On the other side, it also showcases from the TOWS analysis that the company has mainly the maxi-maxi strategy to focus on the further development and increasing their web applications in the healthcare department to increase the collaboration. These factors also identified the threats to new markets and recommended focusing on freelancer recruitment.



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