



TU-91.1002 Markkinointi - 2006-05-06

Tehtävästä 1 on saavutettava vähintään 10 (max 20) pistettä, jotta muut tehtävät arvostellaan. Sanakirjan käyttö on sallittu. Kysymykset arvostellaan kurssikirjassa ja muussa tenttimateriaalissa esitettyjen määritelmien ja/tai tulkintojen pohjalta. Voit vastata joko suomeksi, englanniksi tai ruotsiksi. Vastaustesi tulee olla hyvin jäsenneiltyjä ja ytimekkäitä. Tehtävän 1 vastausten suosituspituus on vajaat puoli sivua. Sopiva esseevastauksen pituus on 1 - 2 sivua. Palauta vähintään yksi konsepti, johon olet täyttänyt tietosi. *Käytä selkeää käsialaa.*

Onnea tenttiin!

1. Vertaa

- a. Market-penetration pricing vs. Market-skimming pricing
- b. Yhdistelmäanalyysi (conjoint analysis) vs. Markkinatetaus
- c. Horisontaalinen vs. Vertikaalinen markkinointisysteemi
- d. Megamarkkinointi vs. Megatrendi

max 20 p

2. Määrittele *kokonaisvaltainen markkinointikonsepti* (the holistic marketing concept). Kurssikirjan mukaan käsite koostuu neljästä komponentista. Kuvaa nämä komponentit ja selitä, miksi niiden huomioiminen on tärkeätä yritykselle.

max 20 p

3. Kurssikirjan mukaan yrityksen globaalin makroympäristön vaikutuksia liiketoimintaan voidaan analysoida kuuden 'voiman' avulla. Määrittele ja selitä nämä kuusi voimaa. Valitse joku tuntemasi yritys ja pohdi kriittisesti, miten nämä voimat vaikuttavat sen liiketoimintaan.

max 20 p

4. Määrittele *differentiointi*. Miksi se on merkityksellinen käsite? Kuvaa pääasialliset ulottuvuudet, joiden suhteen yritys voi differentoida tarjoomaansa. Tukeutuen liitteenä toimitettuun artikkeliin, pohdi miten Igglo differentioi itseään muihin kiinteistövälittäjiin nähden näillä dimensioilla.

max 20 p



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A minimum of 10 marks will need to be achieved on question 1 before the remaining questions will be graded. A dictionary is allowed. Questions will be graded based on the definitions and/or interpretations of the course book and other exam materials. You may use Finnish, Swedish or English for your answers. The answers should be well organized and compact. The recommended length for answers to question 1 is under half a page. A suitable length for an essay is 1 to 2 pages. Return at least one sheet where you have completed your personal information. *Use clear handwriting!*

Good luck!

1. Compare and contrast.

- a. Market-penetration pricing vs. Market-skimming pricing
- b. Conjoint analysis vs. Market tests
- c. Horizontal vs. Vertical marketing system
- d. Megamarketing vs. Megatrend

max 20 p

2. Define *the holistic marketing concept*. According to the course book, the concept can be divided into four components. Describe these components and explain why it is important for a firm to take these components into account.

max 20 p

3. According to the course book, the business effects of the global macroenvironment of companies can be analyzed through six major 'forces'. Define and explain each of these forces. Choose a company familiar to you, and critically discuss the implications of these forces on its business.

max 20 p

4. Define *differentiation*. Why is it a significant concept? Describe the major dimensions along which a corporation can differentiate its offering. Based on the article in Exhibit 1, discuss how Igglö differentiates itself from the other real estate businesses along these dimensions.

max 20 p

Igglo won the 10th Grand One contest

Igglo and the advertising agency Taivas Ego have successfully collaborated in reforming the real estate business.

For the 10th time organised digital media's Grand One contest attracted up a record number of entrants. The real estate company Igglo won first prize, the Grand Prix, beating out 222 other contestants.

Besides the Grand Prix, the Grand One '06 contest awarded the digital media's productions in ten other categories. Igglo was chosen, along with the first prize, as the best consumer-directed service. Among the other categories were Best B2B Service, Best Public Administration Service and Best Network Advertisement.

Your home is already on Igglo - just check it out!

The real estate business reformer Igglo, which has caused a lot of discussion, was praised by the judges of the contest because their service is first of all efficient. Igglo was described as a "genuine consumer service". The CEO of Igglo, Mr Mikko Ranin, tells that the whole idea of Igglo is based on consumer research where people considering buying a residence were observed before they actually made the purchasing decision.

- In addition to the consumer research, all we needed was a little insight, says Mr Ranin.

Igglo combines traditional real estate and modern network service. One of the advantages of Igglo is its less than two percent commission, which is below normal. But according to Mr Ranin, the real revolutionary idea of the service is in fact the so-called "silent sale". By putting his residence on "silent sale" a person dreaming of a new house can test the demand of his current residence without committing to sell. Other visitors of the Igglo web site express their interest and the person who put the announcement on the site sees this as he logs in. After this - if the announcer wants - selling can commence.

Igglo's other basic idea is "earmarking". A consumer interested in a certain flat, house or even a street can mark where he would like to buy a residence and Igglo informs him as a flat in that house or street comes on sale. Those who have done a house-specific earmark can see the flat before other potential buyers, without obligation. As a backup for this "silent sale", over 40,000 pictures of properties in the metropolitan area can be found on the Igglo web service.

Realtors come along only when a user of the network service really wants to buy or sell a residence.

- After lengthy consideration we decided to emphasise the role of the network service in the early phases of the process. Thanks to the network service the realtor is needed only in the final stages, explains Mr Esa Rauhala, Key Account Manager of the advertising agency Taivas Ego that created Igglo's business idea.

A lot of hard work, no frustration

Taivas Ego, whose parent company Taivas owns more than 50 percent of Igglo,

participated in both the planning and realisation of Igglo. According to Taivas Ego's Key Account Manager Esa Rauhala, their job was mainly developing and finishing ideas, as well as planning and realising the network service, together with Igglo's own technical group. Taivas' design agency Taivas Design was responsible for Igglo's excellent visual realisation.

Both Mr Ranin and Mr Rauhala speak well of the collaboration between Igglo and Taivas Ego.

- Collaboration went very well. Realising Igglo required a lot of hard work, but no real frustration. Of course the ownership had an influence in this case as Taivas owns more than half of Igglo. And of course we do what our owner tells us to do, laughs Ranin.

Taivas Ego's Rauhala says that collaboration was very explicit and unusual compared to collaboration between advertising agencies and customers in general.

- Usually the customer sets limits on the advertising agency, but in this case we were the one who sometimes had to set the limits, adds Rauhala.

- More than ten people have been closely involved in the making of Igglo, half from Igglo and half from Taivas Ego. The Grand Prix award is an excellent public thank-you for the whole work group, is how Mr Ranin summarized the meaning of the award after victory announcement.

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