

**MARKETING STRATEGIES OF JOHNDEL
INTERNATIONAL INCORPORATED**

COLLEGE OF ECONOMICS, MANAGEMENT AND
DEVELOPMENT STUDIES

Undergraduate Case Study
submitted to the Faculty of the
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and Development Studies
Cavite State University
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In partial fulfillment
of the requirements for the degree of
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ABSTRACT

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The case study was conducted from December 1999 to January 2000 at Johndel International Incorporated-Philippines located at 8328 Rosal St. Sto. Niño, Parañaque City to determine and analyze the marketing strategies of the firm. The study gathered information about Johndel International Incorporated on its history, description, organization and management and marketing aspects. The marketing strategies of the firm were analyzed. Problems encountered were given viable solutions.

The data used in the study were gathered through personal observation and interview with the employees and management staff of Johndel International Incorporated. The business was found to have a close supervision in their activities however, problems were still encountered.

Product portfolio of the firm showed the depth and width of the products. Its product lines include seafoods, pies and pastries.

In marketing, it was found out that Johndel International Incorporated is using only the three product concepts namely, generic, formal and augmented products in their product strategy. Generic products contain the basic benefits that a consumer looks for in a product. Formal products are concerned on the way how the goods are presented together with the augmented products which are the guarantee and warranty. The firm's pricing strategy focuses on mark-up pricing. The pricing strategy takes into account many

factors, most notably the services performed. Its products are perishable that is why direct marketing was employed. Its promotional strategy is correlated with its distribution strategy—direct marketing. It also designates employees according to their field of specialization and to their experiences.

Low pricing, high quality services and incentives to customers, encourage more purchase orders of products. Guarantee and warranty encourage some buyers to purchase products as part of the augmented products. The firm gives importance to this due to its products' perishability. The process strategy of Johndel International Incorporated does not tackle about the production process but how it works for the purchase and shipment of products.

Other strategies should then be identified to strengthen the company's competitive position. These include the creation of a research department that will identify the strengths and weaknesses of the company that could be used as an advantage.

In order to sustain its growth, the company should be strict on imposing its policies and practices. The company should also look for other products that could be offered to customers.

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