

Comcast Sample Research by itchybrainscentral.com

1) Strengths, Weaknesses, Opportunities and Threats.

What is Comcast Big Issue?

Two major comcast marketing strengths are

a. variety of services

Why do you think that's true?

Comcast does more than phones – internet services and movies, for example.

What company should do?

Continue to build upon preexisting services to offer more.

b. name recognition - nation's largest cable provider, with over 21 million video subscribers

Why do you think that's true?

Annual report demonstrates customer base.

What company should do?

Advertise and extend into areas it does not presently cover.

Two major marketing weaknesses

c. Low percentage of phone subscribers

Why do you think that's true?

Annual report demonstrates that the bulk of customers are internet/cable.

What company should do?

Try to get these customers interested in phone services too.

d. high franchise feeds.

Why do you think that's true?

It's a high cost to Comcast to rent other company's lines.

What company should do?

Negotiate better line cost rental charges, perhaps by exchanging services.

Comcast Sample Research by itchybrainscentral.com

Two major marketing opportunities

e. On demand movie services from Comcast

Why do you think that's true?

It's a new service that's associated with cable.

What company should do?

Press greater marketing initiatives to advertise this service.

f. combined phone/dsl packages that include Comcast digital voice.

Why do you think that's true?

Annual report.

What company should do?

Increase marketing that targets combination packages.

Two major marketing threats are

g. Blockbuster video

Why do you think that's true?

Blockbuster is well known and specializes in movies.

What company should do?

Consider partnering with Blockbuster on movie initiatives.

h. Telecom

Why do you think that's true?

Provides most of the same services, in different areas.

What company should do?

Try to attract Telecom customers through marketing; capitalize on the recent Telecom scandal.

A marketing partnership opportunity is

Blockbuster video.

## Comcast Sample Research by itchybrainscentral.com

- i. Why do you think this is true for comcast?
  - a. blockbuster is better than Comcast at mass movie distribution
  - b. they both have wide distribution areas
  - c. if they combine customers, it will increase sales for both.
  - d. Comcast can learn a lot from bb
  - e. blockbuster can add video game rentals
  - f. blockbuster has a huge advertising budget
  - g. blockbuster is well known
  - h. blockbuster has a good family image
- i Therefore, the comcast should
  - a. offer video game rentals
  - b. offer video game/movie packages
  - c. offer multiple game rentals/month
  - d. offer dvd home delivery
  - e. offer free dvd returns
  - f. offer mp3 downloads of music
  - g. offer game system rentals
  - h. market unique game offerings
  - i. market themed game/movie packages

### (2) Marketing Strategy 1: Target Market Strategy.

This section must be consistent with section (1)

- a. The primary target market description is

Comcast Sample Research by itchybrainscentral.com

men, middle to high class income men and women ,singles,and young adults

b. Their reason for(primary target market) ordering or choosing comcast is?

Versatility – largest collection of services including phone, cable television, and internet provision.

c. The secondary target market description is

elders, stay home moms, young parents and older parents.

d. Their reason(secondary target) for ordering or choosing Comcast is?

Cost.

Why do you think this is true?

- a. Money is saved by buying a mix of services through one plan
- b. Money is saved by buying a mix of services through one fixed cost.
- c. Convenience occurs because customers have one bill for everything.

d. Therefore, the company should

- a. Develop more programs to offer different varieties of service.
- b. Add high definition cable.
- c. It should also seek to develop new technology for superior images.
- d. It should also seek to develop new technology for faster internet connectivity.

(3) Marketing Strategy 2: Product Analysis and Development.

This section must be consistent with Section (2)

The top three reasons why customers choose to be with Comcast other than any other cable, internet and home phone service providers?

- a. size of network
- b. versatility of services available
- c. convenience of grouped packages

The stage in the product life cycle is

d. end- product is marketed to clients as a fixed service, but the customer does have some say in particular services.

The value proposition( why people chose comcast, what is comcast is promising to their customers)

Comcast Sample Research by itchybrainscentral.com

e. reliability, service, knowledge, and a superior product.

The market position of Comcast is

f. market leader.

The Unique selling Proposition of Comcast

g. Comcast offers the best combination of services, cost, and reliability in the telecom industry.

The company can be improved by

improving its options available to customers with new services and more cost efficient groupings.

h. Why do you think this is true for comcast company?

a. Comcast already has 6 million customers.

b. However, the company isn't maximizing profit because many customers only purchase one service.

c. One person may only purchase phone services.

d. another may only purchase cable television

e. a third may only get dial up internet service.

f. people like automatic bill paying services.

g. people like paying 1 bill.

h. people using multiple services are less likely to cancel with Comcast.

h. Therefore, the company should

a. marketing the versatility of packages

b. market package convenience

c. send out fliers.

d. offer free chances to try services.

e. develop faster internet services.

f. develop better phone options.

g. market entertainment theme weekends.

h. offer long term customer discounts

(4) Implementation, Evaluation and Control.

What tracking measures will tell you the plan is working

a. track number of services ordered per customer

b. track amount spent per month per customer

c. Why will these tracking measures tell you your plan is working?

Comcast Sample Research by itchybrainscentral.com

- a. they'll show the room for growth available by targeting current customers
- b. they'll show changes in spending
- c. Therefore, the company should
  - a. market to its current customers the availability of service bundles
  - b. demonstrate ways that they can cut costs
  - c. simplify their bill paying by ordering all their services from Comcast.

Comcast Sample Research by itchybrainscentral.com

**References:**

“Comcast” Wikipedia. 2006.

“Comcast 2005 Annual Report” 2005.