

INDUSTRY ANALYSIS

aZillion Words

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Introduction

Developing an effective marketing strategy has become the most important thing for a business to consider especially while expanding the business in the international market. The present study discusses the strategic marketing activities for the Dexiotis solution that intends to penetrate the UK market. the company. The current study is going to analyse the external environmental factors such as PESTEL and Porter's 5 force analysis. Apart from that, the marketing mix strategy is also going to be discussed for the aforementioned organisation. Besides, the timeline for marketing strategy and cost estimation is also evaluated in the current study. In the last, a profound conclusion is also going to be drawn based on some advanced recommendations. The reflection model and self-analysis are to be evaluated in the last based on the Gibbs reflective model. Along with the personal SWOT analysis is to be conducted so as to identify the strengths and weaknesses.

Objective 1

PESTEL analysis

PESTEL analysis is a marketing concept that is used by companies in order to gain adequate insight into the environment of the country where it is planning to expand its business.



Figure 1: PESTEL analysis

(Source: Pan *et al.* 2019)

Political factors

The administrative system and government of the UK are highly stable. Corruption is significantly low in the UK. In 2020, the corruption index of the UK is 77 which is much lower as compared to other developed countries (Statista, 2021). The UK stands in the top 10 in terms of political stability which further contributes to the growth of the information technology industry (Statista, 2021). Political stabilities are in the favour of the business growth of Dexiotis solution however, Brexit can affect the growth of the business. Businesses of the UK are bound to follow the

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Employment laws and labour laws which allow the employer and employees to share the same amount of right. Apart from that antitrust laws. Moreover, major businesses have to follow the taxation codes such as Income tax, estimated tax and employment tax and companies need to pay the tax from time to time so as to secure successive growth without any interruption.

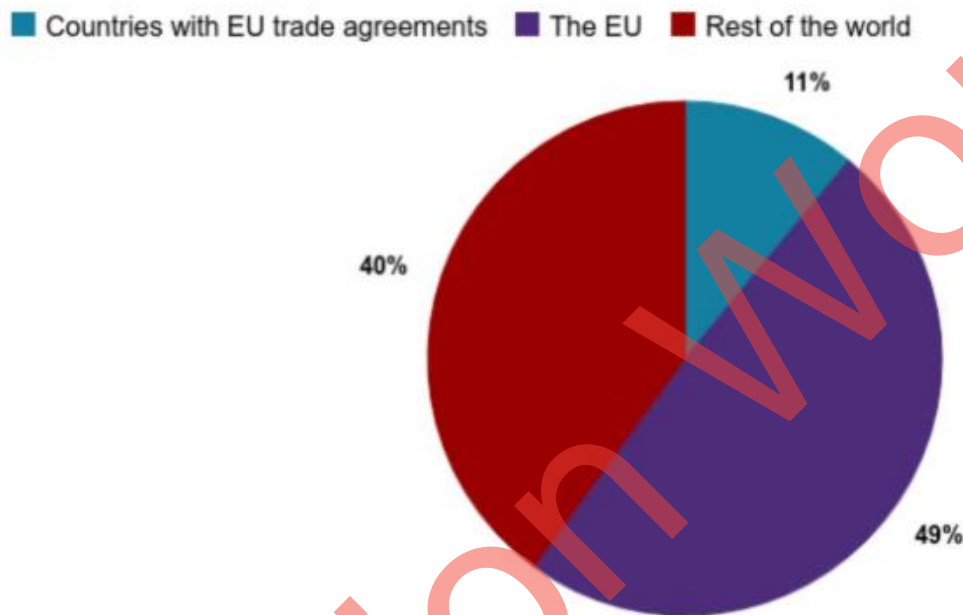


Figure 2: Trade relation of UK

(Source: BBC, 2021)

The above picture manifests that the EU is the biggest trading partner of the UK and which is 49% of the total nation's trade. However, it is worth mentioning that Brexit has adversely impacted the growth, and to overcome the difficulties this nation has decided to move on from the bond with the EU which could lead to economic prosperity and create plenty of job opportunities (Bbc, 2021).

Economic factors

The nominal GDP of the UK was 1.938 trillion USD which has placed the economy of the UK in 5th place globally (Gov, 2021). However, the Covid 19 pandemics have affected the economic growth of the country to much extent. The GDP of the country has fallen by 2.9% at the starting of 2021 (Uniindia, 2021). Moreover, the diverse marketplace of the UK allows all industries to grow and flourish. It is one of the best places for foreign direct investment (FDI). The current tax rate of this nation is only 20% which has also attracted many investors from the last few decades (the UK, 2021).

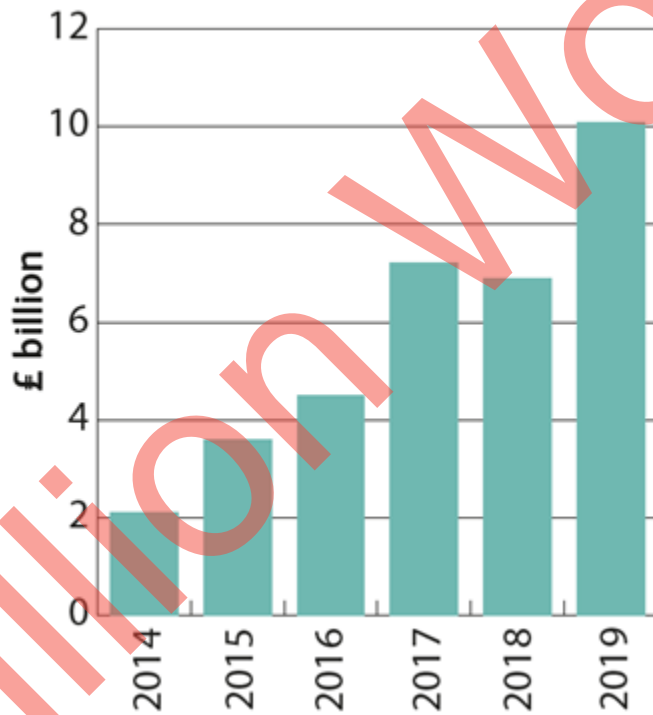


Figure 3: Capital investment in information technology industries in the UK

(Source: IBISWorld, 2021)

The above picture depicts that there was the highest capital investment in information technology industries of the UK which is £10 billion in 2019.

Social factors

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The population of the UK is 67.61 million in 2021 (Statista, 2021), the labour market and the healthcare system are way advanced. The country enables opportunities for businesses in order to cater to the needs of the customer market. The education system is much developed in this country and this country has the highest literacy rate of 99% (Knoema, 2021). Many eminent universities are also situated there such as London, Oxford, and Cambridge University. Moreover, the degrees offered by the British academies are well recognized worldwide. However, it is worth mentioning that the crime rate of the UK has been significantly rising. As per the report of 201-17, the crime rate of the Uk was 81 whereas it reached 96.4 as per the report of 2019/2020 (Statista, 2021). The significant rise in the crime rate is a major disadvantage for Dexoitis to consider in the UK market.

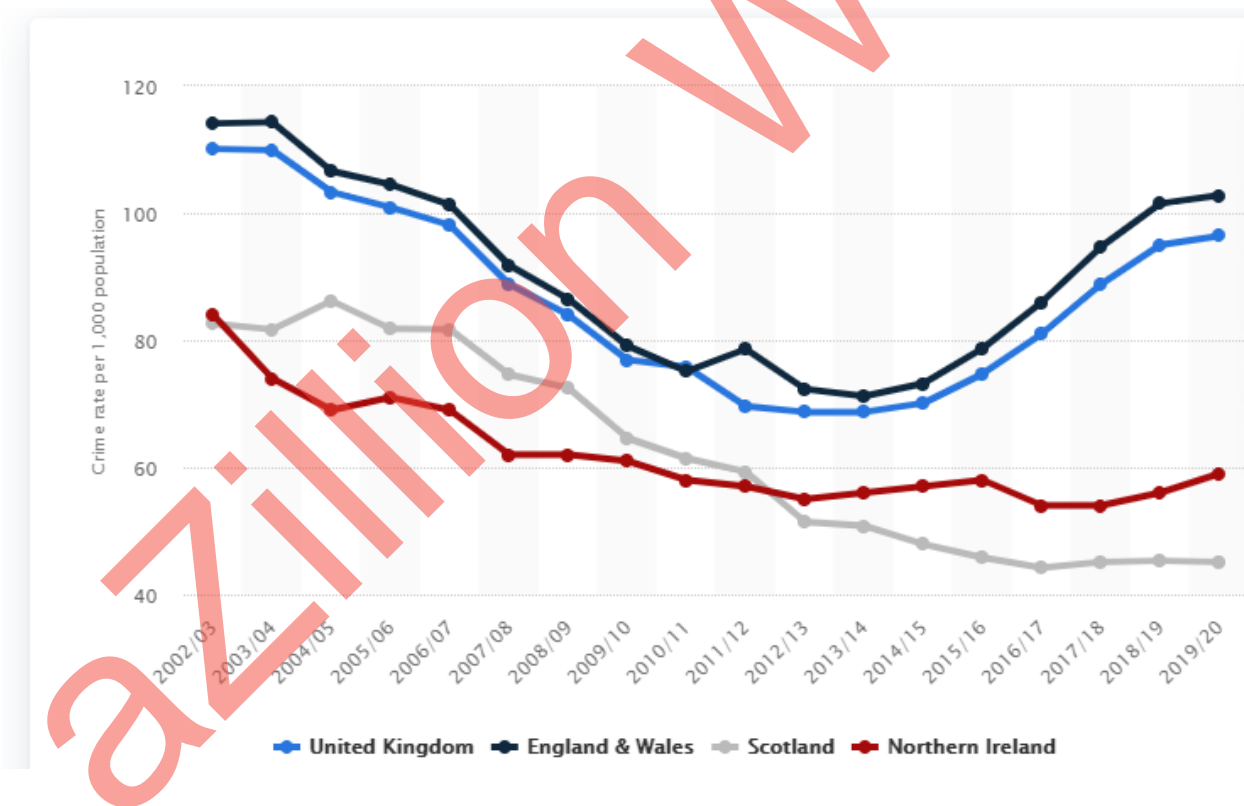


Figure 4: Crime rate in the UK

(Source: Statista, 2021)

Technological factors

The UK is one of the major global leaders in terms of technology advancement. Many research and development institutes constantly are working towards innovation. The people are highly fascinated with technology. Most UK businesses have been integrating cutting-edge technologies such as business intelligence (BI) and Artificial intelligence (AI). The economic growth of this country has offered major opportunities for entrepreneurs. This nation has been investing a lot of capital in tech fields.

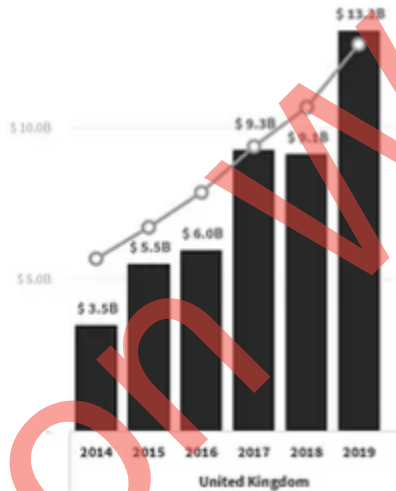


Figure 5: Investment of the UK in technology

(Source: Technation, 2021)

The above picture depicts that the UK has invested a significant amount in technology which is £13.2 billion in 2019.

Environmental factors

Many environmental issues are emerging in the UK because of the rapid growth of industrialization. It has compelled the government and the private corporations to take positive

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measures towards reducing the environmental; impact by introducing the recycling process, usage of fewer plastic products and eco-friendly products. The country has been suffering from bad weather conditions however, the peaceful scenery of the monuments and the historical places have attracted many tourists to this country.

Legal factors

Every company that is operating in the UK is bound to follow the employment act of 1996. (Legislation.UK, 2021) This act protects the rights of employees. on the contrary, the equality act 2010 aids in protecting people from discrimination against gender, colour, race and other differences.

Analysis

From the above PESTEL analysis, it is clear that the stability of the government of the UK ensures a successive business growth of Dexitotis is a security solution without generating any kind of interference. The economic factor will also support the business growth of Dexitotis as a security solution as this country has been investing huge capital in information technology. The social factors will allow the business to hire skilled employees as the literacy rate is too high in this country. The UK has been investing much in technology as the country has been generating revenue mostly from the tech sectors. Therefore, the technological factors will provide opportunities to grow the business in the potential marketplace of the UK.

Porter's Five Forces Analysis

Five force analysis is the framework for evaluating the completion of a business, it also analyses the competitive intensity of a business and determines the attractiveness of a business in terms of its profitability.

The threat of new entrants

The threat of new entrants for the Dexitotis security solution is quite high as the demand for IT is quite high in this nation. High investment is also required in order to set up a business in the UK which could be a major difficulty for the new entrants. Moreover, it is also feasible to elucidate that the UK is a highly technology-driven country and it embraces information technology companies with open arms (Belz *et al.* 2019). Therefore, it is easy to gain access to the information technology industry then competitive rivals will enter the market. Giant companies could also provide support to the new entrants which could hamper the business of Dexitotis as a security solution.

Bargaining power of customers

The bargaining power of the customer is high in this regard as they get to choose many other alternatives, As per the opinion of Mateut and Chevapatrakul (2018), if there are too many substitutes of a business in the similar marketplace, then customers won't hesitate to swap if they won't get a better deal from an existing company. Therefore, if the customers foresee better opportunities then they will definitely move to a substitute who offers better deals.

Bargaining power of suppliers

There are two types of suppliers for the information technology industry one is the software vendors and another is hardware vendors. The software vendors sell the license of software in bulk to the IT companies and in return, they may demand a higher price for the provided software (Baron *et al.* 2016). Manpower is also an important thing to be taken into account in this regard. On the other hand, the sheer size of orders to the hardware manufacturer is quite low hence they can not demand a high price for the prices of hardware. However, with the entrance of cloud

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services, the bargaining power of hardware manufacturers became low. Therefore, for Dexitotis a security solution is moderate as for the software vendors this factor is high and for the hardware manufacturer, this factor is low.

Industry rivalry

The industry rivalry is too high for the Dexitotis is a security solution as there are a number of competitors of the business in the UK market such as Micro focus, Sage Group, and RM plc. Sage Group has 590.80 GBX stock in the UK market whereas Micro Focus has 481 GBX stock share (Londonstockexchange, 2021). Moreover, the competitors have been providing affordable services to the customers for a long time and these organizations have got a highly satisfied customer base. Moreover, the rivalry between the IT service providing companies is too high in terms of offering and deals, market share (Bessen, 2017). Each competitor has been following a differentiation strategy and continuously working on research and development in order to appear in the market with innovative products. In this regard, this could be the major challenge for Dexitotis as a security solution in terms of entering and competing with other IT companies.

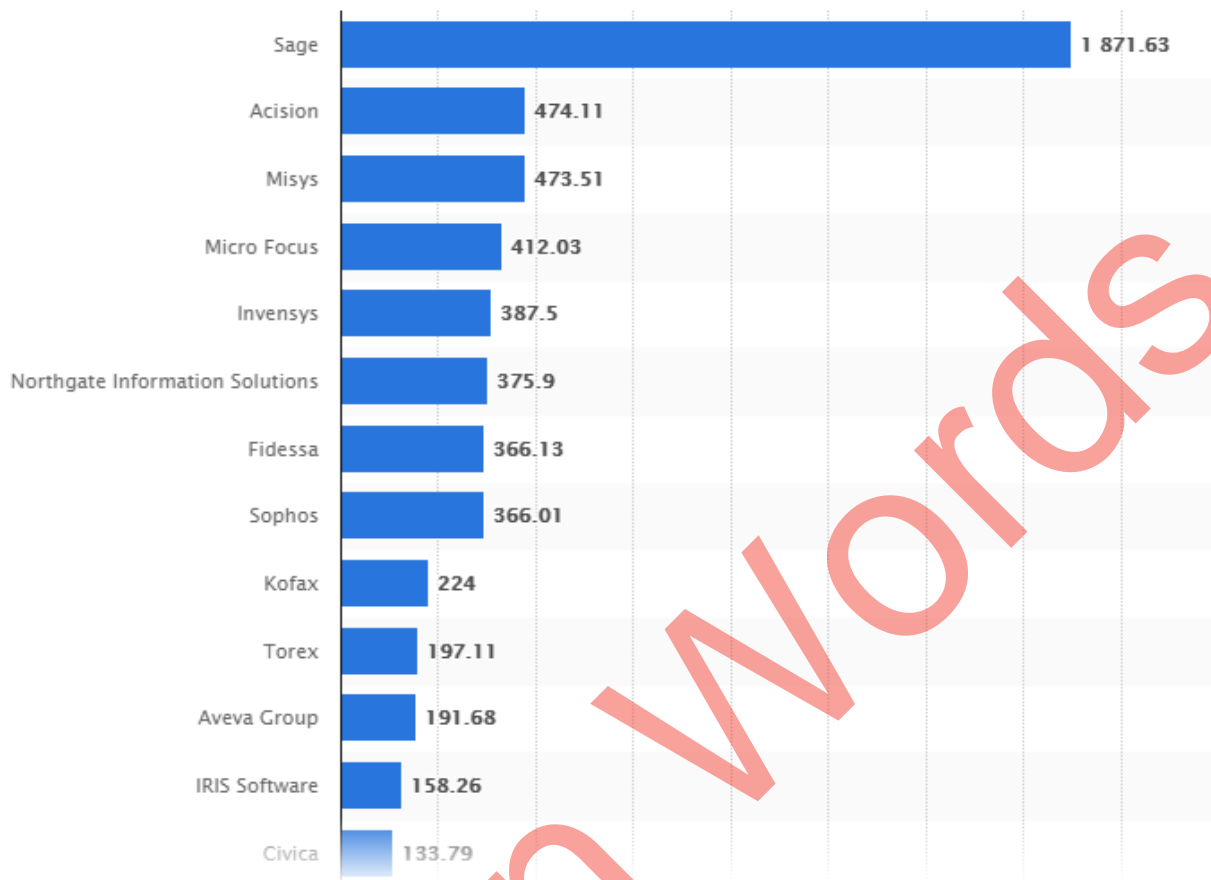


Figure 6: Revenue of leading software companies in the UK

(Source: Statista, 2021)

Threat of substitutes

The threat of substitution is also high for Dexitotis as a security solution as there are many alternatives to the services that this company provides to its customers. Apart from that, there are many alternatives to physical securities such as video surveillance, alarm systems, and security, and many competitors have been offering that at a cheaper or lower price (Lee *et al.* (2018).

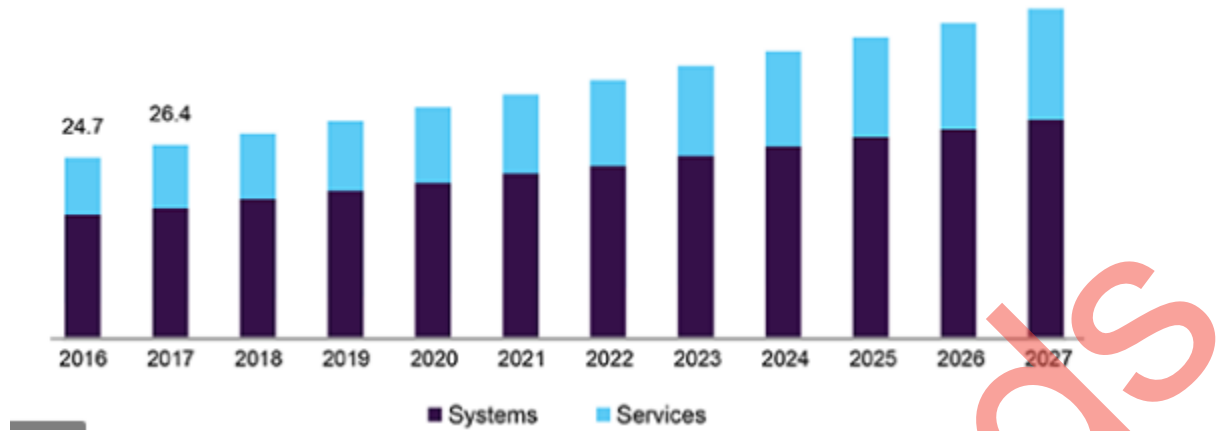


Figure 7: Physical security market size in the UK

(Source: Grandviewresearch, 2021)

Factors	Power
The threat of new entrants	High
Bargaining power of customers	High
Bargaining power of suppliers	Moderate
Industry rivalry	High
Threat of substitutes	High

Table 1: Five force analysis of Dexitotis

(Source: created by the researcher)

Objective 2

STP analysis

Dexitotis is a security solution that focuses to expand its business in the United Kingdom. In this context, the company needs to consider STP analysis. It is required to state that segmentation,

targeting as well as positioning ought to be measured. It has been found that the existing marketing strategy of the organisation needs to be evaluated for understanding new marketing strategy in the UK market. In context to deal with the new market condition, the organisation needs to improve its digital marketing strategy in a significant manner (dexiotis.com, 2021).

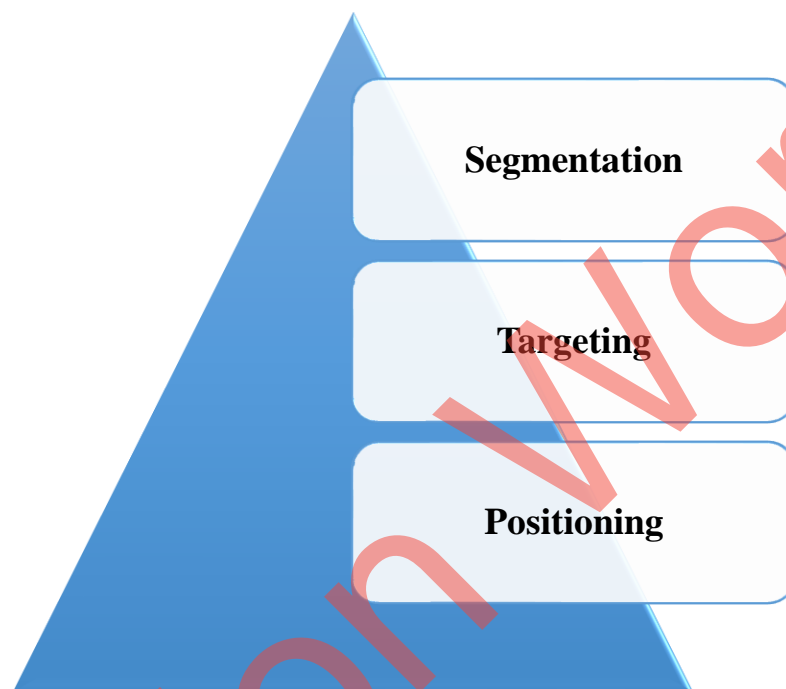


Figure 8: Market segmentation

(Source: Jewel and Kalam, 2020)

Segmentations

Geographic: The organisation needs to segment its target customers in the market of the United Kingdom for increasing consumer base on an effective note. For this reason, demographic, behavioural as well as psychographic segmentation require to be done (Jewel and Kalam, 2020). The organisation has decided to expand its business in Edinburgh, UK. Market segmentation can

be useful for the company to provide a security solution to the new customers in the mentioned place.

Demographic: In this aspect, it can be possible to elucidate that the organisation named Dexitotis needs to segment the customers on the basis of their age. This company provides its products to the public as well as the private sector in the country (Kalam, 2020). Startup a business is the main target consumers for the mentioned organisation. In addition to this, £40000 to £50000 are the average annual income of the target companies in the market of Edinburgh. Moreover, the organisation also decides to sell its product to the public sector of the country. As for this cause, the organisation focuses on selling products to the Government University located in the mentioned area of the United Kingdom.

Psychographic: The Company aims to provide a secured service to the target customers on the basis of their usage. For this reason, in a country like the United Kingdom, the customers mainly require innovative products for ensuring security at the best level. For this reason, it is required to understand the type of security training that is effective for the target consumers (Latorre *et al.* 2017). Moreover, consumers also want automation in the security solution. Dexitotis requires considering this aspect.

Behavioural: In a country like the United Kingdom, the customers are variety seeking. For this reason, it is needed to understand the demands of them in the market. Different security issues such as networking monitoring related issue, spam and other issues occur in the organisation (Monciardini *et al.* 2021). As for this cause, start-up companies in the market can buy security solution products from the Dexitotis in the United Kingdom. The start-up business companies in Edinburgh tries to hire security solution within the affordable price. This behavioural aspect requires to be considered.

Targeting

A company like Dexitotis targets the public sector along with the private sector in the United Kingdom for expanding business in a significant manner. The public sector in the United Kingdom has faced issues related to the security of the organisation. 54% of the data breach has happened in the public sector of the country. On the other hand, in the year 2019, the average mean cost of the cybersecurity breach around 11000 GBP in the market (hiscox.co.uk, 2021). As for this cause, the mentioned organisation decides to provide its security solution products and service for dealing with security issues in the public as well as the private sector (dexitotis.com, 20201).

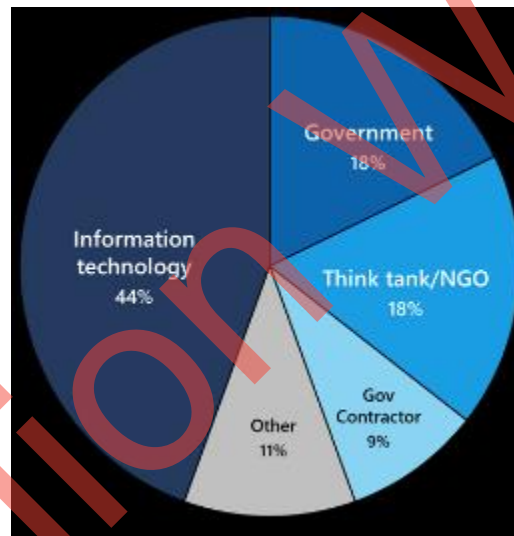


Figure 9: Cybersecurity attacks in the United Kingdom

(Source: hiscox.co.uk, 2020)

Positioning

In addition to this, it can be evaluated that the organisation has positioned its business on the edge of competitiveness. In this aspect, it is required to focus on market competition in the United Kingdom. There are certain companies which provide the security solution to the other companies

for dealing with security breach (Pitaloka and Humaedi, 2020). It can be possible to explicate that this organisation focuses on creating a strong brand image for positioning its business against the competitors in the market. The lifecycle of products of Dexiotis is the main aspect that ought to be effective to sustain the business in the competitive market of the United Kingdom. However, the pricing strategy of the organisation should be more effective in managing business functionality. The price of the security solutions service and products ought to be affordable for the target clients. It helps to maintain business sustainability in the marketplace. It can be feasible to state that the USP or Unique Selling Proposition of the organisation is “*higher security in pocket-friendly cost*” (dexiotis.com, 2021).

Marketing mix

The marketing mix should be considered in order to understand the marketing strategy of the business in the UK. Dexiotis emphasises four P’s of marketing in this context.

Product

In order to expand the business in the market of United Kingdom, it is required to launch security solution related products in the marketplace. Anti-virus, as well as spyware protection, are the main products of this company (Cohen *et al.* 2018). With the help of the product, the company can attract new consumers in the market of the United Kingdom. The organisation must look into providing security solution service to its potential consumers in the market of the country.

Price

In addition to this, the pricing strategy of the organisation ought to be taken into account for improving the business profit in the market. It can be feasible to elucidate that the company needs to sell its products at an affordable price (Lamichhane, 2019). As for this cause, **Dexiotis must**

focus on the competitive pricing strategy in order to deal with the market competition.

Furthermore, it is needed to state that the security issue is quite high in the United Kingdom. It is required to describe that the organisation provides its products at a low price than the competitions.

Place

From the point of view of Kurniawan, *et al.* (2018) place is important for expanding the business in the target marketplace on a collective note. **It has been found that the organisation decides to expand its business in the United Kingdom. As for this cause, it is required to focus on relationship marketing effectively.** Additionally, **the relationship marketing strategy is helpful for expanding business in the country by attracting new consumers effectively for Dexiotis.**

Promotion

Promotion of the products is important in order to expand an existing business in a new market. The mentioned company focuses on relationship marketing to attract new consumers in the United Kingdom. Moreover, **digital marketing is also useful along with relationship marketing.** The organisation needs to assess customer loyalty in the marketplace of the United Kingdom. It is effective for the company to manage business functions to earn revenue in a potential market. It can be significant for the mentioned organisation to earn profit by analysing customer loyalty (Beijer *et al.* 2017). It is needed to sustain business in the UK market by promoting products effectively. In order to deal with the competitive force in the market, the organisation needs to analyse the requirements of potential customers. Money required to promote its product and service of security solution among the target private sector and public sector. It helps to implement a relationship marketing strategy in the UK.

Objective 3:

From the STP analysis, it has been found that a Dexiotis security solution is much required to develop an effective marketing strategy in order to sustain itself in the UK market. The marketing strategy for Dexiotis has been presented below.

Segmentation

Geographic	Edinburgh, Bristol
Demographic	Teenagers and middle-aged customers
Psychographic	Public and private sectors who are in great need of security solution
Behavioural	People who are highly concerned about security

Targetting

The public and private sectors of the UK must be the primary target for Dexiotis solutions as these two groups have been found to be much concerned about security. Moreover, Deetox is much concerned with the quality of customers rather than quantity hence, the business must look for providing cost-efficient and risk-minimizing service.

Positioning

Dexiotis security aims to offer high quality service in a low price hence The concerned business must position itself on the verge of competeiveness. The company has positioned itself in th physical secuirty market and the offering is much improtnat to consider in this context.

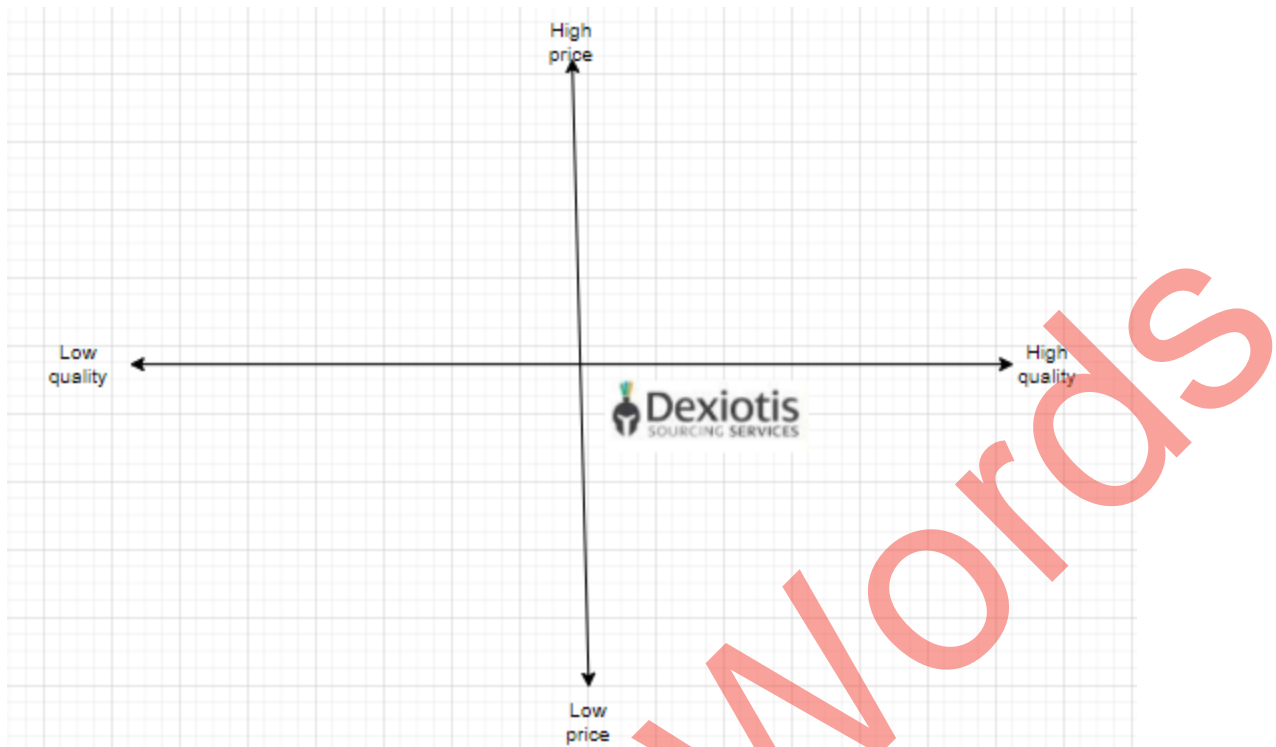


Figure 10: Positioning of Dexiotis

(Source: Developed by researcher)

Marketing approach

Product

Dexiotis security solution offers tailored services to the customers as per their requirements hence they follow the niche marketing strategy. This is the USP of this business. Apart from that, security system integration, video surveillance service and access control service should be the primary offering of this business in the UK market.

Pricing strategy

The mentioned business must offer a competitive pricing strategy to its customers in order to capture a large customer base. £7000 should be the base price of the major security services for the installation and maintenance of security services in the private and public sectors of the UK.

Place

Edinburgh, Bristol and London should be the primary target of this business as most of the renowned private and public sectors reside in these places.

Promotion

Digital marketing strategy can be considered by Dexiotis in this regard. The business must look into promote the business through social media platform s such as Facebook, Twitter and Instagram. Moreover, the Youtube handle can arrange a huge public response and make the people aware of the products of this company. Offering promotional offers and discounts are the best way to attract people to the business. Promoting the business through social media influencers is another effective way for the business to compete with others in the UK market.

Objective 4

Timeline for marketing strategy

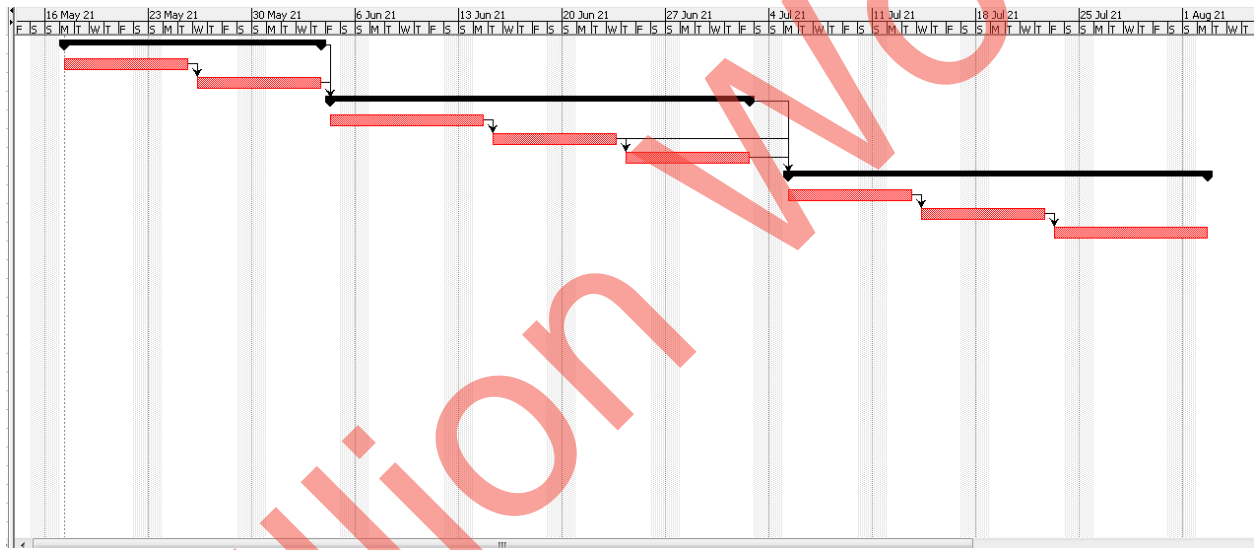
Marketing activities	Estimated timeframe
Trade shows	2 months
Industry trade shows	1 month
Consumer trade shows	1 month
Adverts	3 months
Direct mail	1 month
Online	1 month
Television	1 month
Social media	10 months
Facebook campaign	3 months
Twitter campaign	3 months
Youtube campaign	4 months

Table 2: marketing strategy Timeline

(Source: Developed by author)

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	Name	Duration	Start	Finish	
	Trade show	120 days	5/17/21 8:00 AM	10/29/21 5:00 PM	
	Industry trade shows	60 days	5/17/21 8:00 AM	8/6/21 5:00 PM	
	Consumer trade shows	60 days	8/9/21 8:00 AM	10/29/21 5:00 PM	2
	Adverts	120 days	11/1/21 8:00 AM	4/15/22 5:00 PM	3;1
	Direct mail	30 days	11/1/21 8:00 AM	12/10/21 5:00 PM	
	Online	60 days	12/13/21 8:00 AM	3/4/22 5:00 PM	5
	Television	30 days	3/7/22 8:00 AM	4/15/22 5:00 PM	6
	Social media	300 days	4/18/22 8:00 AM	6/9/23 5:00 PM	7;4
	Facebook campaign	90 days	4/18/22 8:00 AM	8/19/22 5:00 PM	
	Twitter campaign	90 days	8/22/22 8:00 AM	12/23/22 5:00 PM	9
	YouTube campaign	120 days	12/26/22 8:00 AM	6/9/23 5:00 PM	10



The Gantt chart has imitated the general time plan that is fundamental for the association of Dexiotis Security Solution for infiltrating the UK digital security market. In logical inconsistency, around a year of absolute time necessity has been seen from the above table. The accompanying time plan has been fashioned with the showcasing action prerequisites determined through the marketing mix and STP analysis for Dexiotis. In contradiction, it has been perceived that being a security solution company, the firm tries to focus on the corporate experts alongside the lower and privileged of the general public. To target such individuals, a satisfactory showcasing plan is fundamental to be outlined where a course of action of trade shows has discovered to be vital for this firm where roughly 14 days of time residency has tracked down a fundamental prerequisite. Inside the accompanying time residency, the planning of executing and advancement of a

reasonable time plan has been found to devour around 14 days of time while cultivating satisfactory deals and leader groups have figured out to include an interval of time of 3 weeks. Moreover, the online media advancement of the security administrations, for example, VSG, G4S and other security arrangements are fundamental to be elevated preceding leading the expo at Edinburgh which will take around 3 weeks of time. Furthermore, advert improvement about such security arrangements is additionally needed to be fashioned to successfully advance them where fourteen days of the time interval is required. Creating innovative adverts for showcasing helps in separating the business items from contenders through which better market consideration could be gotten and this reflects upon the authoritative deals decidedly. Moreover, the above timetable has additionally implied that there is a necessity for a half year of an online media showcasing effort for Dexiotis. Apart from the development of online social media marketing strategies through Instagram, Facebook and other web-based media stages, it has been uncovered that roughly 3 weeks months time span is fundamental.

Objective 4

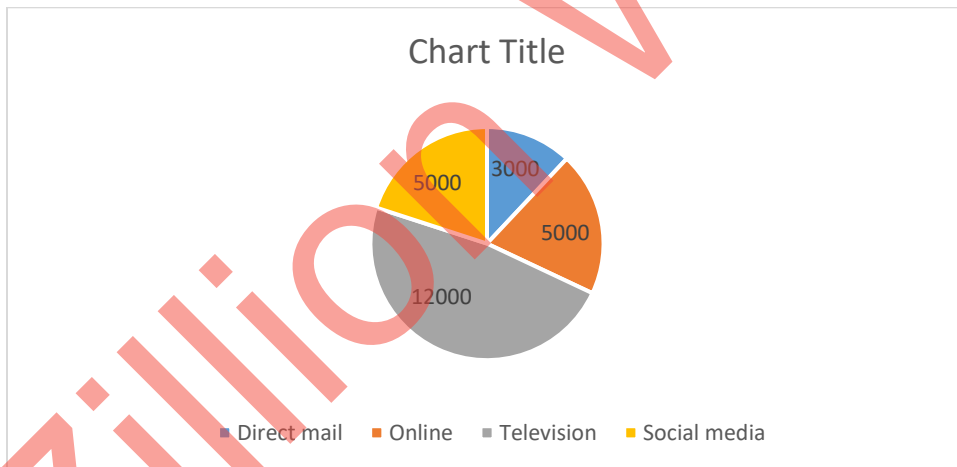
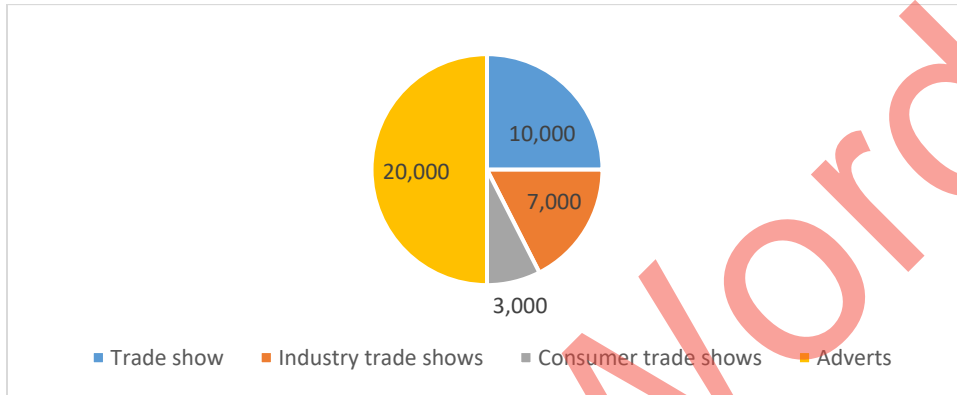
Cost estimation

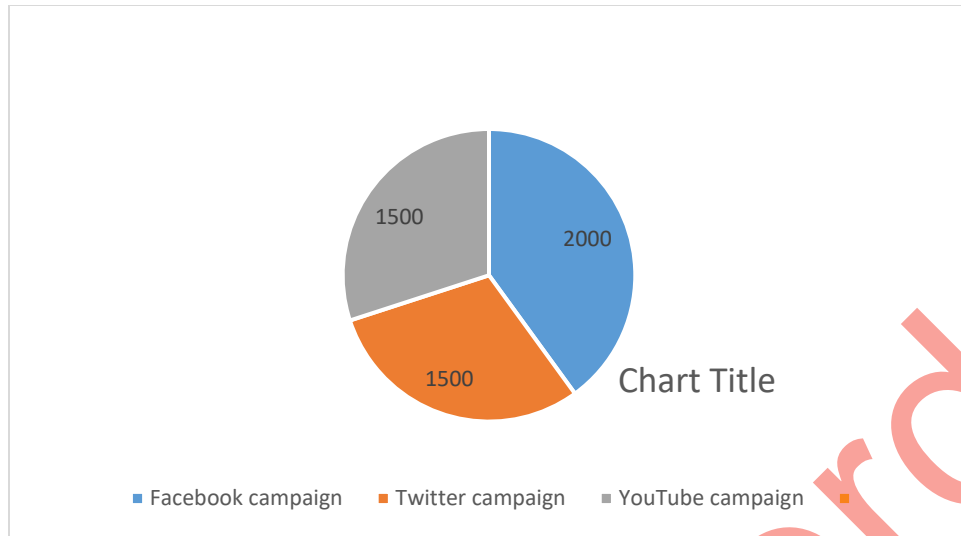
Marketing strategy	Estimated Cost
Trade show	£10,000
Industry trade shows	£7,000
Consumer trade shows	£3,000
Adverts	£20,000
Direct mail	£3000
Online	£5000
Television	£12000
Social media	£5000
Facebook campaign	£2000

Twitter campaign	£1500
YouTube campaign	£1500

Table 3: Cost estimation

(Source: Created by author)





As per the above table, the entire expense of Dexiotis will be £35000 for the purpose of marketing strategy. As identified in the above table, the trade show cost for the concerned business will be £10000 in which the industry trade show will cost around £7000 and the consumer trade show will cost near £3000. For the purpose of adverts, £20,000 has been allocated in the budget. £3000 is enough for the purpose of direct mail and £5000 is allotted for online advertisement. It would cost £12000 for the purpose of television advertisement. Social media marketing is the most important marketing strategy to be considered for the mentioned business in this regard. For the Facebook campaign, £2000 has been allotted and £1500 is enough for the Twitter campaign. For the YouTube campaign, £1500 is enough funding at the initial stage of business expansion in the UK market for Dexiotis.

Justification for chosen marketing implementation plan

The trade shows, adverts and social media campaign are the best marketing strategy to be considered for Dexiotis solution in terms of expanding the business in the UK marketplace.

As per the opinion of Gopalakrishna *et al.* (2019), the trade show is one of the important marketing tools these days which allows businesses to showcase their products and services to other similar

organisations. In this regard, organisations demonstrate the products and the services and present them in specific industries. Only the company representative and press members are allowed in the industry trade show. On the other hand, the public trade show will allow all the mentioned business to showcase their innovative products and services to the target customers which further enhances the customer engagement towards the business process of Dexiotis. It will also contribute to enhancing the customer base of the potential business. Direct mail, online advertisement and television advertisement are the best models of advertising for Dexiotis.

Direct mail will allow the aforementioned business to target the individual and attract them by providing the customized services and products. Online advertisement will also allow the business to target clients and businesses through the use of online platforms. The television advertisement will help in engaging the customers and make the business familiar to them. Facebook, Twitter and Instagram are the three trending social media platform that can be considered for Dexiotis. IT helps in providing brand awareness through social media marketing channel as most of the people are now connected to each other through social media channels. It also helps the business to spread the mission and vision of the company worldwide which further contributes to increasing the traffic.

Recommendations

As discussed in the report, Dexiotis has several opportunities to consider while expanding the business in the UK marketplace. However, the concerned business may face major issues with the implementation process of the proposed schemes. Hence, some of the useful recommendations have been provided below which can be considered beneficial for the mentioned business.

1. It is recommended to prepare sales and executive teams before planning for the trade shows. The marketing team should be adequately trained so that they can effectively

identify the forecast and help the business grow. The adequate training will allow them to use emotional intelligence in order to get connected with the customers. Apart from that Dexiotis must focus on hiring experienced team members who have been working as a sales representative for years so as to conduct the market analysis in a better manner.

2. Providing giveaways is another useful strategy to be considered as it helps in enhancing customer engagement. In essence, the company must provide promotional offers in offline outlets so as to attract customers. It will not only help the company to increase its potential customer base but it will also allow the company to generate a gigantic revenue at the end of a fiscal year.
3. Proofreading the marketing plan is also beneficial in terms of getting familiar with the activities and identify the minor flaws which can be revised right after the detection. The management must take a proactive approach in this. Each and every point must be revised before actually puts it in action. A testing process must be conducted before implementing them as it helps the management to identify the minor flaws that could have arrived during the implementation phase. It is always better to prepare the contingency plan so as to avoid flaws.
4. The Facebook and YouTube handle can offer immense business growth when it comes to selecting the social media platform. Hence Dexiotis must get engaged in social media activities by uploading pictures. It can be used either way for the promotion of the new products. Moreover, the business must track the daily life activity of the customers in order to identify the basic needs of customers in terms of security purpose.
5. Creating innovative content and identifying the target customers are a must for Dexiotis before hitting the market of the UK. In essence, the company must invest in creating

innovative content and promote it through digital platforms. The contents can easily be accessible for the people as there is an increased demand for social media usage. It will also help the organisation to reach the target audience that further contributes to the immense growth of the organisation.

6. Collecting feedback from the customers is also recommended to the business which further helps the business to identify the areas for improvement. There should be a feedback page on the online app where customers can drop their valuable feedback. Moreover, the sales team must contact the customers after selling products so as to collect feedback. The valuable feedbacks of customers will allow Dexiotis to tailor its security service as per the needs of customers and identify the major areas for improvement.
7. Focusing on product differentiation strategy can be of great help for Dexiotis in terms of attracting the customers towards the business activities and enhance profitability. In this regard, investing much in R&D will allow the concerned business to come up with innovative product ideas which lead to the development of new product and meeting the changing demands of customers. By doing so, the business will be able to augment its revenue by offering different products from its competitors in the marketplace of the UK.
8. Implementing the cost leadership strategy is recommended to the business which aids in attracting customers through offering quality products in an affordable price range. The implementation of a cost leadership strategy will allow the business to enhance its market size and embrace sustainability. Moreover, it will allow the business to increase its profit margin by minimizing the competition.
9. It is recommended to invest a considerable amount in search engine optimization which will make the business available to the users. It ensures that customers can easily find the

products when the business remains at the top rank. Optimized description and tags help businesses to increase the click-through rate. It also contributes to promoting the enhancement of qualified web traffic and people will get to find the website of Dexiotis through the search of keywords. It indirectly helps in the promotion of the brand.

10. Much attention to analytics is also recommended which helps the business to predict the needs of customers and cater to the needs of customers in the potential marketplace of the UK. Multiple sources need to be managed at first for the filtration of quality datasets that are to be trained and provide quality datasets. It will also help the business in the decision-making process which is further beneficial for the stakeholders as well as for the management.
11. The business much focuses on integrating top-notch technologies such as AI and machine learning. The integration of the cutting edge technologies with the existing security solutions ensures to offer of customized and advanced security solutions to the customers which further contributes to the growth of the business of Dexiotis.
12. A franchising strategy could be other beneficial tactics for the mentioned business to follow. Franchising with the leading security solutions companies such as G4S and Securitas Security Services Ltd. will allow the business to uplift the brand reputation with the help of other established business. This will also help to increase the brand equity of the aforementioned business in the UK marketplace. Dexiois must identify the correct franchising partner before getting involved in the terms. The disclosure documents must be reviewed properly before entering in any terms.
13. Buy 1 get 1 offer is another great way to promote the products in the UK market which can attract the customers' attention easily. If a customer wants to purchase an antivirus, the

business must initially extend the service pack renewal for the next year for free which further will contribute to enhancing the customer loyalty towards the business. This is one of the best strategies to compete with the other security solution business in the UK.

14. Cost-benefit projection is another important aspect for Dexoitis to evaluate in order to penetrate the Uk market. The market penetration strategy must be evaluated by the business before rolling out any promotional offer. Some of the informed decision before putting them into actions can be beneficial for the business in terms of augmenting the revenue growth. Dexiotis must require an expert who can evaluate the costs and the respective benefits long with the implementation of the monetary values.

Conclusion

It can be concluded that formulating a successful marketing strategy is the best way for the business before penetrating the international market. The successful execution of the plan formed plan helps the business to identify the strengths and weakness of the business. The present report has dealt with the marketing strategy of Dexiotis solution which is intending to enter the UK market. The PESTEL and porter's 5 force analysis has been performed in the current study. Apart from that, the marketing strategy of the concerned business has also been presented in an effective manner. The STP analysis has also been conducted which replicates that the business must choose the customers wisely. The marketing plan for the Dexiotis security solution has also been developed in the current stud which will allow the business to identify eh notion of the UK market in a quite effective manner. The place, promotional strategy, place and pricing strategy for the aforementioned organisation has also been evaluated in the present study which the mentioned business may consider before entering the Uk market. The corporate businesses and the individuals must the target audience for this business. Besides, the 4P marketing mix has also been

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presented for the mentioned business. In the last, the anticipated cost and timeframe for fostering the marketing strategy have also been conducted by aligning each element of the marketing strategy with the other two variables. Some of the useful recommendations have also been provided that can be considered by Dexiotis in terms of securing a competitive business advantage in the UK marketplace.

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Reflection

The present study has enabled me to be familiar with the different dimensions of strategic management. Reflection is one of the most important things to be taken into consideration as it allows one to evaluate the strengths and weaknesses. I have also got to know the current physical security market of the UK. I have also come across some of the external environment analysis tools such as PESTEL and Porter's 5 force. Some of the recent market statistics of the UK have also been analysed in the present study which has allowed me to know the physical security market of the UK on an effective note. The STP analysis has allowed me to understand how to place products in a new market by targeting the customers effectively. Besides, I have got a clear idea of how to position a brand in the new market depending on the market competition. From the segmentation, I have understood that a business must divide the potential market into different segments which facilitates the business process run in a smooth way. Targetting is the process of determining the customer group that a business must focus on serving by fulfilling their needs. I have also got to know the emergence of positioning that helps a product to derive an adequate positioning strategy which further contributes to the business growth. The present coursework has contributed to enhancing my skills as I had to meet many people during the coursework. I have also got to improve my writing and searching skills which are further important for my career objectives. Although it is worth mentioning that I encountered major issues during searching the information of Dexiotis solution is it has no presence in the UK market. Moreover, being a small scale company, the information of this organisation is quite less on the internet. Gibbs reflective model is a beneficial tool to be considered in this aspect to evaluate the entire experience of this journey and each factor of this model has been described below.

Description

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I have engaged myself in researching and developing the market plan of the Dexiotis solution that tends to penetrate the UK physical security market. I have been involved in the job role of a consultant in which I was asked to research and analyse the physical security market of the UK and develop a detailed marketing plan for Dexiotis based on the research findings so that Dexiotis can easily capture the momentum of the UK market. Moreover, I was involved in preparing the marketing implementation timeline along with cost estimation. Each and every single point of marketing I have covered in this research so as to come up with better recommendations for Dexiotis in terms of sustaining in the marketplace of the UK. Moreover, extensive research on external environment analysis of the UK market has been done in the present study for the smooth penetration of Dexiotis in the UK market. Moreover, I have also performed the STP analysis so as to recommend Dexiotis some of the better segmentation, positioning and targeting strategies. As per the statement of Dolnicar *et al.* (2018), STP and marketing mix are the two best approaches to consider for any business in order to get a detailed marketing plan at the time of expanding the business in an international and competitive marketplace. I have also involved myself in evaluating the marketing mix strategies for Dexiotis so that the concerned business can secure immense business growth.

Feelings

I feel very lucky to get involved in the current market research process. I have acquired an in-depth knowledge of how to conduct a strategic market analysis and what the inflecting factors to be taken into consideration in this aspect. I really found the study interesting as it helped me to gather revealing information that is highly required to understanding the strategic marketing business plan. I have also gathered quite a lot of experience during the coursework. It has allowed me to develop and implement corporate strategies. It feels really awesome as I was leading the project

therefore a major responsibility on me should carry on. Moreover, I got to know the importance of strategic marketing approaches which has made me quite satisfied as I end up gathering a vast knowledge about the options and areas of strategic marketing.

Evaluation

As per my opinion, marketing research is a much vital thing for any business when it comes to expanding the business in an international and saturated marketplace. In this aspect, I have found that the promotional strategies, pricing strategies, products and place are the four main pillars for setting up a business in international marketing by getting a huge response from the customers' end. I have also learnt the importance of a product differentiation strategy and it helps a business to stand apart from its competitors. The entire research was quite good and I have struggled a lot in evaluating the pricing and differentiation strategy of Dexiotis solution as the competitors are also offering the same products at a competitive price range. Moreover, I have found that the physical security market of the UK has become saturated and a lot of costing is required to set up a new business in the UK market. I have also struggled in recommending the cost estimation to the aforementioned company as I did not have knowledge of advertising and promotional costs in the UK market. However, I was satisfied with the research as I have given my best in gathering relevant information about the marketing strategy of Dexiotis along with the detailed plan.

Analysis

I have found that I got to brush up on my communication skills during the coursework. The improved communication skills are much important for me in terms of obtaining my future objectives. I have also evaluated that the current study has allowed gathering evidence-based information as the study required me to get involved in an immense research process before making any conclusive statement. It is moreover beneficial for my future employability skills. It

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is worth mentioning that the coursework has helped me a lot to choose my career as a marketing consultant. However, I require to focus on the enterprise skills that I lack and understanding the marketing aspects are much required to adopt this skill.

Moreover, I have found that I lack conflict management skills that should better be improved. Moreover, I have been suffering from a lack of decision-making skills and I sometimes get panicked when it comes to making a crucial decision in an emergency moment.

Conclusion

I got a chance to apprehend my strengths and weaknesses and also realized that the strategic marketing plan of Dexiotis security solution was an outstanding choice to know the different dimensions of the marketing approaches. I have also realized that businesses that tend to expand their functionality to international destinations must conduct extensive research on the target country so as to succeed in the operations.

Action plan

Objective	Actions required	Potential outcome	Resources	Contingency plan	Timeframe
To improve my communication skills	<ul style="list-style-type: none">Attend different seminars on effective communication	A strong communication skill will allow me to transfer knowledge with others and share	Storybooks Articles Newspapers	Improving verbal and non-verbal communication	3 months

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	<ul style="list-style-type: none"> • Practice with team members • Practice active listening • Participate in public speaking • Asking people to provide feedback 	<p>information in a much accurate manner.</p>			
<p>To improve decision-making skills</p>	<ul style="list-style-type: none"> • Participate in different workshops • Identify risks and find a way to solve them with an ease 	<p>An improved decision making skill will allow me to make an informed decision which further contributes to the</p>	<ul style="list-style-type: none"> • Learn from mistakes • Observation • Talking with people 	<p>Improving time management skill</p>	<p>5 months</p>

	<ul style="list-style-type: none"> To be much focused on the solution rather than sticking to the problem 	<p>improvement of my leadership skill. Critical thinking skill is beneficial for my career as it will allow me to ascertain the problem and find the best solution to mitigate it.</p>			
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Table 3: Action plan

(Source: Developed by author)

SWOT analysis

<p style="text-align: center;">Strength</p> <ul style="list-style-type: none"> Strong interpersonal skill Effective leadership skill Adaptability 	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> Better opportunities for employability Become a senior consultant
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Weakness	Threats
<ul style="list-style-type: none"> • Poor communication skill • Weak decision making skill • Lack of technical skills 	<ul style="list-style-type: none"> • Market changes rapidly • Strong competition from the people who have the same qualification • Students with advanced technical knowledge can replace me easily.

Table 4: Personal SWOT analysis

(Source: Developed by author)

Analysis:

The above table indicates my SWOT analysis. Strong interpersonal and effective leadership traits are my core strengths. Moreover, I can adapt to any situation. It is beneficial for the career objectives and will allow me to secure a good job in the future. Moreover, I have gathered enough knowledge on how to conduct market research which further allows me to become a senior consultant in a company but I need to brush up on the developed skills. However, I lack communication and technical skills which disallow me to compete with other students in the market as the demands of technology is seen to be rising rapidly. Moreover, the market is changing rapidly and companies seek to hire a candidate who has different sets of expertise. In this context, I can face a strong challenge from the other students if I don't work on improving my communication, decision making and technical skills.

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