

Marketing Plan for Bupa Emergency and Acute Medical (BEAM) Units

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Marketing Plan for Bupa Emergency and Acute Medical (BEAM) Units

Introduction

Bupa, a healthcare provider, headquartered in the UK provides services across the globe in more than 180 countries. Bupa is looking for new ways to expand in a challenging and competitive market. The newest avenue for potential investment is in small acute medical units (AMU) located in London, Birmingham, Manchester, Cambridge and Leeds city centres. This BEAM (Bupa Emergency and Acute Medical) units would be staffed with a core team of medical professionals to mimic NHS AMU and A&E (Accident and Emergency) offerings at a premium price for registered customers. The head of marketing has asked to prepare an informal report explaining how the company would market this innovation considering both personal and business customers. In this regard, this particular paper is inclined to design certain strategies that helped the organisation for marketing setting up a position within the competitive healthcare industry.

Marketing Environment and Planning Process

This section refers to explain the major marketing tactics required for the Bupa Healthcare providers by highlighting the macro and microenvironment of that particular organisation.

Components of Marketing Plan

Bupa healthcare providers are inclining towards the expansion of their business in the London, Birmingham, Manchester, Cambridge and Leeds city centres by investing in the small and acute medical units. In this regard, the marketing tactics needed to be designed in a keen way so that major components cannot be left unconsidered. It has been seen from the study of Terpstra, Foley and Sarathy (2012) that for a marketing plan there exist a number of components, in which assessment of the internal and external business environment stand crucial. The internal and external environment can be evaluated with the help of analysing the micro and macro environment through SWOT and PESTLE, respectively. While assessing the marketing planning process, it has been found that mainly the process comprised of seven core components. These components helped the organisations to attain a competitive position within the market and to meet the organisational goals and objectives as well. The main components include market research, target market, positioning, competitive analysis, market strategy, budget and metrics. These seven components worked substantially for setting up a new business or for the expansion.

Moreover, the market orientation also holds a significant position for the process of a marketing plan that assists the leaders in expansion. It has been seen from the study conducted by Kumar et al. (2011) that market orientation is basically an aspect of decision making in regards to marketing trends and behaviour of the customers. This aspect has gained drastic importance while planning the marketing process, as decision making is one of the major facets of making certain decisions for the attainment of organisational goals. In this way, it can be depicted that for Bupa to expand the business with the investment in BEAM, market orientation should play a key role. Apt market orientation helped the company for designing major strategies so as to achieve the organisational goals in an effective way. The application of market orientation in any business can be defined as the assessment of the needs and requirement of the customers. While in the case of Bupa must prioritise the customer's needs in regards to managing healthcare. In this way, the business should grow with the fastest pace and hence worked tremendously for the attainment of organisational benefits and also met the performance criteria as per the objectives of the organisation.

PESTEL Analysis

This particular analysis is based on the evaluation of the industry where the business is currently running. Here, the keen analysis of the healthcare industry of the UK has been done as per the following aspects:

Political

This aspect refers to the policies and political situation of the country where the business needs to be expanded. BEAM is about to expand in different states of the UK and due to the reason, the political instances affects the selection of place for the expansion directly. It has been seen that the political situation of the country can directly impact the activities taken place by the NHS. Due to the reason, the operations needed to be taken by the BEAM for expansion should also get impacted. This is the case because the firm has decided to adopt the capabilities and amenities followed by the NHS through mimicking their actions. It was found that the regulations set by the Government of UK failed to go “hand-in-hand,” which has been observed by the aftermath situations of the 2010’s elections in the UK. Also, it has been found that funding done by the government for any sort of treatments supported the healthcare organisation but the rates were not being synchronised timely with the original cost of the healthcare units.

Economic

It is a noticeable fact that the economic condition of the country impacted any sort of business more potentially and helped the business either to grow or to diminish. Every organisation is strictly bounded due to the economic and financial condition of the country. In the case of BEAM, the division of the economy for the healthcare sector worked substantially for the entire business. It has been seen that the economic condition of the UK is perfectly fine as the economy is boosting by time due to raising finances. Moreover, the funding provided by the government worked crucially for setting up the business and in the UK, government officials are supporting the healthcare sectors. In this way, the BEAM units can be best benefitted by expanding the business in the UK.

Social

It has been seen particularly in the UK that most of the people want a healthcare unit that is nearby to them and cost effective as well. Moreover, one of the social issues founded within the UK is the ageing population and due to the reason, they require more healthcare services and keen support to manage their health condition in an effective way. Hence, it has been assessed that the BEAM units must focus on providing opportunities to the aged people in order to maintain their health. They are required to set up such services which can resolve the younger and aged people’s health issues.

Technological

This is one of the most important factors for all companies around the globe. Technology serves as a key driver to gain a competitive edge in the market. The use of technology results in the better production of the goods. The UK has always emphasised on the usage of the latest technology for their companies. The organisation always tends to adopt new and innovative procedures to make improvements in their products. The innovation is said to be the key to making a successful position in the market and it can only be possible with the use of latest technology. The companies always observe the usage of technology in the healthcare industries around the globe. One more advantage gained by the use of technology is the increment in the efficiency of the procedures. The increased efficiency allows the industry to speed up the process of productivity without compromising the quality.

Environmental

The climatic conditions of the country affect the popularity of the products. Since Bupa is a healthcare company, it has to be conscious of the apt medical services it provides in different regions of the UK. This can be explained in such a way that the services must be provided in accordance with the health condition of the people living in the selected states of the UK. Another significant issue highlighted by the company is environmental sustainability. Every company is trying to put a green mark on their operations. It creates a positive perception in the minds of customers. BEAM units also emphasise on the sustainability of the environment and for that reason, it has created a zero wastage strategy by disposing of the used medical equipment in a proper and sustainable way.

Legal

It has been stated that the company will operate on the grounds of the UK but slowly it will penetrate in the foreign markets. Given that the company will operate on a global scale, it will have to comply with international and domestic policies and laws. The most common laws include discrimination law, labour law, occupation law, health law etc. The company has to make sure that it is complying with all the laws and also following the policies made by the Government. However, the laws made by any country affects the productivity of the company and it also has an impact on the cost incurred in the manufacturing process. Companies try to operate by following all the laws or else they can get into trouble

Competitor Analysis

It is an obvious fact that within the UK, there exist a number of healthcare providers that have been possessed by leading position within the healthcare industry. National Healthcare Service acted as one of the major rivals that are competing with the Bupa healthcare service providing company. The services provided by the NHS acted firmly for the substitute of the services offered by the BEAM Units. In order to compete with them, the units were supposed to design certain strategies which can attract the patients either in the form of quality or price.

Outlining the 7Ps of Marketing Mix

A strategic tool used to identify significant factors of attaining distinction in the market are known as the marketing mix. A marketing mix is comprised of four factors, product, price, place, and promotion of 4 P's (Alipour, Ghanbari and Moniri, 2011). However, as time passes, these marketing mix has been diversified by adding 3 more aspects and transforming from 4Ps to 7Ps. In order to achieve a competitive advantage within the market and to reach the marketing objectives BEAM unit has to incorporate all the 7Ps of the marketing mix. The seven Ps are "Product, place, price, promotion, people, physical evidence, and process."

STP Model

Segmentation

Psychographic Segmentation

Psychographic segmentation is based on the lifestyle of people, the way of living, and their opinions regarding a random object (Goyat, 2011). It actually focuses on the buying behaviour of consumers by analysing various influencing factors that ended up to the decision to buy a particular product. The psychological aspects of human behaviour have been assessed accordingly by keeping in mind the way of living and the demands of customers. This segment of the market can be further divided into 5 major aspects which helped in the analysis of one's expectation regarding a certain object. Those factors include lifestyle, class, personal opinions, values, and personality. Since the healthcare service has to be expanded in the market, therefore,

it is required to assess all the traits of the psychographic segment for a successful expansion. Everyone has their own way of living and the unlike issues of health as per the age and hygiene. The choices of both categories have possessed by a different way of dressing. BEAM units are mainly focused on capturing the needs of younger people and old aged persons as well. Hence, the brand must fulfil the needs of people belonging to different lifestyles.

Demographic Segmentation

It is another segment of the market where the choices are made on the basis of age, gender, income, religion, and nationality. Demographic is that particular segment of the market which is widely used by international markets. Here in the demographic segment, the price of a product holds much importance because customers are being targeted in accordance with their income, occupation, and family size. The BEAM units decided to be expanded is being selected for all the people of every age group as it offers to healthcare services from newborn to the old aged people. Moreover, it has been declared that the factor of the price must be taken into consideration by providing quality services at affordable prices. This segment of marketing has been targeted by BEAM units by initiating the idea of including healthcare opportunities for people of all ages.

Behavioural Segmentation

It divides the market by means of consumers' buying behaviour and the process of decision making as per their behavioural needs (Wells et al., 2010). It bears similar properties as of psychographic segmentation; here only human behaviour towards a particular product has been assessed. On the other hand, psychographic segmentation deals with the decision-making procedure of consumers. The behaviour of a customer depends on current situation faced by them, for example, the choice of healthcare facility should be totally different during a severe health issue as compared with a minor headache or body ache. To capture the behavioural segment of the market, the BEAM units are inclined on managing the severe health issues aptly for the critical conditions by providing extra services to the people.

Geographic Segmentation

This part of the market is based on the geographical issues, the area or surroundings where customers actually live in. Geography is one of the major factors that work in altering the buying decision of a consumer, for example, if a person lives in a cold area then he/she must have greater issues of getting ill. The geographical location worked substantially for setting up the business, BEAM units are required to be expanded in that particular area where people actually need healthcare services. BEAM units have decided to follow up their expansion particularly in the UK and the climate of the UK was found variable. Due to the variable geographical factor, the company is focused to provide healthcare services in those areas where the weather goes against the health condition.

Targeting

Basically, it is the base of a marketing plan that acquires the usefulness of selecting appropriate market. After finishing up the first step of STP by defining different segments of the market it is now required to target the customers. Targeting is another main aspect of the successful launch of a new product, most companies failed to target customers that leads the organisation to face a huge loss. In order to target the market, it is necessary to assess the pros and cons of adopting a particular targeting strategy. Aforementioned segments keenly explained the factors which possess a direct impact on the consumers. Targeting a market involves a specific group of consumers which best suited the properties of a certain product to be launched. This can be explained by assessing the segment selected by the BEAM units. It was found that

the demographic and geographic segment has been adopted by the firm, therefore, the target market should meet the competencies set by the Bupa Company. For targeting the customers of the selected segment, the cost strategy worked well through providing cost-effective healthcare services, BEAM units can meet the organisational objectives more keenly. Moreover, the quality of the medical equipment needed to be considered on priority so as to attain a competitive advantage.

Positioning

Positioning is the finest step of marketing strategy as it comprised of several tactics set by the company to attain a competitive advantage within the market (Tudor and Negricea, 2012). A company can position the product by means of two distinct approaches, price-quality and product-user. Basically, it is an image or identity of a brand that has to be designed in such a way that it can conquer the attention of consumers. Moreover, it can also be defined as the properties being possessed by a particular brand that can make the brand unique from the rest of the products present in the market. For example, if a product is of high quality and does not compromise on the usage of superior materials, but the price of a particular product is much higher than substitutes then it may work either negatively or positively. Usage of excellent quality materials might capture that particular group of people who are inclined to go for quality products instead of reasonable prices. A similar approach has been adopted by the BEAM units because no one needs any kind of mishandling in healthcare issues.

Marketing Mix Analysis

Marketing Mix	Bupa Healthcare Company
Product	The medical products needed to be designed in such a way that it should attract patients in the fulfilment of their needs. The competitive position can be gained by the BEAM by providing quality services at reasonable prices.
Place	The place considered for the BEAM units are those states where the ratio of bad health are high and the healthcare service providers are low. In this way, the company can raise revenue in a steady way.
Price	The prices should be market competent so as to compete with rivals in a wise way. The quality should not be compromised but the prices must be lower than the giant competitors like NHS.
Promotion	The promotional strategies should be used though using pamphlets and social media marketing. This way is selected to save the cost of promotional activities and utilise that cost in the enhancement of quality service.
People	The staff needs to be trained and expert in medical services so as to provide keen support

	to the patients. In this way, patients' satisfaction founded to be raised as well.
Physical Evidence	The communication channel worked substantially for the attainment of competitive advantage.
Process	The patients needed to be prioritised in order to raise revenues.

Conclusion

This particular paper is based on the planning of the marketing process for the BEAM (Bupa Emergency and Acute Medical) units to be expanded in the London, Birmingham, Manchester, Cambridge and Leeds city centres. It has been found from the analysis that there exist a number of healthcare providers that have been possessed by leading position within the healthcare industry. National Healthcare Service acted as one of the major rivals that are competing with the Bupa healthcare service providing company. The demographic and geographic segment has been selected by the service provider.

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