

**Market Development and Digitalization Strategy amidst  
Covid-19 for the event management industry– A case on  
Twin city Catering and Event Management**



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**Fall 2021**

## **Acknowledgement**

Our most humble thanks go to Almighty Allah for bestowing His blessing on us, giving us a brain to think, a hand to write, a tongue to speak, eyes to see, ears to hear and guiding, helping us through His own ways and making light in our minds when we felt darkness, and most of all giving us this beautiful life. We would like to thank our supervisor, Mr. Adil Hashmi for the knowledge he has delivered, which enabled us to prepare this report, also the valuable advice and support he has given us for the inscription of this report. We are really grateful and thankful to Bahria University for providing us platform to showcase our skills and developing this report and essentially to our chosen organization Twin city Catering and Event Management.

## **Abstract**

This project aims to create a marketing plan focused on the modern digitalization tools and techniques with reference to social media. In this era, the race of competition is very fast to survive due to weak social media presence, low product differentiation and poor market development strategies. It is of essential for companies to work on social media presence thus brand awareness among the customers for obtaining competitive advantage and maintaining a strong position in the market. Twin City Catering and Event Management is a small private company which is operating in F-11 Markaz Islamabad, Pakistan since 2012. When this company was relying on traditional ways of marketing it was a success story but since the advent of social media and due to the coronavirus pandemic, the company is unable to grab the full attention of customers in twin cities Rawalpindi and Islamabad due to lack of market development strategy and customer awareness. Twin City Catering and Event Management lags in the adequate marketing campaign in comparison to its competitors. The purpose of this study was to evaluate reasons of failure and how improving brand image can do wonders. Moreover, for evaluating the effectiveness and efficiency of the current marketing campaign of the company, a number of models are used such as Porter's five forces, SWOT. This analysis helped in gaining a significant overview of the strengths, weaknesses, opportunities and threats which the company is obtaining from the existing campaign. For designing the suitable marketing strategies and Porter's five model was implemented on the Twin City for evaluating the current trends of the market. On the basis of this analysis significant marketing campaign is suggested which includes promotion plan, strong social media presence, mobile marketing, idea of an app, transit and traditional methods of advertisement plan. This plan can help the company in improving market development and being on digital platforms thus customer awareness and brand image which in turn enhance the sales. The firm is planning to work on the proposed strategies as soon as possible. Based on our research, we proposed social media applications and digital marketing strategies to encounter the rapid global digitalization of almost all types of mediums as they are now going virtual since almost all brands have decided to make use of virtualization.

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# CHAPTER 1: INTRODUCTION

## 1.1 Overview

The primary purpose of this study is to present the overview of the event management industry on which the research has been done. The purpose of choosing this study is to identify the contemporary problem the event management industry is facing and especially our company itself. The light has been shed over industry's background and company's introduction. Covid-19 and its impact on the event management industry has been studied in detail as well.

Advertisement or the marketing are one of the very significant factors that influence the organizations goals, sales volume, and market reputation. Normally, we classify the ways of marketing under two headings, the traditional marketing and the digital marketing. Decades back, traditional marketing was the most practicing way that was used by the marketers. Traditional marketing was used by the different modes such as mail, telephones, broadcast, and the print advertisement. Companies were using these platforms to market their products or services. With the advancement of technology and after the advent of pandemic, the use of smart phones is changing the necessities and desires of the people. Now, people are comfortable in using their smart phones and prefer doing each and everything via mobile phones interface. Therefore, the trend of digital marketing anchored the market in no time. Marketers after understanding the mindset of the customers are rapidly switching into the digital marketing or using both in their marketing strategy. Moreover, digital marketing turned out to be most used because of having the capability of micro segmentation and a cheaper way as compared to the traditional marketing saving bucks. Further, digital marketing is defined as the process market their products or services by utilizing all the platforms in electronic media such as Face book, Instagram, YouTube, E-WOM, Twitter, etc. It also plays very good role for the small-scale business.

Digital marketing is not only about the social media platforms, there are several other platforms that fall in the categories of digital marketing such as Google ads. These platforms provide the two ways of communication to its audience and provide the direct way to interact with its audiences. On the other hand, traditional marketing is providing the one-way communication only.

Social media provides numerous advantages to the marketers such as building up brand awareness, brand reputation, cost effectiveness, boosting website traffic, evaluation of outcome as well. This provides the chance to the marketers to understand the needs and the nature of their target audience and make their marketing strategy accordingly which is why it is very significant to explore this area especially for the low scale businesses or the start-ups. The detailed study on this area provides the solution of the marketing strategy to the many start-ups and low scale businesses such as Twin city Catering and Event Management. Due to the increase in status-conscious consumers' demand, event planning and management business is booming in the major cities of Pakistan offering the lucrative packages, as modern citizens tend to go out more often, throw huge birthday and farewell parties, bridal and baby showers and so on.

## **1.2 Industry Background**

Nowadays, event management industry is one of the growing industries in Pakistan and surprisingly we are seeing a number of new businesses entering in the market.

People are moving towards to hire the event planner rather than arranging nitty-gritty of event by themselves. Due to this busy lifestyle in which people are running in the race of making their future. They don't have time to think about the whole event and make struggle to arrange all the things. Therefore, they choose to hire the event planner that can easily arrange the event as per their requirements. That is the reason event management companies are trying to utilize the social media to reach their target audience because it is comparatively cheap and companies can easily reach to their target audience. The size of events industry was valued at \$1,135.4 billion in 2019 and is expected to reach \$1,552.9 billion by 2028, registering a CAGR of 11.2% from 2021 to 2028. The initial stage of a major event involves understanding the audience and their behavior that excites and emotionally engages them.

**Source:**

**The**

**news.pk**

The proportion of 60% of the events management companies are targeting their audience through social media, rest of the companies are working on it. The study has proposed that when more and more competitors start entering the market there is a higher chance of the competition. Higher the competitors, stronger the competition. Further, the advancement in the technology provides the opportunity to overcome the barriers in competing with the competitors. Many of the low scale businesses are taking advantage and spending bucks over the digital marketing because the affordance of the traditional media is too far from the reach of the low scale businesses where digital marketing provides the chance to market their product or services in a big platform. People choose to browse the digital platforms, communicate with them and select the event management team as per their customizable requirements. This has become possible by sitting at home's comfy couches or while doing their work as well. Therefore, event management companies are trying to leverage the social media platforms as much as they can to enhance their reach to the target audience. It comes as no surprise that while scrolling the social media sites we are bombarded with the number of advertisements as per our interest. The things the social media shows us are directly or indirectly related to our location. In this digital marketing strategy artificial intelligence and geo mapping are also playing a very important role. When people talk, discuss, or search about specific products or services. The AI helps the brands or businesses to show the related products to the people who have interest in it. Therefore, event management industry is one of the growing industries that are utilizing social media very frequently. There are the firms that can work as per the client's budget and the requirements. These days it's not just the rich class but upper middle class is also the target market. Hence, it's of utmost significance that the marketers develop their marketing strategy in very strategic manner. The study is conducting the research on the Twin City Catering and Event Management to test their marketing development strategy.

**Source:**

**The**

**news.pk**

A brief glimpse on how event management revolutionized: The most primitive recorded events and gatherings purpose was to promote happiness, peace and friendship between tribes and clans, and the first known event planner was Cleopatra. She even went to one meeting by drifting down the Nile River on a boat filled with candles and perfume in order to impress Mark Anthony. Nevertheless, Cleopatra's events would not have been possible without her servants and free labor.

Later, the industrialization provided a stronger base for economy by generating business growth, and it ultimately became important for people to set up meetings and events in order to collaborate and grow their businesses. People were making more money, which meant that they could spend more on hosting events. Gradually, new modes of transportation such as trains have let a possible manner for people to commute to and from events, all in a timely manner.

There is an increased level of interest from teachers, analysts and governments in understanding the effect and tradition of celebrations and occasions to Australian financial, social and public activity. As the business world develops, tertiary instruction is getting progressively engaged with furnishing rookies to the business with the essential abilities to guarantee the proceeding with development and achievement of the occasion proficient and the business in general. Conventional promoting is utilized by a variety of modes like mail, phones, broadcast, and the print commercial. Organizations were utilizing these stages to advertise their items or administrations. Further, the organizations spent a lot of sums to publicize their items or administrations. However, as the modernism and innovation is anchoring its roots, the use of cell phones is changing the dynamics in terms of necessities and wants of individuals. Presently, the use of smart phones has become as common as individuals hardly prefer using any traditional ways out other than phones. In this manner, the pattern of advanced showcasing has shown up. Post pandemic, advertisers are following the mentality of the clients are quickly adapting to the computerized promoting or utilizing both in their showcasing methodology. Also, advanced



advertising is path less expensive when contrasted with the customary promoting and has significant impact on the associations. Further, computerized advertising is characterized as the cycle market their items or administrations by using every one of the stages in electronic media like Face book, Instagram, YouTube, E-WOM, Twitter, and so on It additionally assumes awesome part for the limited scale business.

### **1.3 Company's Background**

Twin City Catering and Event Management covers only Islamabad and Rawalpindi region and suburbs to provide its services. They offer their services from birthdays to weddings and corporate functions, and they are also into customized services both indoor and outdoor at fixed venues as well as private venues. Their primary expertise is into food and catering, event decor, stage decor, event lights, sound, concert sound, dj, floor planning, floral décor, truss, marquee, open air functions, in-house event decor, artist arrangements, and travel and tourism for event purposes, and much more. According to them, they are well known to be the best event planners and the best caterers in Islamabad. They have the merchandise and facilities to handle an event up to three thousand persons. Currently they have the manpower of fifty employees. The startup came into being ten years back, started in around 2012. Currently their social media presence is very low and struggling with it among competitors resulting in decline of bookings and thus revenue. Its office is located in F-11/ Markaz. There is a high need to seek consultancy of experienced marketers in order to survive with the operations especially post covid circumstances.

#### **1.4.1 Mission**

To provide innovative, professional and quality event management services to every client, making their imaginative events our mission.

#### **1.4.2 Vision**

We are committed to achieve new standards of excellence by helping our customers fulfill their dreams, in the most effective and efficient way possible.

#### **1.4.3 Tagline : Dynamic, Imaginative & Elegant Events**

## **1.5 Purpose of Study**

The purpose of this project is to explore the market development strategies and establish a strong presence on social media thus enhancement of brand image and awareness of Twin City Catering and Event Management in the twin cities of Pakistan, Islamabad and Rawalpindi.

The aim is to find out the answer to the query that how the current marketing strategies of Twin City Catering and Event Management can be optimized to enhance and establish its position in market. The reports are based on specific marketing theories to provide an insight of a social media and market development strategy in highly competitive and altering business environment. This report however essentially can help the team of Twin City Catering and Event Management to evaluate and analyze its current operation and activities regarding promotion but it also provide suggestions as well for the future development of any company through well planned

marketing acting enhancement.

It is known fact that the final and most fruitful outcome of operating an efficient strategic plan in terms of marketing is the new magic of social media and superior value is generated for the customers and consequently company gains immense profits with few click at home. On top of that, when the strategic plans and market environment are analyzed for a company then an overview is gained regarding the strengths and weaknesses of the company and as a result better marketing campaigns can be planned. However, the accomplishment of this purpose requires in depth calculations and thorough evaluations based on the current scenario of the company on the time when the strategies and plans are being implemented.

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## **1.6 Goal of Study**

The desired goal resulting from this project is to find out the how to go about with market development strategies and use of social media. Also to explore the strategies that company is following currently and how they can be improved to enhance the brand image and awareness in the target market.

The first goal or objective of the current study is to calculate the efficiency and effectiveness of Twin City Catering and Event Management's marketing strategies by reviewing them through marketing analysis such as SWOT and Porter's five forces.. By doing this an overview is gained regarding the strengths, weaknesses, opportunities and threats of Twin City Catering and Event Management's marketing campaigns. Simultaneously another goal is achieved by gaining information from relevant books and articles that could provide effective knowledge regarding trends of event management industry trends in Islamabad and Rawalpindi region.

## **1.7 Statement of Scope**

The scope of the current project is to plan and project effective Sales Promotion activities, Market development strategies and building strong social media presence for Twin City Catering in twin cities Islamabad and Rawalpindi. Also, to enhance the overall brand image in eyes and minds of customers through promotional plans, social media marketing, mobile marketing, Customized App, Transit Advertisement, print media, roadside promotions and other resourceful campaigns.

## **Objectives**

- Q1.** What are the factors that affect marketing strategy developing process at Twin city catering and Event management?
- Q2.** What is the relationship between these factors and Market strategy of Twin city catering and events management?
- Q3.** What is the marketing strategy development process of Twin city catering and events management?

## **1.8 SMART Objectives**

**Specific:** The 5 W's of the project (who, what, when, where, and why) clearly specify the objectives of project.

**Who:** The objective of this project is to switch from traditional ways of marketing to latest methods, that is social media and enhance brand awareness of Twin City Catering and Event Management in Islamabad and Rawalpindi, Pakistan paint market.

**What and why:** The project will help in improving the strategies to increase sales and promotional campaigns of Twin City Catering and Event Management and hassle free decisions while planning your dreamy imaginative and elegant events by utilizing various marketing tools such as Face book, Instagram, YouTube, twitter, Vlogs etc

**When and where:** The Nippon paint will launch its promotional campaign on social media to enhance its brand image in Pakistani Event industry.

**Measure:** Measures considered determining whether the objectives of the project are met and visibility of brand on social media has been polished and promotional tools in the target area increase in brand awareness in customers which eventually results into increased sales of Twin City Catering and Event Management.

**Achievable:** The brand name of Twin City will be promoted in twin cities of Pakistan. Maximum social media presence will be enhanced. To some extent, Print and electronic media will be utilized to enhance the brand awareness and brand image as well. The company and employees are agreed upon the objectives of the project and are ready to put maximum effort in collaboration with marketing team which is proficient and experienced in their line of work. The team looks forward to capture parties thus sales by improving their brand image and awareness through social media.

**Realistic:** The objectives of the project completely align with the company goal that is to increase sales and promotion in Islamabad's competitive market. Once its roots are anchored in Islamabad, more branches can be established by extending its wings in other metropolitan cities like, Lahore, Karachi, Multan and Faisalabad. The objectives are also realistic enough to be achieved by mutual efforts of employees and management.

**Time-bond:** The results are expected to be gained within one to two quarters of launching the planned project in market.

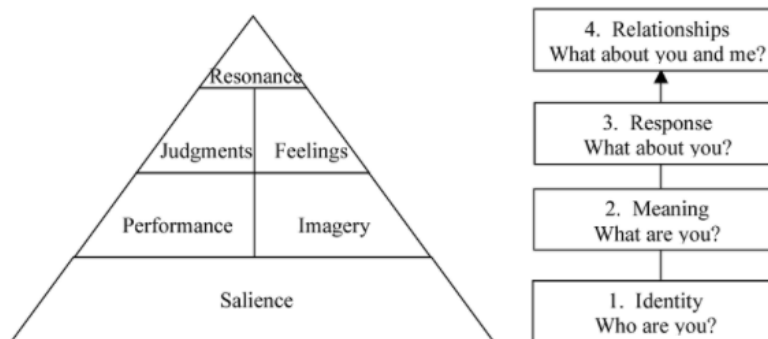
## CHAPTER 2: PROBLEM DEFINITION AND REQUIREMENT ANALYSIS

**2.1 Problem Definition:** The problems currently being experienced by Twin city catering and event management can be classified into two main headings. At first we have the novel coronavirus pandemic which has become a global phenomenon. The second problem identified is the lack of online presence for the firm which has resulted in degraded event and catering services as a whole. It may be stated that that both these problems are co-related with each other since the rise in covid cases have shifted operational trends to be more digitalized. These

**2.2 Requirement Analysis:** To counter the problem statement; we shall use the four main theoretical techniques which were studied previously in our marketing courses.

1. CBEE model
2. SWOT analysis
3. PEST analysis
4. Porter's 5 forces model.

### 2.2.1 CBEE Model



Source: batheories.com

Kevin Lane Keller was the first to advance the model of Customer Based Brand Equity (CBBE). The model is planned as a pyramid kind of how the hierarch of needs was with unexpected arrangement of activity steps toward effectively accomplishing the organization's goal. The means of CBBE pyramid or model are as follows:

## **Saliency**

### **Brand**

#### **Awareness**

This level alludes to the wide consciousness of a brand. In elaboration it's the capacity of a client to review a brand and perceive among others in the market by partner with the logo, name and image of the brand. Brand mindfulness in clients can be worked in two portions. First is animating memorability and the other is brand review. Twin city catering can invigorate memorability through powerful promoting efforts like publicizing its logo and posts/ thumbnails on YouTube and Instagram dispersing its message and brand information by posting announcements on social media and perhaps making its leaflets accessible in papers with a solid sign or maxim that individual can perceive its items and subtleties by seeing even the bundle.

Twin city catering may frame this relationship from working on a client's own encounters or through viable promoting mostly through online media by carrying out the wellspring of EWOM (informal). The consummation of these goals prompts the second level of pyramid.

## **Brand Meaning**

### **Brand Performance (coherent course)**

The quality and execution of services are the center components of brand value, since this fundamentally impacts the customers own insight, informal, and organization's promotion and showcasing content. Along these lines Twin city catering need to guarantee that their services are living up to clients' assumptions to assemble client dependability. Brand execution is straightforwardly connected to the item includes that different it from different brands. Clients measure item execution through 3 pointers: Reliability that actions consistency of brand execution, Durability that demonstrates the normal existence of the item, and usefulness that characterizes the advantages a client is getting from the organization, for example, simplicity of

fixing or supplanting the item whenever required.

### **Brand Imagery (enthusiastic course)**

It is second important for brand significance on the left half of CBBE pyramid implies the feelings some portion of brand meaning. It vigorously relies upon crucial properties of an item, for example, how well a brand meets the mental or social necessities of a client. Symbolism likewise demonstrates a brand's more insignificant imminent consequently a client construct a symbolism affiliations straightforwardly in the wake of utilizing the brand actually, through promotion or verbal. The Intangible brand symbolism can be estimated by: client profiles as far as history, character, legacy and encounters; and circumstances of procurement, for example, socioeconomics and demographics factors for Twin city catering.

### **Brand Responses**

#### **Brand Judgments**

This third degree of the CBBE model is additionally separated in two pieces of sensible and enthusiastic courses, judgment being the intelligent way. Brand decisions allude to private beliefs of clients as far as brand assessment which are shaped by clients when they set up all the brand affiliation with respect to various brand symbolisms and exhibitions. A Customer makes four sort of decisions more often than not that are Brand quality showed by the advantages of items, still up in the air by the standing and execution of organization behind the brand, Brand thought when clients think about the brand while settling on buy choices and Brand prevalence when clients considers the brand to be preferable over the others in market.



### **Brand Feelings (the emotional course)**

This stands on the second level of the CBBE pyramid and alludes to the passionate reactions of clients towards a brand. The feelings reactions incited by a brand are made when a client consumes or utilize an item. There are 6 sorts of sentiments that can result into brand building: Warmth when a brand gives feeling of quiet and fulfillment to the buyer, Fun when a brand entertains and bring happiness to the client making the person in question carefree and merry, Excitement when a brand invigorates a client making them feeling extraordinary, Security when the brand gives a feeling of solace and confidence, Social endorsement when the client feels that the individual is as a rule well looked by others in group of friends and last is Self-regard when the client feels achievement.

### **Brand Resonance**

The last degree of CBBE model spotlights on possible connection among client and the brand alongside the degree of brand distinguishing proof in eyes of buyer. Reverberation can be portrayed by assessing the force of relationship, mental obligation of client with brand and clients commitment with brand coming about because of this unwaveringness. On the foundations of these actions, brand reverberation can be arranged in 4 portions: Behavior dependability which is assessed by rehashed buy or buy expectation of the client; Attitudinal connection where client doesn't just have an uplifting outlook or perspective with regards to the brand yet the individual view it as a unique component of way of life, Sense of local area when clients have the sense alliance with individuals and articles that are related with a brand, Active commitment which happens when brand reliability is happened and afterward clients are locked in with brand as far as ability to invest energy, cash and exertion on the brand itself.

### 2.2.2 SWOT Analysis

**Strengths:** Let us now take a look at the strengths of Twin city catering and event management. At first, I strongly feel that their location in Islamabad is one of the biggest contributing factor to the level of their potential growth in this city. They are located in F-11 and would certainly have orders from the elites of this area of the capital where birthday parties, weddings are always very common. E-11 is the opposite sector to F-11 and it is very famous for wedding marquees on an almost weekly basis so the completion is tough but the demand for such planners is always present.

**Weaknesses:** Twin city catering has only the basic social media accounts with only a few posts and is not being marketed to its potential level. They lack an effective team or digital media managers with experience to take them to the next level which they are so very capable of reaching given the nature of their service and ceteris paribus. (All other things staying equal) They need to switch over to tik toks and snapchat and every form of media possible with experienced managers to oversee projects such as weddings and birthdays. Also, we had a word with Mr. Nouman and he mentioned that he has only 2 sub workers for the twin city catering and most of the job is done by himself whereas this may take more men specially if they need to cater large events thus less employees.

**Opportunities:** Just as the whole world has switched to digital means during the pandemic, Twin city catering do have the opportunity to begin working from home and consult clients via video conferencing methods such as zoom, Microsoft teams, google hangouts and adapt to the new conditions. Also, give the partial lock downs, they can come up with at home birthday parties for a limited number of guests and ensure protocol and SOP adherence regarding the virus which might boost their existing goodwill and customers will have a good impression of them with regards to cleanliness and professionalism. That being said, they could engage in corporate social responsibility at local events and perhaps do something that is not related to their field directly of services like participate in a local family festival and / or support a cause in collaboration with other brands such as breast cancer awareness or a cleanliness campaign.

**Threats:** Covid-19. It can be said that the biggest threat for this company is of the novel coronavirus pandemic which has halted major company's operations and one of the most affected were event management companies themselves since they involve a service which involves getting people together whereas social distancing needs to be practiced as per the laws of the central and local governments. Apart from covid, they have plenty of competition which were discussed earlier (Existing event management companies in Pakistan)

### **2.2.3 PEST analysis**

**Political:** At the moment, the political scenario of Pakistan is difficult and unstable especially with the pandemic which has simultaneously lead to increased prices of basic commodities. These are indeed difficult times due to which the market speculators could predict another recession 2 years later when the pandemic struck at its peak. So, deployment of strategies for twin city catering right now could not be the best. It all depends on the covid case count taking into account the service they provide.

**Economic:** As per the new government policy, they have focused on more exports for the nation in trying to stabilize their trade deficit. They have been successful at it compared to the last governments but global inflation means twin city catering could not make hefty profits mainly because there is less buying power of individuals.

**Social:** These factors relate to society and their mindset at present. Although people in Pakistan specially Islamabad and major cities would always look to have major events organized by specialists, the prevailing covid situation is going to prevent them specially because of the fact that people barely follow SOP's and the govt is lenient.

**Technological:** Unless they digitalize their strategy, they are not in luck for market development. The concept of adapt or perish comes into play. Also, this is a service firm and not a product oriented firm hence the Environmental and Legal factors are excluded.

## 2.2.4 Porter's 5 forces Model



Source: [business-to-you.com](http://business-to-you.com)

As part of the porters 5 force model, the focus is made upon plenty of factors including the entry and exit of rivals along with the bargaining power.

### **Threat of new entrants**

Given the complex situation of the market these days, it is hard to enter the market ‘officially’ because of the pandemic. The services these firms provide depends on the number of covid cases and government laws.

### **Bargaining power of buyers**

Islamabad does have a few other event planners as well and given that it has E-11 as a hub of marquees, Buyers have plenty of power.

### **Bargaining power of suppliers**

We think given the prevailing pandemic situation, suppliers are in not in a major position to bargain.

### **Threat of substitute product**

We are talking in terms of services provided by event planners. Innovation plays a key role here for this industry.

### **Rivalry among existing firms**

All of the above factors contribute to the rivalry among existing firms. Twin city catering was positioned well pre pandemic but now things are not so in their favor in terms of supplier power or the entire industry as a whole.

## **Requirement of Market Analysis and Marketing Tools for the Project**

In order to strategize for the process of image building on social media enhancement of brand awareness, Twin City Catering and Event Management needs to run various analyses in order to forecast and conclude the current position of company and brand in the market along with analyzing a clear path for future marketing campaigns. These analyses include SWOT, and Porter’s 5 forces. A thorough social media plan to have the engaging audience over instagram, face book, YouTube and vlogs is required to be analyzed in detail to achieve the objective of forecasting the future action steps.

# CHAPTER 3: DESIGN AND IMPLEMENTATION

## 3.1 Design

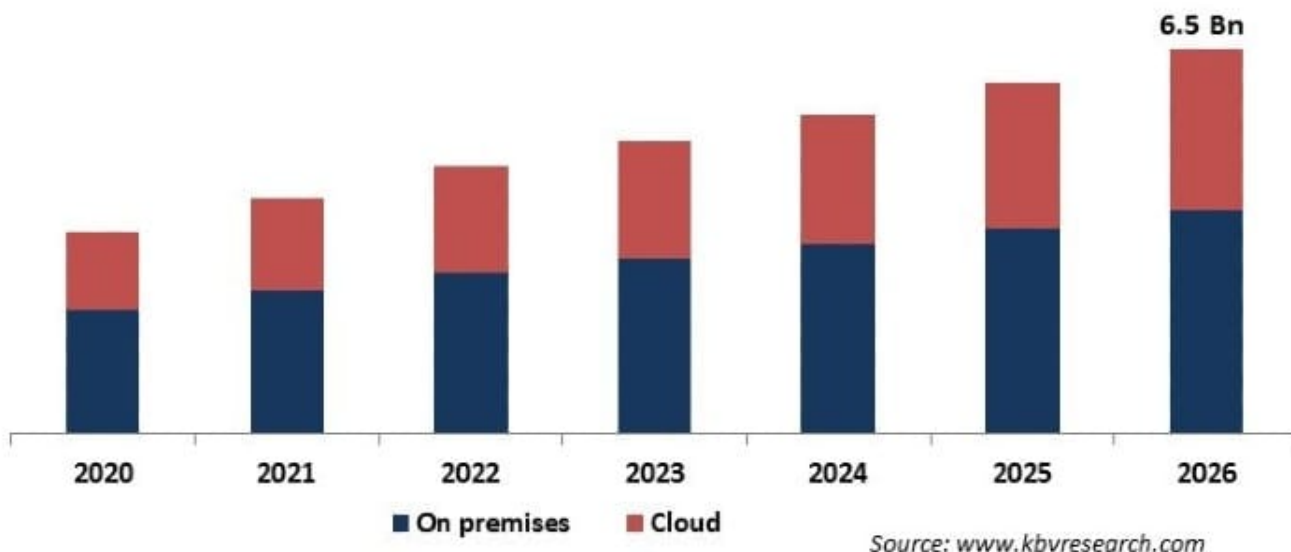
In this chapter, the project explains the designing of services on social media handles as it's the most fundamental part of any project since it truly exhibits the idea about the project and later the implementation phase shall be used to discuss the effective and efficient execution of the designed services, that is switching from traditional to modern social media platforms as efficiently as possible.

Therefore, when it comes to the effective execution, one has to be backed by strong market research and varying market trends because customers are volatile and easily switch to other brands but a good hassle free and a smooth execution is preferred so the design is made as such.

## 3.2 Implementation

The overall aim is to have the organization switch from all those primitive and almost obsolete ways of marketing like billboard, flyers, text messages, print media, email, etc and to implement a method which enables Twin city catering and event management to eventually rule over social media giants such as Instagram, snapchat, face book, blogging website and gradually to have their own app to aid in providing a more soothing experience for the end users which saves time, effort and at the end of the service offering; leaves both parties in a win win situation whilst making optimum use of resources at hand.

**Event Management Software Market Size, By Deployment Type, 2020 - 2026**



### **3.3 Current Market**

With the rising status-conscious customer's demand, event management industry in Pakistan is booming in the major cities with their lucrative packages because the modern citizens feels the need to go out frequently, throw big birthday celebrations and farewell parties, bridal and baby showers and so on and so forth.

### **3.4 Developing of Action Plan and Marketing plan/ strategies**

This action plan for Twin city will include the guidelines and strategies needed to achieve their proposed objectives.

### **3.5 Purpose of the action plan**

This is the primary or the initial plan developed to start working upon by an individual or in this case, the organization to achieve its short- or long-term goals which may be related to growth or expansion of the firm's choice. As the name indicates, this involves a 'plan' which needs to be followed by means of a strategy by the firm in order to achieve the goals intended to pursue and / or accomplish. The management of twin city catering and event management should set a target and then allocate their existing resources to be able to come up with the 'Action' necessary to achieve those goals depending on the nature.

### **3.6 Purpose of the marketing plan**

The very first step necessary for making the marketing plan is to first figure out the purpose for marketing itself along with the fact that there should be a clear and an innovative idea pre-existing in the minds of the of the marketing managers. The managers will not be making the marketing plan only for the sole reason of marketing, they should understand that it will eventually affect the entire organization as a whole including the other departments such as sales and finance. To name a few. Therefore, whilst making the plan, the managers should be able to have a purpose and then go for it and keep in mind the 3 most important stages and should analyze the three phases of its customers. Prior to marketing: who are the clients that make buy. During promotion: know the clients. Subsequent to promoting converted clients. Twin city catering can examine this information from the database and can undoubtedly know its clients. It would assist the organization with knowing the proportion of their advertising effort and can

undoubtedly further develop it.

### **3.7 Target Audience**

While directing the research at twin city catering, we came to realize that the organization does not have too much knowledge when it comes to the real interest/ Focus group. As such they are not cleared with who they should target while running the day-to-day activities. Thus, their promotion shows the ailing in conveying the right message to the right interest group. Thusly, the organization should focus on the crowd by considering different segment qualities, for example, the age, the age ought to be 18 to 35 in the twin cities Rawalpindi and Islamabad. The explanation of choosing this age bunch is that individuals who fall in this age section are working in the associations and these individuals likewise can design an occasion possibly it has a place with the corporate world or the individual occasions. Consequently, individuals from this age bunch should be the real target market for Twin city catering.

### **3.8 Message**

Twin city catering provides the correct and right message in their advertisements. It was only after conducting the research that we came to know about the issue at hand just because of the clarity of the target audience. When you know right target audience and have the knowledge of the demographics of the target audience the company can deliver the right message to the right audience.

### **3.9 Conversion Strategy**

While presenting their new marketing strategy the Twin city catering should focus in on the techniques which would help in transforming that how the advertising methodology would help in changing the likely clients to permanent customers of the company. They can incorporate the advancement messages, discount messages, coupons and a lot more things in their promoting methodology for their clients. Thus, individuals become more faithful to the brand.

### **3.10 Media or Channel**

It is suggested to the Twin city catering that it should focus on the digital media rather than the traditional media. As the target audience of the Twin city catering is more active in the digital



platforms. Further, people are taking help from the digital platforms in finding the right product or service nowadays since Electronic platforms provide all the information regarding the product or service people are looking for in a couple of minutes and have vastly impacted the way people find things. Hence, the digital media is the right platform for the twin city catering. They should focus on this medium to increase their customer's base.

### **3.10. 1 Face book**

is one of the stages that gives the most minimal promoting stage. The limited scale business can undoubtedly exploit from the showcasing stage and promote their new advertising effort without making an excess of venture. Consequently, it is recommended that to the Twin city catering that it should involve Face book as a promoting system and run their new mission there. Face book will assist with twinning city obliging meet their interest group effectively and spread the mindfulness in the attitude of their clients. The computerized presence is an absolute necessity.

### **3.10. 2 Instagram**

Instagram is additionally remembered for one of the stages that can assist the advertisers with spreading mindfulness give thought and convert their interest group into the normal clients. Instagram gives the knowledge to the clients that they can without much of a stretch arrive at their ideal interest group. Besides, Twin city catering should utilize Instagram to showcase their mission. Notwithstanding, Instagram is giving least expensive showcasing stage and the quantity of individuals are utilizing Instagram all the more oftentimes so they can undoubtedly focus on their interest group through the Instagram. They might even hope to focus on a VIP/ influencer or powerhouse for supports in the twin urban communities.

### **3.10. 3 Video blogs (Vlogs)**

The Twin city providing food should likewise its main interest group by utilizing video blogs or brief recordings which is the more up to date pattern on YouTube these days just as Instagram stories which may likewise be known as . The present age is extremely keen on making and just as watching video blogs. There are number of web-based media characters that are being considered as the motivation for individuals or this age love to follow their beloved online media characters. Further, when these web-based media characters employ the occasion supervisory group or the video or the photographic artist individuals need to do likewise. That is the

explanation it is prescribed to the Twin city providing food that the organization should advertise their administrations with the assistance of vloggers.

### **3.10.4 YouTube**

As it is referenced over that the Vloggers perform awesome part in the promoting methodology. Greater part of the organizations utilizing paid showcasing administration and advance their brands in various sort of recordings as per the interest of their interest group. Consequently, Twin city cooking should utilize YouTube to advertise their administrations and in the end adapt it utilizing Google ad sense. The organization can involve two different ways possibly they can showcase their administrations in the recordings are they can utilize vloggers to advertise their item.

## **3.11 Major Players/ Event Management Companies in Pakistan**

The following are major event management companies in Pakistan.

### **3.11. 1 Evento**

Evento brands itself as ‘marketing enthusiasts’ which is fitting because they have an awesome and interactive website. Apart from being loaded with information, the aesthetic and design is a true reflection of how passionate Evento is for what they do. They are among the pioneers of the event management companies in Pakistan. They work in an array of solutions from weddings to corporate events. Testimonials are clearly visible on their website and their Face book is regularly updated. Instagram too, has regular updates and from a general look at their web presence, it can be concluded that Evento is at the top of their game and would prove to be a reasonable solution for any event management needs. As marketers, they also provide BTL marketing services as well as digital marketing solutions.

### **3.11. 2 Dawat.pk**

Dawat.pk is a ten years old event management company with its Main branch in Lahore. The explanation it is prescribed to the Twin city providing food that the organization should advertise their administrations with the assistance of vloggers

### **3.11. 3 Mass Comm Solutions**

Formed in 2006, Mass Comm Solutions is Pakistan's first event management company that has a global footprint. Mass Comm Solutions serves leading events with both governments and non-governmental organizations. With the headquarters in Islamabad, they have provided services to local clients as well as those abroad mainly in the UAE, Qatar and Bahrain. They have an excellent website which gets the message across easily and establishes MCS as a veteran in the field with the portfolio on display, and ease of navigation within the website. They pride themselves by stating that they are Pakistan's largest and oldest properly structured event management company that operates as a full-fledged organization. Their projects include educational expos, property expos, art festivals and tech exhibitions to name a few. Apart from event management, they also provide digital marketing services utilizing their global footprint.

### **3.11. 4 Hum4 Creatives**

Hum4 Creatives is an all-in-one event management solution provider. They provide extensive management solutions from family events to corporate events like conferences, seminars as well as exhibitions. Hum4 Creatives has been in the industry for more than 6 years now and have garnered a decent position for them. From a digital marketing standpoint, Hum4 may not be the best in the business here but it does a good job at maintaining their respective social media channels and keeping their website up to date.

### **3.11. 5 Event Solution**

A2Z is among the top most and renowned brand names in the Pakistani event management industry which is not restricted to any particular city. They have their operations in family events, catering, function planning, design and decoration and an array of corporate events. A2Z has a focus however, on the wedding planning industry. They are well known for their bespoke end to end solutions for their events and reviews on their digital platforms are a proof of that. They have excellent digital presence and on Face book, the customer support is impeccable with replies received within 20 minutes of the query. A2Z is doing a great job at generating leads from online mediums.

### **3.12 Market share**

The events industry size was valued at \$1,135.4 billion in 2019 and is expected to reach \$1,552.9 billion by 2028, registering a CAGR of 11.2% from 2021 to 2028.

**Source: prnewswire.com**

### **3.13 Target Market**

Our target population is broadly the customers from all over the Islamabad & Rawalpindi region. We have targeted both genders and people from all professions, but our target population is mainly masses falling into the age bracket of 18 to 35 as usually people from this age bracket tend to plan the family events as decision makers.

### **3.14 Designing the Marketing Campaign**

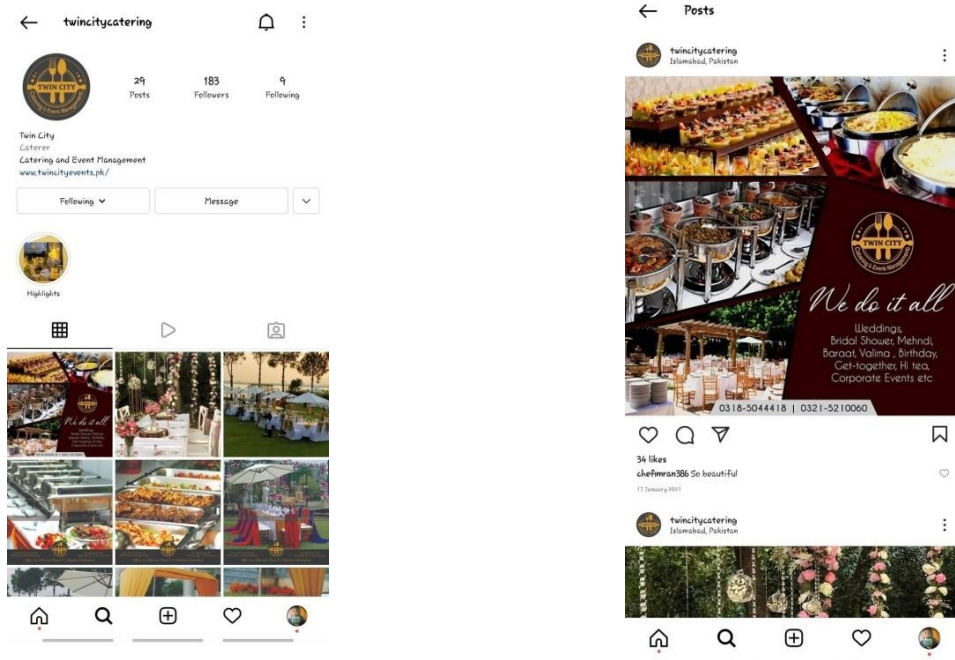
#### **3.14. 1 Promotional Plan**

Promotions are planned to target buyers, cater special occasions, and design an incentive plan to trigger purchases. These promotion plans also include trade discount, seasonal discounts, target fulfillment discount and complementary purchase discounts. E.g. discount on stage décor if photography services are also hired from Twin City. The strong sales promotion activities are targeted towards consumer, industrial, value chain members and sales force. Our promotional plan will not require a huge budget but the cost depends on the strategy adopted. One of the benefits of promotional plan is that it can be started instantly without allocating heavy budget with the right use of social media in our project.

### 3.14. 2 Social Media

Social media is one of the best sources to communicate with potential buyers and spread authentic word of mouth. We would propose to advertise through social media sites such as Face book, Twitter and Instagram, Vlogs, YouTube as it spreads out far and fast also in very less expensive way. However, these kinds of forums and advertisement needs constant monitoring and therefore Twin City Catering and Event Management would have to setup a team to come up with a strong social media presence as a well-controlled and effective medium to communicate with consumer. Social media channelization requires hiring social media team for that initial cost may need the budgeted amount Rs.1 to Rs.2 million.

#### Current position of Instagram



Source: Instagram for mobile

*There are just 183 followers and latest post was made back in January 17, 2021.*

### 3. 15 Mobile Sales (Proposing an idea for Designing of Twin City’s app)

A new mobile application from Twin City Catering and Event Management helps customers find the right options for Food items Menu, Stage décor, lights, music & Dj, Seating arrangement, floor décor, Photography and entrance and to create a best-in-class Omni channel experience that is an improvement on similar offerings from other marketers. Recognizing that choosing the right combination within your own estimated budget. is a pain free point for do-it-yourself customers. It would enable users to view a realistic depiction of what should fall necessary in their dreamy events with in the budget line. The shoppers can explore and get ideas for how to transform event for them, chat with an expert and search for promotions.

<b>Home</b>
Decide Food Menu items
Stage Decor
Lights
Music & Dj
Seating arrangement
Floor Decor
Photography
Entrance

**Source: website and Mr Noman.**

### **3.15.1 Transit Advertisement**

Twin City Catering and Event Management may be can establish a contract with bus owners, online taxi companies and transport service providers to install Twin City's Logo to create an eye catching impression to accommodate in customers mind. Big vehicles like buses can be installed with LED with running Ad which would be highly prominent and visible source of advertisement for the company.

### **3.15.2 Other Medium of advertisement**

Stalls can be placed in malls and in hotel lobbies to attract and facilitate customers on their convenient venue so the buyers can make a good impression on spot instead of visiting their office. Pamphlets and brochures can be distributed with daily newspapers. Short advertisement on radio channels is also effective as people can listen to it while driving and it will be a good source to enhance brand image and awareness. Using the Green Belt of twin cities by installing the Twin City 's board to attract customers and can also target F-9 park , Shakarparian, Jinnah Park, Islamabad Zoo, Japanese Park , Lake View Park, Ayub Park etc.

### **3.15.3 Corporate Social Responsibility**

CSR or corporate social responsibility has always been of great importance for Twin City Catering. It can conduct Responsible Care activities at all stages from food preparation to all types of product disposal. Throughout a product's lifecycle, the company implements self-management activities to enact and improve environment-, safety- and health-related measures (environmental protection, anti-disaster safety measures, occupational health and safety, of public. Sponsorship Events, painting the Police Check Post and giving the Twin City Catering and Event Management 's Umbrellas for shed, planting the trees all these activities adopted by Twin City can be linked to CSR of the company.

### **3.15.4 Collaborate**

ATL and BTL collaborate to make TTL (through the line) advertisement. "It refers to 360-degree advertising where campaigns are developed with the vision of building brand image as well as brand awareness".

Twin City can adopt collaborated type of practices in its promotional campaign in order to enhance its brand image and brand awareness. As this type of marketing would help us grow at a steady pace in twin cities for market development.



## CHAPTER 4: TESTING AND DEPLOYMENT

The strategies mentioned earlier in the design and implementation stage should be able to give an edge to twin city catering. As discussed earlier, they should look to incorporate and test out these modern techniques on their social media accounts which will be cost effective specially in the longer run and given the fact that businesses are going digital. We see lots of firms offering remote work options. Twin city catering should look to make use of these trends and ensure they have a strong digital presence to progress further.

That being said, Advertising works as a catalyst to amplify small scale businesses and aids in reaching the right audience with positive, targeted messaging that converts potential into paying customers. Primarily, there are two types of the marketing the traditional marketing and the digital marketing. In the past, traditional marketing was the most practicing and was used by the different modes such as mail, telephones, broadcast, and the print advertisement. Companies were using these platforms to market their products or services. Further, the companies spent too much amount to advertise their products or services. Soon after 2010, the technology gradually entered the market; increased use of smart phones changed the necessities and desires of the people. Now, the user interface of smart phones is the most in demand considering its comfort and ready to use without any hassle. People are doing each and everything via mobile phones. Therefore, the trend of digital marketing has arrived. Marketers after understanding the mindset of the customers are rapidly switching into the digital marketing or using both in their marketing strategy. Hence, it's of utmost importance to understand and work upon the latest trends of marketing development strategy and going digital for the Twin City Catering.

Hallmarks like social media presence, market development, brand reputation, brand awareness are quite low due to inadequate ways of market development strategy and still prone to the use of traditional marketing being followed by the Twin City Catering & Event Management. This study suggests the recommendation to modify their marketing strategy to stand out among the competitors and keep the show running by means of deploying quality oriented and effective social media and digital strategies to gain the competitive edge which is vital in the modern digital world specially if we take into account the effect of the novel coronavirus pandemic on the global economy.

## CHAPTER 5: FUTURE ENHANCEMENTS

As part of the Future enhancement strategies, Twin city catering needs to draft and adapt to the following strategies in order to ensure the smooth running of business operations in alignment with the global digitalization trends.

- Twin city catering needs to further digitalize its social media marketing process. The application development comes in here too.
- Need to adhere to Covid standard operating procedures (SOP's) to have a safe perception for potential customers.
- Focus on innovative ideas to get that unique selling point along with discounts and offers for customers on a larger event/ party to gain loyalty as well as generate that unique selling point.
- Development of the smartphone application for android and apple store to make it more convenient for those looking to avail services of Twin city catering.
- Learn from other services businesses and incorporate new social media tools and hire experienced social media representatives for optimum outcome.
- More contacts should prove to be profitable for Mr. Nouman in the long run. He should look to expand his network since we feel in this industry, public relations play a vital role for ultimate success.
- The organization needs to focus on search engine optimization (SEO) on the web and look to place and rank its keywords at the very top in order to compete with local rivals in the event management industry.
- Twin city catering could perhaps look to grow through means of mergers with other event managers. A joint venture for a given mega event project could prove to be profitable and may encourage exchange of new ideas and sharing of resources and skills between the parties involved.
- Sponsorship deals. Twin city catering should need to sponsor events. Given their line of business; It should be easier for them to host business events, auctions and corporate dinners and in return get free advertisements and potential customers as a result in the future.

## **CHAPTER 6 CONCLUSION AND RECOMMENDATION**

This section focuses on the achievement of the short-term objectives for the firm and clarifies the discoveries of the outcomes and gives the conclusion of the complete research on Twin city catering. The topic has been given in a way that gives the correlation of the real research done by the analyst and the investigations done in this area previously. Additionally, the topic which has been addressed in this project is alongside impediment research on what is to come in the near future and how Twin city catering can formulate an effective digital strategy whilst dealing with other factors at present in the global economy such as covid-19.

In addition, after the long and careful review of twin city catering and event management as a whole which has been discussed earlier in this project report there are several points which we feel we need to cater to starting from the fact that they must indeed focus on their newer and modern marketing strategies starting with the most important term itself 'Digitalization' where upon they need to focus on grabbing potential clients' attention by means of digital media to really enhance their customer base specially given these difficult covid times where everything is difficult and lockdowns occur often not just in Pakistan but globally given the number of cases which are hard to predict. Moreover, the marketing development plan is very important for all the organization. Hence, it is very important for the organization to look after their marketing plan and time to time update it as per the advancement of the technology and the mind-set of the customers (the Generation gap). After reviewing the detailed literature and performing the analysis it can be suggested that in the marketing. the components of the promoting plan that should be considered are too vital. For example, correspondence, commercial and the E-WOM/WOM (Word of mouth) these Parts have likewise concentrated in this exploration and the analyst has really taken a look at the effect of these parts on the brand advancement. Thusly, in the wake of gathering the information and examined these factors from the past analyst it tends to be reasoned that correspondence, ad and the E-WOM/WOM essentially affect the brand advancement.. Then again, on the off chance that the correspondence style isn't proper for the particular target market that should be targeted then it leads to a poor image

Nevertheless, the subsequent variable is the classic promotion/ advertisement. The term ad is very wide and there are number of classes fall under this umbrella. For example, conventional notice and the electronic ad. To the extent that the innovation is refreshing the associations are moving towards the electronic commercial. There are number of reasons that associations are giving needs to promote their advertisements on the electronic media which again should be the target of Twin city catering as part of their digitalization strategy. Such as the electronic commercial is modest, and it is best for the limited scale organizations. it doesn't imply that the enormous associations are not using the electronic media. However same as the limited scale organizations may be utilizing it. Moreover, electronic media is presently the focal point of regard for all the young. Despite the fact that, not just the young larger part of the individuals all over the planet is using the electronic stages and acquiring loads of information concerning the brand. Almost everything is accessible within a press of a button/ touch on a smartphone during this high-tech age. Henceforth, it is vital to pick the right media to publicize their advertisements. A slight recommendation here is to also make use of the ever so growing medium which is/ are YouTube ads through google ads. Almost all smart organizations have now shifted towards this medium because of the pandemic and due to enhanced viewership's globally.

That being said, As part of the earlier objectives of the firm, another recommendation as discussed earlier in the report is to come up with their own application for smartphones on both apple and android platforms. Twin city catering could come up with such a platform. The pro here could be that they could gather a lot of information from potential customers and avoid almost all sort of pre order queries that arise etc. They could make use of location settings within the app and first try to configure if the area they are choosing is covid safe. The govt of Pakistan have launched their own platform by means of a smartphone application for citizens and civilians to mark themselves as covid positive should they catch the virus. This idea could be beneficial for them to use should they decide to say, organize a wedding at a place as per the customer's request. Once the app was downloaded, they could manually chose the location where they want the event like a wedding, corporate dinner, birthday party to take place and the app's interface could try to detect if the place is in a safe zone in order to see if the event could successfully take place or not. That being said, the twin

city catering application could also come in handy in order to say, get some feedback from the customers. What we mean by this is, instead of sending users emails including questionnaires, users could simply give their ratings for the app and the services of twin city catering on the application itself and on the play store/ app store. It can be and should be noted that online reviews play a big role for all types of businesses which offer both types of solutions, products and services whether it be google my business reviews and / or online reviews. Also, Mechanized promoting isn't pretty much the internet-based media stages, there are number of stages that fall in the classes of cutting edge displays too such Google promotions. Online media offers the chance tith publicists to fathom the prerequisites and the possibility of their planned vested party what's more make their advancing strategy as necessary.

Nowadays, even the board business is one of the creating industry in Pakistan and there are number of new associations entering keeping and keeping watch. People are moving towards to enroll the event coordinator instead of arranging whole event without assistance from any other individuals mainly because of the fact that life has become extremely busy and that too for everyone and we now live in a world where people are running in the race of making their future. They barely have the chance to consider the whole event and make constant effort to plan all of the things. Thusly, they choose to utilize the event coordinator or the organizer that can without a doubt engineer the entire event with minimum help as per his / her experience. Adding more weightage to this it should be noted that the world has started to compete fiercely, and people always want the perfect event which they almost every time fantasize about so its recommended at least now days to get a specialist since they are the ones who possess the real marketing knowledge and know the latest trends along with the contacts to make it happen. The CEO's focus plays a major role as well as this is one of the key attributes of a successful entrepreneur.

Finally, in this project we suggested relevant strategies pertaining to social media applications for the betterment of the company intended. Our main focus of interest was to help them digitalize their operations for the betterment and be able to compete with rivals and succeed in the pandemic. Twin city catering needs to ensure they communicate value to their customers and understand their target market for long term success. As the world moves on to more digital means, Twin city catering needs to adapt in order to avoid declining.

## **Appendix**

*We had an interview with Mr. Nouman the C.E.O of Twin city catering and event management, Islamabad and asked him the following questions. The project was conducted, and recommendations were suggested based on the interview we had with him.*

### **Q and A**

- 1. How has event management changed overtime and what changes do you see in this field?**
- 2. Any comment on your marketing techniques? Are you satisfied with it?**
- 3. Among the services being offered by twin city catering which one is most requested as per customers?**
- 4. How has covid affected your business?**
- 5. Did you lay off any employees?**
- 6. Who do you plan to target for offering services?**
- 7. Will you plan to expand in the future?**
- 8. What were the core issues you faced at work after the pandemic started?**
- 9. Why have you chosen the event management industry?**
- 10. Have you consulted any business development specialists?**

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