Problems of the organization of mix-marketing management in an industrial company : Case of the SIMBA Brewery.

**ABSTRACT**

The performance of a company is not only defined by its production capacity or the quality of its products , but also by the pictorial representation transmitted by its sales team to the general public, and more particularly to its customers and moreover its ability to meet their requirements at all times. Through an organization, and an effective management of the marketing mix, the study carried out on the ground relating to the problem of the organization, the management of the marketing mix in an industrial company has mainly enabled us to detect the key elements that can help the company better maintain its financial health.

The induction also enabled us to raise the incidence of the Mix – marketing on the realization of the turnover during a period of study of 3 years of which we chose the BRASIMBA like field of investigation . The ranges of the products of the company under study revealed a positive impact of the strategies on the improvement of the receipts because making a comparison of the sales of the three years, we find a positivity of the sales of different products, although some present negative signs.

Our concern in this research is to reflect on the paradox of the thorny problem of adaptation of industrial companies to their multidimensional environment, especially in its social demographic volume with regard to the marketing mix.

**Keywords : \_** Problem , Organization, Management, Mix -Marketing

INTRODUCTION

During the life of any public or private company, its leaders are called upon to make a number of decisions ensuring the smooth running and continuity of its activities. One of the major causes of the difficulties encountered by Congolese companies in adapting to the ever faster system of economic evolution lies in the fact that most of its companies, even very large ones, are not directed but admired.

This study will undoubtedly solve the thorny problem of adaptation of industrial companies to their multidimensional environment, especially in its social demographic volume for the marketing mix. Thus two questions will be the subject of our problematic, namely:

* How does BRASIMBA apply the marketing mix to maximize its revenue?
* What statistical analyzes could be done on the strategies applied?

To answer it, the inductive method will allow us to interpret the data collected going from the particular to the general while analyzing certain strategies of the marketing mix applied by the BRASIMBA under a period of 3 years in order to guide the vision of the development of this company. commercial.

Apart from the introduction and the conclusion, our study is structured as follows:

* First, we will talk about methods and materials;
* Secondly, we will discuss the results of the search;
* Finally, we will end with the discussion of the results.

1. **METHOD AND MATERIALS**

To carry out this scientific work, we used the inductive method which will be supported by documentary techniques and content analysis. To induce is to mount observations of facts to a general proposition [[1]](#footnote-1). Otherwise, it consists of starting from an observed and particular case to generalize the entire situation.

This method will help us:

* Interpret the data collected;
* Go from specific to general.
  1. ***DOCUMENTARY TECHNIQUE***

This technique consists of making a selection of relevant information and/or a list of appropriate documents [[2]](#footnote-2).

Thus, as part of our research we had to consult various books with the relevant information at our disposal, in order to analyze and extract information on the organization and management of the marketing mix in an industrial company.

* 1. ***CONTENT ANALYSIS***

It is a technique which consists in describing in detail a real problem, a concrete and realistic problematic situation, a significant incident, a critical situation whose study must lead to a diagnosis or a decision [[3]](#footnote-3).

The procedure generally includes the transformation of an oral speech into text, then the construction of an instrument of analysis to study the meaning of the words, in order to arrive at an objective analysis.

1. **RESULTS**

To better understand the results inherent in our theme, it is imperative to dissect the key elements of the marketing mix essential for the BRASIMBA company in order to overcome the problems of competition for a good maximization of revenue.

A company's strategy development must be based on an already obtained or potential competitive advantage, just to be one step ahead of its competitors.[[4]](#footnote-4)

And all the strategies applied by BRASIMBA are based on the marketing mix, the different policies of which are as follows:

* PRODUCT
* PRICE
* DISTRIBUTION
* COMMUNICATION

1. ***Product Policy***

Here consumers are presented with a variety of products so that they can make a rational choice.

And the main causes of this extension are the migratory movement and competition.

The products that are extended by BRASIMBA are:

* Simba
* Tembo
* Castle
* Skol
* Doppel
* Guines
* 33 Export
* Beaufort

The widening of the range does not affect the nature of the product, but is based on the format and packaging in order to overcome the problem of purchasing power as well as competition6.

This is how the range of the BRASIMBA is extended:

* Regarding the format, BRASIMBA has:
* SIMBA 73 cl and 33 cl;
* TEMBO 60 cl and 33 cl;
* SKOL 72 cl, 50 cl and 33 cl;
* CASTEL 65 cl and 33 cl;
* 33 EXPORT 65 cl and 33 cl;
* DOPPEL 72 cl and 50 cl.
* Regarding packaging, BRASIMBA has:
* Glass bottles (recoverable);
* Plastic bottles (non-recoverable);
* Lightweight aluminum cans (non-recoverable).

1. ***Pricing policy***

Several factors come into play for the fixing of the selling price of BRASIMBA products among others;

* The cost of the raw material (consumable and consumption);
* The competition (compared to the price of the competitor's similar product);
* The objectives of the company;
* Requirement ;
* The life cycle of a product; etc

It should be noted that in terms of price, BRASIMBA has three different types of products:

* Top-of-the-range products: these are very expensive products, intended for the noble class. (BEAUFORT, CASTEL, TEMBO and GUINESS);
* Mid-range products: these are products that have affordable prices, intended for the middle class (SIMBA and SKOL);
* Entry-level products: these are products that have a very low price, intended for the lower class (33 EXPORT and DOPPEL).

1. ***Distribution policy***

Two distribution channels are used by BRASIMBA:

* The distribution channel has direct sales (DCV) where the product leaves the store to the retail outlet. It should be noted that this channel is rarely used by BRASIMBA for reasons of cost and time, but it intervenes in demonstrations such as:
* Kermesse;
* Party ;
* Sponsored concert;
* Horsemen's race, etc.
* The direct selling distribution channel where the product leaves the store to the commercial intermediaries (wholesalers and retailers).

It should be noted that BRASIMBA has adopted the exclusivity system by signing contracts with most of its distributors to sell only BRASIMBA products.

1. ***Communications policy***

This strategy seems effective, then each time when BRASIMBA implements a communication strategy, there has always been favorable feedback (response from consumers), this will be verified through the analysis of statistical data. as well as the calculation and analysis of the various returns.

It should be noted that BRASIMBA applies almost several communication strategies, but the most frequent are:

* The advertisement ;
* Sales promotion;
* Public relations;
* Direct marketing, here BRASIMBA applies it to its intermediaries due to the fact that they take more than 95% of the sale of the company, since it requires the creation of a database and the application of individual communication .

1. **DISCUSSION**

Our analysis will begin with the comparison of sales of BRASIMBA beers by year and will end with the calculation of turnover in order to better detect the maximization of revenue.

TABLE I: SALE OF BRASIMBA PRODUCTS FROM 2015-2017 IN HELECTOLITRE.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PRODUCT | FORMAT | COND. | 2015 | 2016 | 2017 |
| Simba | 73 | 12 | 411.018 | 438.659 | 680.167 |
| Sultani Simba | 33 | 24 | 68.430 | 18.544 | 72.977 |
| Simba can | 33 | 24 | 3,520 | 1981 | 739 |
| wall | 60 | 12 | 7.698 | 9.698 | 14,605 |
| wall | 33 | 24 | 611.46 | 519 | 1.095 |
| Castel | 65 | 12 | 1.888 | 3.136 | 15,955 |
| castle | 33 | 24 | 524 | 3,773 | 622 |
| school | 72 | 12 | 123,184 | 123,589 | 234,278 |
| double | 72 | 12 | 4,562 | 2,917 | 13,421 |
| Guiness | 33 | 24 | 6.127 | 8,857 | 10,933 |
| 33 exports | 65 | 12 | 2,665 | 1,677 | 1.309 |
| 33 exports | 33 | 24 | 125.1 | 198.5 | 408 |
| Beaufort | 33 | 24 | 1.121 | 1,162.5 | 2.137 |

Source: Sales and Marketing Department/BRASIMBA

NB: the selection of these products constitutes the sense of familiarization and the routine marketing of Lushois customers.

The table above shows the sales of BRASIMBA beers in hectoliters during all three years under study, from 2015-2017, and determines how SIMBA is the best-selling beer, followed by SKOL ,…

TABLE II. SALE OF BRASIMBA PRODUCTS FROM 2015-2017 IN LOCKERS IN CDF

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PRODUCT | FORMAT | COND. | 2015 | 2016 | 2017 |
| Simba | 73 | 12 | 342,515,000 | 365,549,167 | 566,805,833 |
| Hold the Sultan | 33 | 24 | 28,512,500 | 7,726,667 | 30,407,083 |
| Hold the can | 33 | 24 | 1,466,667 | 825,417 | 307,917 |
| Tembo | 60 | 24 | 6,415,000 | 8,081,667 | 12,170,833 |
| Tembo | 33 | 24 | 254,775 | 216,250 | 456,250 |
| Castel | 65 | 12 | 1,573,333 | 2,613,333 | 13,295,833 |
| Castel | 33 | 24 | 218,333 | 1,572,083 | 259,167 |
| scol | 72 | 12 | 102.653.333 | 102.990.833 | 195.231.667 |
| double | 72 | 12 | 3,801,667 | 2,430,833 | 11.184.167 |
| Guiness | 33 | 24 | 2,552,917 | 3,690,417 | 4,555,417 |
| 33 Export | 65 | 12 | 2,220,833 | 1,397,500 | 1,090,833 |
| 33 Export | 33 | 24 | 52.083 | 82.917 | 170,000 |
| 33 Export | 33 | 24 | 476.083 | 484.375 | 890.417 |

Source: Ourselves from Table I.

The table above shows us the sales of BRASIMBA beers in racks. We obtained them from table I which presented the sales in hectolitres, the formats as well as the number of bottles in a rack or in a folder.

It was necessary to convert from hectolitre to centilitre then calculate the number of bottles and folders or racks depending on whether they contain 24 or 12 bottles because BRASIMBA is not a retailer.

TABLE III. PRICES OF BRASIMBA PRODUCTS IN RACKS 2015-2017

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PRODUCT | FORMAT | COND. | 2015 | 2016 | 2017 |
| Simba | 73 | 12 | 13,800 | 13,800 | 13,800 |
| Hold the Sultan | 33 | 24 | 20,000 | 20,000 | 14,8 |
| Hold the can | 33 | 24 | 10,800 | 11,0 | 14,8 |
| Tembo | 60 | 12 | 14,8 | 14,8 | 15,000 |
| Tembo | 33 | 24 | 10,800 | 10,800 | 24,800 |
| Castel | 65 | 12 | 14,8 | 14,8 | 13,0 |
| Castel | 33 | 24 | 15,300 | 15,300 | 20,000 |
| scol | 72 | 12 | 15,000 | 15,000 | 10,800 |
| double | 72 | 12 | 13,000 | 12,800 | 12,800 |
| Guiness | 33 | 24 | 19,800 | 19,800 | 19,800 |
| 33 exports | 65 | 12 | 10,800 | 10,800 | 10,800 |
| 33 exports | 33 | 24 | 10,800 | 10,800 | 10,800 |
| Beaufort | 33 | 24 | 20,000 | 20,000 | 20,000 |

Source: Sales and Marketing Department/BRASIMBA

TABLE IV. CALCULATION OF TURNOVER BY PRODUCT FOR 2015-2017 IN CDF

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PRODUCT | FORMAT | COND. | 2015 | 2016 | 2017 |
| Simba | 73 | 12 | 4,726,707,000,000 | 5,044,578,500,000 | 7,821,920,500,000 |
| Sultani Simba | 33 | 24 | 307,935,000,000 | 84,993,333,333 | 450,024,833,333 |
| Hold the can | 33 | 24 | 29,333,333,333 | 16,508,333,333 | 4,557,166,667 |
| Tembo | 60 | 12 | 94,942,000,000 | 119,608,666,667 | 182,562,500,000 |
| Tembo | 33 | 24 | 2,751,570,000 | 2,335,500,000 | 11,315,000,000 |
| Castel | 65 | 12 | 23,285,333,333 | 38,677,333,333 | 172.845.833.333 |
| Castel | 33 | 24 | 3,340,500,000 | 24,052,875,000 | 5.183.333.333 |
| scol | 72 | 12 | 1,539,800,000,000 | 1,544,862,500,000 | 2,108,502,000,000 |
| double | 72 | 12 | 49.421.666.667 | 31.114.666.667 | 143.157.333.333 |
| Guiness | 33 | 24 | 50,547,750,000 | 73.070.250.000 | 90.197.250.000 |
| 33 exports | 65 | 12 | 23,985,000,000 | 15,093,000,000 | 11,781,000,000 |
| 33 Export | 33 | 24 | 562,500,000 | 895,500,000 | 1,836,000,000 |
| Beaufort | 33 | 24 | 9,341,666,667 | 9,687,500,000 | 17.808.333.333 |
| TOTAL |  |  | 6,861,953,320,000 | 7.005.477.958.333 | 11.021.691.083.333 |

Source: Ourselves from Tables II and III.

The table above represents the sales of BRASIMBA beer/rack in Congolese Franc from 2015-2017. We obtained them by taking the annual sales multiplied by their annual prices.

**IMPACT OF MARKETING STRATEGIES ON THE REALIZATION OF TURNOVER.**

At the end of this study, which was carried out over a period of 3 years, we noted a positive impact of marketing strategies that improved the company's revenue.

By comparing the sales of the three years under study, we find positive sales of the different beers selected from BRASIMBA.

This explains why the policy of product, price, communication as well as that of distribution which moreover constitutes the marketing mix has been very well applied for an improvement in revenue for 2015-2017 as presented in the table of differences below. underneath

TABLE V. REVENUE DIFFERENCE

|  |  |  |  |
| --- | --- | --- | --- |
| PRODUCTS | Deviation1 (2016-2015) | Deviation2 (2017-2016) | Gap2-Gap1 |
| SIMBA | 317,871,500,000 | 277,342,000,000 | 2,459,470,500,000 |
| SIMBA SULTANI | -222.941.666.667 | 365,031,500,000 | 587.973.166.667 |
| SIMBA CAN | -12,825,000,000 | -11.951.166.667 | 873.833.333 |
| TEMPO | 24.666.666.667 | 62.953.833.333 | 38.287.166.667 |
| TEMPO | -416,070,000 | 8,979,500,000 | 9,395,570,000 |
| CASTEL | 15,392,000,000 | 134.168.500.000 | 118,776,500,000 |
| CASTEL | 20,712,375,000 | -18.869.541.667 | -39.581.916.667 |
| SKOL | 5,062,500,000 | 563,639,500,000 | 558,577,000,000 |
| DOUBLE | -18,307,000,000 | 112.042.666.666 | 130.349.666.667 |
| GUINESS | 22,522,500,000 | 17,127,000,000 | -5,395,500,000 |
| 33 EXPORT | -8,892,000,000 | -3,312,000,000 | 5,580,000,000 |
| 33 EXPORT | 333,000,000 | 940,500,000 | 607,500,000 |
| BEAUFORT | 345.833.333 | 8.120.833.333 | 7,775,000,000 |
| TOTAL | 143.524.638.333 | 4,016,213,125,000 | 3,872,688,486,667 |

Source: Ourselves from Table IV.

This table shows the sales differences for the different years under study and indicates that the sales of the aforementioned beers in 2015 were higher than in 2015, apart from 33 export 33 cl, Doppel and Simba can, which are lower; in 2016, only the Simba can, the small Castel and the 33 export 65 cl were lower than the sales of 2015, but the other beers showed a positive difference.

And the difference between these two differences allows us to determine the impact of marketing strategies on the improvement of Brasimba beer recipes .

1. **CONCLUSION**

As analysis made, we will say that the company BRASIMBA uses a good strategy related to the product, price, distribution and communication to consumers and competitors, but this must necessarily be improved, given the important position that it occupy in the market. In order to maintain its clientele, BRASIMBA strictly adhered to the application of the marketing mix with a view to maximizing its revenue, because a company that does not maximize revenue is destined to disappear on the market.

The marketing function being the key to adaptability and profits in the company, if it is correctly interpreted and practiced, having regard to the condition of the modern market. capital, but also essential in the commercial process, but also to send all the information on the market to the hierarchy in order to take appropriate measures.

Ultimately, this study allowed us to demonstrate the need for a Congolese company to scrupulously apply the marketing mix to face the competition, and bring about a strong improvement in revenue.

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