**ASSESSMENT 1: RESEARCH CASE STUDY REPORT**

**Introduction:-**

The main purpose of this study lies with the development of marketing process on the area of The St Vincent de Paul Society in France. In order to reach the proper stage of marketing of this society, there is a huge requirement to implement certain planning. This would provide clear ideas of the exact process of marketing based on the given scenario. There is a high requirement to introduce various products and services that is required to make the exact process of marketing. This could help the society to run for high span of time. In this study, there is a huge importance to enhance the importance of marketing to grab the modern business. Moreover, the proper market analysis grab on the particular areas of products and service. The exact process of marketing would develop the social enterprises required at the time of carrying out of business in the modern society. This society provides special services with the products among the poor in the slums areas of France. In order to develop the proper marketing areas, the exact marketing planning needs to be introduced to carry out the spread the society work among various people. Moreover, the 4 P’s strategy develop the exact marketing areas required to develop the better society.

**Analysis the market based on product and service:-**

The St Vincent de Paul society was founded in the year of 1833, having the main aim for improving the life of people in the slum areas especially in France (Vinnies.org.au, 2017). This society helps in the development of better society in France. This society is well approved by the government for serving the better service of the society (Stadtler, 2015). The society provides international level of voluntary company with the help of dedicated members. The member provides service based on personal areas among the poor. This organization works under Catholic Church for the development of society with the help of serving better service among the poor people. The society provides certain areas to sell the products or goods at a low price. This money provides a huge contribution for the development of poor people in the society. Moreover, the society has been introduced conferences for getting the exact affiliation by council of diocesan. This provides a huge effort for the development of the needy and poor person, lives in the slums areas. The organization has also focused on the basic needs of the poor people (Samiee & Lee, 2014). Moreover, to minimize the needs of the poor people, there an arrangement made by the councils and conferences to make special programs for providing the better social services among the poor people. The society has been formed in various countries with the focus for the development of poor people that lie in society. Moreover, the organization needs to be focused on better service for the development of market in various countries. The organization has also focused on the products that are sold at low prices. This is distributed among the poor with the help of money and donated materials required to fulfill the needs of poor (Chen, Wang, Huang & Shen, 2016). This provides the society to spread widely among all the areas of countries.

St Vincent de Paul Societies use various product and services among the customer and thus develop the growth of Australian market (Vinnies.org.au, 2017). The services served among the customer includes with home visitation, asylum for seekers and refuges, education & tutoring. Moreover, this service helps to develop the society as well as the market of Australia. St Vincent de Paul Society uses various products to grab the market and that includes by introducing soup vans and Vinnies shop. The soup van provides meal among the customer living on the streets. This soup van is thoroughly supported by the Society’s Endeavour Hills Conference and local parish. Each soup van provides services in various areas to provide the meal among the street living people. Vinnies shop provides furniture; clothing, household goods among the people needed the things in a high level. This shop is supported by local conference for the betterment of the society. However, the donated items sometimes not required by the people, on that moment those items are sold among the public and that money is given for the welfare of society in Australia.

There is a huge development of Australian market with the service and product that is provided among the customers. Moreover, Australia brings out huge amount of foreign investment in business that leads the country to increase the economic growth and productivity.

**Developing of the social enterprises based on market:-**

The society is established in the year of 1833 with the aim for the development of society especially in the slum areas. The main reason for the establishment of society lies with the contribution of government and various members in the society. The main mission of St Vincent de Paul Society lies to serve the poor people with the help of various programs developed by the councils and local based conferences addressing on the areas for establishing social services (Ridley-Duff, & Bull, 2015). It has been formulated that for the development for better society, there is a requirement to maintain financial and sustainability that lies among the individual of society. There is a huge necessity to develop the social enterprises based on market areas. The enterprises provide a huge encouragement for development of positive bonding in the society. Moreover, the social enterprises help in providing a good environmental impact at the time of returning of finance. In order to develop the nation, there is a huge requirement of social enterprises that contributes on the economy of France. In the time of lacking of transparency, there lie with the social enterprises segments that are seen in the economy (Parahina, Boris, Bezrukova & Shanin, 2014). The society needs to develop social enterprises for developing the better market and hence could be served among the poor people in various countries worldwide. The organization maintains high social services with the help of selling of products and goods at a low cost and this provides the money for the poor and needy person living in the society. The society needs to withdraw certain loans that need to be sanctioned by the councils and government. This provides the government of France to introduce a transparent system of finance for the social enterprises (Arena, Azzone & Bengo, 2015). This helps in encouraging the growth of the France social enterprises areas by providing the exact facilities among the poor people by fulfilling the demand.

Social enterprises provide commercial strategies to increase improvements between environment and human. It is structured based upon non-profit and for profit, depending on legal forms and entity exists of the country. In this situation, the development of social enterprises lies with the various services and product provided among the needy and poor people of Australia. Moreover, this society is one of the well-known charitable organizations in Australia. The society introduced the retail shop in Vinnies to help the needy and poor people and further develop the market of Australia (Vinnies.org.au, 2017).

The St Vincent de Paul Society has been established by 20 year age student Fredric Ozanam in 170 years ago. The society main motto is to develop the society by providing better quality services and product among the poor and needy people. The members of society and volunteers provided practical support among the most vulnerable people in the community of Australia and in various areas. The society has developed various services that includes with education and tutoring that assist student to develop educational experiences by reading and tutoring programs. Moreover, society provided professional accommodation and supporting service among the people.

**Importance of creativity and the main initiatives required to make social enterprises:-**

There is a huge importance to carry the proper creativity and the required initiative to assist in proper evaluation in the social enterprises. In order to develop the proper progress of market, there is a huge important factor of creativity (Stephan, Uhlaner & Stride, 2015). The proper creativity assists in making new ideas and planning in which products and services are procured in an effective order. After making the proper creativity this proposal is delivered in the market for gaining more success and profit of the particular organization. The proper creativity leads the company to make innovation in marketing strategy. This innovation leads to create high development of new strategy in marketing that helps in the further growth of the company. Creativity forms with implementing new ideas and planning to tackle various rising problem while working in The St Vincent de Paul Society (Vinnies.org.au, 2017). The society deals with various types of services that lead for the development of the poor and needy person (Manzini, 2014). There are certain requirements of loans that need to be suited in the social enterprises. This provides the society to deal with economy and social utility of the person in France. The society needs to face various problems for the development of the poor and needy person. This includes with the financial problems that belongs to the major issues for making the development of society. Moreover, there are various issues faced by the social enterprises and this needs to be eradicating with the help of new ideas and innovation to make the effective solving of the issues. In the time of changing of economic and political issues, there is a requirement to carry out the environmental plans by The St Vincent de Paul. In every bad situation faced by the society, the new thinking of ideas might be introduced to mitigate the rising problem. The society’s member needs to introduce various innovation and ideas that assist in mitigation on the various problems faced by the organization at the time of serving among the poor and needy people. The proper initiatives based on the new creativity assist the organization to solve the rising problems and helps to spread in the worldwide (Zahra & Wright, 2016). Moreover, the organization uses services that are most effective and highly efficient in the development of market. This effective service provides helps to serve among the poor people and makes in the development of the lifestyle.

**Analysis of marketing plan:-**

The St Vincent de Paul Society uses various marketing planning to sustain in the market. This society has been implemented various services to meet the demand the poor people. Moreover, the society has implemented various strategies to develop the market planning, in order to meet the requirements of poor people. The society needs to face certain risk rise at the time for the development of people in slum areas. The members of organization have introduced various creative activities with the help of implementing new ideas that is required to mitigate the rising problem. There are various components lie in the proper planning of market that is followed by The St Vincent de Paul Society and are as-

**a) Budget:-**

The proper budget needs to be calculated by the members of society to fulfill the needs of planning in marketing (Elenkov, 2014). This includes with the cost and planning required on the monthly basis. The exact budget would show the costing required spending among the poor people.

**b)Market Strategy:-**

The proper market strategy needs to be implemented by the society that assists in making the effective planning of market. The market strategy helps in drawing the exact research of market and focus on the various mix of the product to earn maximum amount of profit. This further assists in sustaining of the business for long-term process.

**c) Competitive analysis:-**

The St Vincent de Paul Society provides the better service with the help of good financial opportunities among the poor people. The society tries to fulfill the requirements of the people with all the possible needs (Hughes, 2016). This provides the excellent position of analysis in competition with the other organization by serving better service among the poor and needy people with the help of capital and other necessary items. The proper competitive analysis helps in the development of the efficient planning of market.

**d)Business Strategy:-**

The organization needs to implement the proper business strategy in order to sustain in the better place of market. Moreover, the business strategy is formed with the help of demand of the poor and needy people. The society has followed business strategy to make the exact planning for a certain period. The time interval would help the company to make proper planning for the development of business.

**e) Target Market:-**

This belongs to the area in which the society plays the activity on the based market. The target market belongs to the areas of people that lie with the demand based on profit (James & Kimmel, 2014). The society mainly target on the poor and needy people and provide products at a minimum price.

**f)Research of market:-**

A proper market research needs to be carried out by The St Vincent de Paul Society. There is a huge necessity to carry out the exact research of market with the help of proper services among the poor and needy people. The society needs to analysis various demands and requirements that lies at the time of serving the people.

**g) Positioning:-**

The society provides the better services by fulfilling the needs and demands of people lying in the slum areas. By performing these services among the people, the society lies in the good positing as compared with the other organizations. The St Vincent de Paul Society has also developed in planning and ideas to hold proper position in the competitive market.

**Describe various impacts based on political, social and financial issues based on marketing plan:-**

There are various impacts based on the political, financial and social problems that rise on the planning of market. The St Vincent de Paul Society has developed the proper planning of market with the help of effective of market planning. There are certain impacts rise at the time of planning of market, this includes with financial, social and political problems. The financial and social issues are adopted by the country at the time of planning of market. The various impacts lies on the planning of market at the time of development of society are as follows:-

**Political:-**

a) The political issues lies with the country’s government at the time of providing stability and types required at the time of serving among the people.

b) There are certain rules and regulations made by the government of country to make the proper working and hence for the betterment of society (Kozlenkova, Samaha & Palmatier, 2014).

c) The proper control of tax policy and tariffs needs to be maintained to reduce the problem that rise from the political factors.

d) There are certain problems lies with the new trends based on de-regulation and regulation policies.

**Social:-**

a) There are certain problems lies with the social factors that is formed by the changes that takes place with the influence of social-culture.

b) The social also creates problems with the rapid growth rate of population in the society (Epstein & Buhovac, 2014).

c) More the population more would be the demand of the people at the time of receiving the service.

**Financial:-**

a) The financial factors problems includes with the products that are not received by the people at the low cost.

b) The society provides high financial support for the development of the poor and needy people (Grant, 2016).

c) Moreover, the money is provided among the poor people with the help of collection of funds.

 **Commercial Awareness required for the provision of service and product:-**

The St Vincent de Paul Society has developed commercial awareness with the help of service introduced. Mostly all the organization follows the commercial awareness for the providing better provision on the product and service. In order to get the exact support of commercial awareness there is a requirement to follow the proper services that needs to be executed upon the poor and needy people. Moreover, there are various activity based on programs launched by the council and conference to meet the social services. The society needs to implement various promotional activities that would help to raise the funds for the welfare of poor and needy people (Liedtke, Baedeker, Hasselkuß, Rohn & Grinewitschus, 2015). The promotional activity provides awareness among the people and as well as in the society by the organization. Moreover, the promotional activity would be introduced with the help of advertisements and promoting of new websites of the organization.

**Describing the various market trends and implications required environmental and market trends:-**

There are various trends of market that needs to be implemented with the environmental trends in market. The market trends are followed with the help of exact identification of traders at the time of performing business. This includes with the technical analysis that provides the exact framework of the market based on the price of products (Bowie, Buttle & Brookes, 2016). There are various market trends that includes with trends on the secular areas of market, trends lies on the primary areas of market etc. The St Vincent de Paul Society follows the primary trends of market for providing the better grip of trends in market (Vinnies.org.au, 2017).

The environmental trends create certain problems for the development of market in the society. Moreover, this includes with environmental hazards that constantly creates problem for the development of business. Moreover, the constant changing of environmental policy helps in building the proper set goals and helps to change the strategy of business required at the time of serving of poor and needy people’s life (Solomon, 2014).

**Analysis 4 P’s Strategies and describing the feasibility required to develop the market and providing a recommendation based on market:-**

The 4 P’s of the society includes with the marketing mix required for making the exact strategy required to get huge amount of profit by the company. This includes with the place, promotion, product and prices that better services among the poor and needy people.

**Place:-**

This determines the area in which the marketing would be carried out. The St Vincent de Paul Society (vinnies) performs their working on the areas of France (Pang, Zhao, Han, Xin & Lin, 2013). The society’s main aim lays with the development on the slums areas of Paris, France. In the recent times, the society is formed in the various place of country to develop the poor and needy people.

**Promotion:-**

This is the main areas of the St Vincent de Paul Society (vinnies) at the time of development of services that is offered among the poor and needy people. The society has been introduced various promotional activity with the help of social awareness campaign. Moreover, the society has also introduced offline promotion to make a proper position in market. The society has developed effective awareness program, in order to raise the funds or donations for poor (Oxford, 2016).

**Product:-**

The products refer to the areas in which The St Vincent de Paul Society (vinnies) provides services and products among the poor people. Moreover, the society provides better service among the poor people with the help of contributing products such as automobiles and clothing. The products includes with the capital that is given among the poor and needy people.

**Price:-**

The price includes with the money that is made at the time of working in the organization. In the context of the given society, that serves the needs and demands of poor people can be made with the prices. The councils and conferences contribute these prices with the help of funds or making of programs that is introduced. Moreover, this service contributes as fulfilling the needs of poor people living in the slum areas (Zanne *et al*. 2014). The society has made various strategies for lowering the price at the time of selling of products.

**Conclusion:-**

It has been concluded in the study that there is a huge requirements to carry the proper marketing in The St Vincent de Paul Society (vinnies). The society has been founded on the year of 1833 with the main aim for the development of proper service among the poor and needy people. Moreover, the society has widely spread their working over various countries by providing the proper service among the people. It has been concluded that the proper planning of the market helps in the development of business. In the context of the given scenario, introduction of various planning of market helps the society to spread among the poor and needy people. It has been concluded that the proper strategies needs to be carried out for the development of slum areas. Moreover, it has been also concluded that the society practices various promotional activity to get more benefits from the government and other peoples. The members of the society have implemented various ideas to tackle of the problems. The society has also implemented the 4 P’s strategy to achieve the exact marketing mix required and this provides the proper recommendation for the development of market.