

Grey Global Group Inc.

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Section I. Literature search

Grey Global Group Inc. has been facing a lot of market challenges more so high competition rising from other companies. It has many competitors in the market which affects a lot of its operations and profitability. The corporation has therefore in its field of advertisement and marketing, the market is very much occupied, and it tends to be losing some shares of the market. There are also some theoretical concepts that can be used to explain the significant issue in the company. The theoretical concept in this situation is the company not doing well due to high levels of competition from other companies. The rise of advertisement and marketing organizations is on a high rise and are based on comprehensive strategies and also imply some unlawful activities that make them prosper in the industry (Whish & Bailey, 2015). The Grey Corporation thus needs to be more competitive but maintain high standards and reputation.

Research on companies on theoretical keys of companies which have failed due to unfair competition

Organization competition is one of the major factors that is always considered by the corporations themselves during their establishment. Many markets in the whole world have different levels of competition; competition levels can rise due to the existence of many similar organizations in the same location targeting the same market. It, therefore, comes when the two or more companies compete in the sales of their services and products in the previously existing market. Many organizations lose their market share when more competitors come into the market. The companies which are emerging in the new market do have comprehensive and right

strategies than the ones of the existing one thus overpowering it. For example, the Motorola Company failed because of the rise of many competitors in the market such as Samsung, iPhone, and Huawei. The world market, therefore, was captivated by the new phone production companies which were more advanced than Motorola. The Motorola Company, therefore, failed because they did not have any competitive advantage because their products were outmatched by ones such as Samsung and Apple Company that produced new generation smartphones that are now used by a massive population in the world.

The Inception Company in San Francisco, an advertisement company, also faced a lot of challenges from its competitors such as Mint and MCorpCX. The Inception failed in some markets because of the strategies the other companies were using in the market. It, therefore, lost a lot of customers to the other companies whose services were more significant than int.

Research on successful marketing strategies

As an advertising company that targets the immediate population as the potential market, it is essential to acknowledge the importance of proper marketing strategies. Appropriate marketing strategies enable an organization to remain at its position in the market for a long time. For an organization to be the company leader, it must have employed a lot of strategies in different contexts such as marketing strategies and organizational strategies that will attract the market. It must have also been providing excellent services and products which will be appreciated by the users thus retaining their sales form the organization. The Grey global could, therefore, use many strategic solutions to recover the market. Some of these solutions or strategies could include providing discounts on the products and receives (Ritala, 2012). They could also be selling high-quality products and services to the public to increase their reputation

in the market. Finally, it could use many modes of advertisement such as the media and incorporate technology in their advertisement and sales. Free and cheap delivery of products could also help in seeking more customers in the market.

It is evident in companies such as the Omnicom group located in New York that is highly competitive in the world and local market. It delivers high-quality products and services to the public. However, it has captured many clients all over the world, and it always works with a strategy of maintaining them and adding more to their chain of sales. The Grey global company, therefore, faces a lot of competition from other companies which have implemented more complicated strategies in their operations (Grey Global eyes Campaigns & Grey buyout, 2008).

Section II: Comparative analysis

In a market of many companies, there might be similar problems faced by all the companies, or they might be related. It is, therefore, necessary to acknowledge that any company could be having issues pertaining their marketability and activities. The limited grey company is experiencing a significant problem of stiff and unfair competition which has compromised its profitability significantly. The Havas group corporation which is one of the major competitors of Grey Global Group Inc. also experiences some challenges such as inadequate market reputation in the market. It does not also employ marketing strategies in other international markets thus not competitive as compared to some companies such as Deutsch. The Havas Company limited is also located in France that is limited to some markets internationally, most of the products from France are always marketed in specific places such as North America and parts of Africa (Dhar & Varshney, 2011).

The problem relates to my research in that it affects the competitive advantage of the company as a whole. The organization's reputation could be compromised when such problem occurs in its midst. Whenever the status of an organization is bad in the market, it will lose its competitive advantage since the number of customers would reduce thus affecting their business operations. Most of the customers will, therefore, select an alternative company to get the similar services. It can be solved by advertisements of the organization thoroughly and offer high-quality products and services to the public. The quality of the products affect the sales and the perceptions of the company by the public.

Section III: Chapter summary

The entire paper discusses the aspect of problems faced by the Grey Company about the research of the impact of competition in the market on the individual organizations. It is therefore observed that less competitive companies face a lot of challenges in their sales due to loss of customers. There have also been some issues that might relate to each other such as reputation and competition that could be existing in one company or different companies. The Grey Company should, therefore, consider much concern of the SWOT analysis where it can generate some solutions to its competitive advantage in the market and become once again a leader in the market. Market leadership also requires the organization to engage many proper strategies from marketing to production which will enhance the attraction of customers to purchase the products form the company. The significance of this research will enable the organization to consider improving their strategies to maintain the high reputation and competitive advantage in the market.

References

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