

## How Political Factors Affect Marketing Policy development: A case study of Fluor Corp. in Colombia

### Introduction

As opposed to a single view of an individual generated from a survey answer or interview, case studies capture various views. This allows for a better grasp of the issue at hand while also reducing the possibility of prejudice by diluting a specific individual's purpose. As a student, business case studies give an individual the opportunity to apply learned content to the real world.

This introduction to case studies is not necessary.

This case study will seek to establish how the political landscape in the Republic of Colombia

affects the marketing policy development of Fluor Corp., a company that has been existing in the

country for many years. As in many companies worldwide, Fluor Corp., marketing policies are

Is this the industrial engineering company? What does this company do and why is it in Colombia?

developed by the marketing department with input from other stakeholders and departments. The chief marketing officer is the person responsible for overseeing the undertakings of the marketing department and developing policies that ensure the company's success.

this definition is not necessary.

### General Issue Analysis

Marketing techniques steer firms on the right path for effective marketing. Marketing strategies range from one firm to the next and should be tailored to the organization's specific demands. A marketing strategy entails identifying a target market group, developing a set of specific goals, doing extensive consumer research, and putting measures in place to spread the word (Morgan et al., 2019). This process requires that marketing managers adopt a holistic view that ensures they have developed policies that conform with the political landscape, which encompasses laws and the political temperatures of the country, but also one that is futuristic and successful in charting the future direction of the company. According to the World Bank's

Again, this is all very general. Stick to specifics of the company, country and topic.

## Political Factors Affect Marketing

collection of development, indicators gathered from officially recognized sources, Colombia's

You are missing context in this presentation! What specifically about the Colombian political environment is risky for Flour?

Political Stability and Absence of Violence/Terrorism: Percentile Rank was recorded as 15.71

percent in 2019. This indicates that Colombia is generally an unstable country politically. Some of the most significant contributors to instability include; terrorism acts and demonstrations during political rallies. Political systems in the country are also less stable; this is evident given the inability of the government to protect people's property, lives and stop widespread demonstrations that were sparked due to the government directive to raise taxes.

## Company Overview

There are different political factors that a marketing chief executive needs to incorporate in the strategy formulation within Colombia. For example, the chief marketing officer needs to consider the government policy concerning taxes, the scope and limitations of marketing campaigns, and the general requirements stipulated during the licensing process. Taxes represent an avenue through which the government of a country raises finances to finance its process and mission (Schweidel & Bendle, 2019). When the government raises taxes, it affects businesses and citizens negatively by eating into the profit margins or forcing the company to raise prices as a cushion measure. The chief marketing executive needs to ensure that the policy considers the government's needs for taxes and puts a company in an effective place to compete favorably. The company's marketing policy and strategy also need to be flexible enough to adapt to the country's politically volatile situation.

very general!

## Expanded Problem Identification



the political landscape in the Republic of Colombia affects the marketing policy development of Flour Corp., a company that has been existing in the country for many years. This forms the basis for my final research, and therefore, it is essential to disclose why Columbia was picked for the above topic. Flour Corp. has recently expanded its business portfolio and investments to different countries globally; however, none of these countries provide dilemmas in opportunities and threats. For example, by setting up its production plant in Columbia, <sup>its product of what?</sup> Flour Corporation primes itself to taking advantage of its citizens' cheap labor, coupled with the lack of adequate and effective labor protection policies. Also, other factors of production, such as raw materials, are relatively cheaper in the country. As an opportunity, the company can prime itself as an empowering human agency, thereby avoiding unnecessary government and political scrutiny, which has always proved too much to other companies.

Political instability and the lack of effective policies and robust governance structures are significant challenges and threats that the company will face. The country has, over the years, continued to be plagued with political instability issues. According to the World Bank's collection of development indicators gathered from officially recognized sources, Colombia's Political Stability and Absence of Violence/Terrorism: Percentile Rank was recorded as 15.71 percent in 2019 (Ravetti et al., 2018). This indicates that Colombia is generally an unstable country politically. Some of the most significant contributors to instability include; terrorism acts and demonstrations during political rallies.

A company's marketing strategy represents its lifeline in terms of ensuring it competes favorably and ensuring that the company's future is guaranteed. The failure by Flour Corp inc.

## Political Factors Affect Marketing

Through its, Chief Marketing Executive to ensure that the company's marketing policies adhere to the government taxes regimes and are responsive to the political volatility of Colombia's market could lead to increased fines and legal charges and lead to the company breakdown.

You somehow manage to talk about the company without ever actually talking about the company! I have no idea after reading this paper about what Flour is, what it does, or why it's interested in Colombia. Why are you interested in this company?

## References

## Political Factors Affect Marketing

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