



MKT_571_52831794 - MKT/571: MARKETING



Wk 1 – Researching Marketing Questions [due Mon]

Cylvania Allen on Thu, Mar 26 2020, 1:46 PM

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Allen-Week 1-SVP Memo-M...

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Citations (4/4)



- 1 <https://community.qlik.com/t5/Qlik-Design-Blog/bg-p/qlik-design-blog/label-name/qlikview>
- 2 Another student's paper
- 3 <http://canadianstoreguide.com/best-buy-customer-service-phone-numbers/>
- 4 <https://en.wikipedia.org/wiki?curid=354987>



Memorandum for the SVP Cylvania Allen

Professor Steven Knabe

MKT/571 Marketing

1 03/26/2020

Memorandum for the SVP

2 THIS MEMORANDUM IS TO GIVE INSIGHT AND COMMENTARY TO THE SVP. The business selected is “Best Buy Co.,” its product is the movie ad series created

and produce. ² **THE DATA PROVED IN A SHEET IS DIVIDED INTO THREE PARTS, YDT (YEAR TO DATE), MTD (MONTH TO DATE) AND QDT (QUARTER TO DATE), FURTHER DISCUSSED FOR THE YEARS 2016 AND 2015. THE MOST INCREASED REVENUE OF THE BUSINESS CAN BE SEEN IN THE DOMESTIC FUNCTIONS AMONG YTD, QTD, AND MTD. AND THE MOST DECREASED REVENUE OF THE BUSINESS CAN BE SEEN IN THE NON-CODED FUNCTIONS AMONG YTD, QTD, AND MTD. THE TOTAL MARKETING ACCOUNTS IN YTD PART ARE \$2759521, TOTAL MARKETING ACCOUNTS IN QTD PART IS \$1381927, AND THE TOTAL MARKETING ACCOUNTS IN THE MTD PART ARE \$447025. THE TRENDS THAT CAN BE OBSERVED ARE THAT THE REVENUE OF THE BUSINESS IS EVENTUALLY CONSTANT AMONG ALL THE FUNCTIONS AND OPERATIONS OF THE COMPANY. THIS CAN BE CONCLUDED THAT IN YTD THE DECREASED REVENUE COLLECTED IS HAPPENED IN NON-CODED, IN QTD THE INCREASED REVENUE COLLECTED IS \$3787 HAPPENED IN NON-CODED, AND IN MTD, THE INCREASED REVENUE \$3559 COLLECTED IS HAPPENED IN NON-CODED. THIS CAN BE CONCLUDED THAT IN YTD TH INCREASED REVENUE COLLECTED IS HAPPENED IN DOMESTIC, IN QTD THE INCREASED REVENUE COLLECTED IS HAPPENED IN DOMESTIC, AND IN MTD, THE INCREASED REVENUE COLLECTED IS HAPPENED IN DOMESTIC. IF WE FOLLOW UP ON THE INCREASE AND DECREASE AREAS IN THE REVENUE OF THE BUSINESS, THEN WE FOUND OUT THA THERE ARE DIFFERENCES IN EACH YEAR IN REVENUE OF THE BUSINESS. IN THE YDT PART, THE TOTAL REVENUE BUSINESS COLLECTED IS \$13644073 IN WHICH \$105,768 IN REVENUE PER DAY OF 2016 AND \$96976 IN REVENUE PER DAY OF 2015. AND IF WE OBSERVE THE QDT (QUARTER TO DATE, APRIL, MAY, JUNE) PART, THE TOTAL REVENUE BUSINESS COLLECTED IS \$7024096. AND IF WE OBSERVE TH MTD (MONTH TO DATE) PART, THE TOTAL REVENUE BUSINESS COLLECTED IS \$2257102, WHICH IS THE MONTH OF JUNE 2015 AND 2016**

It can be observed that the marketing accounts are growing, the quarter is more than a month account and the year is more than a quarter account. ² **THERE CAN BE MANY MARKETING STRATEGIES THAT CAN BE APPLIED IN THE BUSINESS TO GROW AND MAINTAIN THIS GROWTH AND SUCCESS OF THE BUSINESS. THIS COMPANY SHOULD FOCUS TO RETAIN THE CURRENT SUCCESS AND GROWING PERIOD, IT IS VERY IMPORTANT TO MAINTAIN THE POSITION IF YOU ARE STABLE AND INDEPENDENT IN THE MARKET.** Increasing the budget of a few operations of the business that are going slow will be one of the strategies. ² **ANOTHER COULD BE MORE FOCUSED ON THE MARKETING OF NEW VENTURES AND PLANS TO PROMOTE INNOVATION AND MODERN TRENDS. THE BUSINESS CAN INCREASE ITS BUDGET OF NON-CODED REVENUES PER MONTH, QUARTERLY, AND PER YEAR IN ORDER TO INCREASE THE GROWTH AND SUCCESS OF THE BUSINESS. IF I WOULD BE A SENIOR VICE PRESIDENT (SVP) OF A BUSINESS, THEN I WILL ALSO GIVE A FEW MARKETING STRATEGIES AND OPERATIONS THAT CAN HELP TO ACHIEVE THE GOALS AND AIMS OF THE COMPANY.**

Summary:

The company, a business or product and service that I have selected is “Best Buy Co.” The location of Best Buy Co. ³ **HEADQUARTERS IS IN RICHFIELD, MINNESOTA, UNITED STATES.** Its Divisions is Best Buy Canada. If we furthered discuss the employee’s numbers of the Best Buy Co. than they are around 125,000 (FY FEB 2, 2019). The services they provided are the products that include consumer electronics, appliance The webpage name is www.BestBuy.com where you can get all the further information about the company and its ups and downs. ⁴ **DIVISION OF BEST BUY CO.** is Best Buy Canada. ⁴ **SUBSIDIARIES OF THIS COMPANY ARE BEST BUY MOBILE, GEEK SQUAD, MAGNOLIA HOME THEATER, PACIFIC SALES, BEST BUY ENTERPRISE SERVICES, INC.** The CEO of this company is Corie Barry (Jun 11, 2019–) (Miguel and Kathy, 2011). ³ **BEST BUY CO., INC. IS A MULTINATIONAL CUSTOMER ELECTRONICS RETAILER OF AMERICA, LOCATED IN RICHFIELD, MINNESOTA.** It was basically built through James Wheeler and Richar

M. Schulze in 1966 as an audio work market named Sound of Music (Brown, 2012). In the year 1983, it was rebranded below its popular name with an important set on customer electronics.

References

Brown, A. (2012). 4 "BEST BUY FOUNDER MUST MEET CHALLENGES TO COMPLETE \$8B BUYOUT" Forbes. 4 RETRIEVED MARCH 26, 2020. SCHULZE FOUNDED THE COMPANY IN 1966 WITH JAMES WHEELER

Miguel B. and Kathy G. (2011). 4 "BEST BUY LEAVES U.K., REBOOTS PHONEN VENTURE" THE WALL STREET JOURNAL.