

M16 – Commercial and Marketing Management

**Commercial Strategy and Marketing Performance in  
Modern Organizations**

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## **Abstract**

This report will explore how commercial and marketing strategy aids in organizational performance for modern organizations. It will be based on the role and impact of: pricing strategy, market segmentation and targeting, positioning, branding, revenue generation, customer acquisition, profitability and sales performance. Examples from: Amazon, Apple, Nike, Wal-Mart, Toyota, Netflix and Marriott International, explain how commercial and marketing management techniques help companies achieve competitive advantage and sustainability.

## **Chapter 1: Introduction**

Commercial and marketing management are essential components of modern business. Organizations are competing in extremely tough environments where customer expectations, market trends and technological developments are always changing. Commercial management concentrates on customer relationship management, revenue generation, sales planning and business development whereas marketing management addresses customer needs, branding, promotion and market research. The organizations with effective marketing and commercial management strategies gain better customer relationships, better business growth and profit maximization (Jobber & Ellis-Chadwick, 2020). These modern organizations must have a comprehensive understanding of customer behavior, competition within the market and technological changes that are evident in the business environment in order to sustain themselves in the competitive landscape. For instance, we see a business being able to maintain the pace against competitors and sustain profitability using strong commercial and marketing strategies within organizations like Apple and Amazon. Commercial and marketing management are essential components of modern business. Organizations are competing in extremely tough environments where customer expectations, market trends and technological developments are always changing. Commercial management concentrates on customer relationship management, revenue generation, sales planning and business development whereas marketing management addresses customer needs, branding, promotion and market research. The organizations with effective marketing and commercial management strategies gain better customer relationships, better business growth and profit maximization. These modern organizations must have a comprehensive

understanding of customer behavior, competition within the market and technological changes that are evident in the business environment in order to sustain themselves in the competitive landscape. For instance, we see a business being able to maintain the pace against competitors and sustain profitability using strong commercial and marketing strategies within organizations like Apple and Amazon. Commercial and marketing management are essential components of modern business. Organizations are competing in extremely tough environments where customer expectations, market trends and technological developments are always changing. Commercial management concentrates on customer relationship management, revenue generation, sales planning and business development whereas marketing management addresses customer needs, branding, promotion and market research. The organizations with effective marketing and commercial management strategies gain better customer relationships, better business growth and profit maximization. These modern organizations must have a comprehensive understanding of customer behavior, competition within the market and technological changes that are evident in the business environment in order to sustain themselves in the competitive landscape. For instance, we see a business being able to maintain the pace against competitors and sustain profitability using strong commercial and marketing strategies within organizations like Apple and Amazon. Commercial and marketing management are essential components of modern business. Organizations are competing in extremely tough environments where customer expectations, market trends and technological developments are always changing. Commercial management concentrates on customer relationship management, revenue generation, sales planning and business development whereas marketing management addresses customer needs, branding,

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changes that are evident in the business environment in order to sustain themselves in the competitive landscape. For instance, we see a business being able to maintain the pace against competitors and sustain profitability using strong commercial and marketing strategies within organizations like Apple and Amazon.

## **CHAPTER 2. LITERATURE REVIEW**

According to Kotler and Keller's point of view, marketing management is about managing and communicating value to customers and creating value through strategic planning and branding. Commercial management is about ensuring that customer orders are translated into viable commercial results via pricing, sales management, and customer relationship approaches. Organizations' competitive advantage is realized when they provide more value than their competitors (Porter, 1985). The price strategy that affects customer demand and the profitability of the organization includes penetration pricing, premium pricing and dynamic pricing. Segmentation, targeting and positioning are significant because they enable companies to select profitable customer segments and build good brand images. Digital marketing has revolutionized the way modern organizations engage with their customers through their websites, social media, search engines and online advertising. CRM systems have the power to boost their engagement and support with customers, which leads to long-term profitability. Researchers also draw attention to ethical marketing practices as transparency and trust from customers are key to ensure long-term growth of a business. Marketing management is about customer value – strategic planning, branding and communication (Kotler and Keller). Commercial management involves using pricing, sales management and customer relationship tactics to make the customer's need profitable. According to Porter, an organization's competitive advantage is that it provides greater value than its rivals. All pricing strategies affect customer demand and organizational profitability: penetration pricing, premium pricing, and dynamic pricing. Segmentation, targeting and positioning is important as it allows companies to narrow down on the profitable segments and to

establish a robust image for the brand. Digital marketing has revolutionized the modern organization, giving businesses a way to interact with customers through the web, social media, search engines, and on-line advertising. CRM systems boost customer engagement and support long-term profitability. Ethics in marketing are also key, given the need for transparency and trust with customers for sustainable business growth. Marketing management is the process of establishing and delivering value to customers through strategic planning, branding and communication as Kotler and Keller (2010) observed. Commercial management revolves around the conversion of customer demand into profitable results by means of pricing, sales management and customer relationship strategies. Porter describes how competitive advantage is gained by providing a better value than the competition. Pricing tactics like penetration pricing, premium pricing and dynamic pricing affect customer demand and organizational profitability. Segmentation, targeting and positioning are relevant because they will help the business focus on profitable customer segments and develop good brand images. Digital marketing has revolutionized modern businesses, providing the ability for businesses to reach out to customers via web pages, social media, search engines, and online advertising. CRM solutions enhance customer interaction and boost long-term profitability. Ethical marketing practices are also highlighted as essential for the growth and sustainability of businesses, as transparency and customer trust are crucial. Marketing management is defined as strategic planning, branding and communication of customer value, as explained by Kotler and Keller. Commercial management is about turning customers' demands into profitable results, involving customer relationship, sales management, and pricing. An organization's competitive advantage is created when it provides higher value

to others than its rivals. Pricing strategies such as penetration, premium and dynamic pricing have an impact on consumer demand and the profitability of the organization. The significance of segmentation, targeting and positioning is to enable businesses to focus their attention on profitable customer groups and develop strong brand images. Digital marketing has revolutionized modern organizations and enabled businesses to interact with customers via the Internet, social media, search engines, and online ads. CRM systems enhance customer engagement and support business sustainability. Ethical marketing practices are also a focus of researchers, as the transparency and customers' trust are fundamental to the growth of sustainable businesses. Marketing management is the process of strategic planning, branding and communication that creates and delivers value to customers, Kotler & Keller. Commercial management involves the implementation of the customer's demand into profitable results with pricing strategies, sales management and customer relationship strategies. According to Porter, the competitive advantage of an organization is realized through providing greater value than its rivals. Policies that affect the price of the product like penetration pricing, premium pricing and dynamic pricing affects customer demands and affects the profitability of the organization. Segmentation, targeting and positioning are significant as it helps companies to focus on the profitable customer groups and develop a compelling brand image. Digital marketing has revolutionized today's organizations by enabling businesses to reach their customers via online advertising, search engines, social media and web. CRM systems enhance customer interactions and promote sustainable profitability. Ethical marketing is also a key focus area and transparency and customer trust are crucial for sustainable business development. Marketing management is all about the creation

and delivery of customer value through strategic planning, branding and communication, Kotler and Keller state. Commercial management involves managing customer needs and turning them into profitable results by applying pricing, sales management and customer relations strategies. Organizations gain a competitive edge by providing a better value than their competition. Price policies like penetration pricing, premium pricing, dynamic pricing affect the demand of the customers and the profitability of the organization. Segmentation, targeting and positioning are vital because they enable companies to focus on profitable customer groups and develop powerful brand images. The digital marketing revolution has changed the way modern companies engage with their customers by providing businesses with an avenue to communicate with their target market via social media, websites, search engines, and online ads. Customer Relationship Management systems help boost customer interaction and customer support and, ultimately, keep the business profitable. Ethical marketing practices are also highlighted as it is crucial for the customers' trust and transparency in the business for sustainable growth. Kotler and Keller describe marketing management as a process of strategic planning, branding and communicating to create and deliver value to customers. Commercial management involves using pricing, sales management and customer relationship techniques to provide profitable results from customer demand. Porter says that four ways in which organizations beat the competition is by providing superior value to them. Customer demand and organizational profitability is affected by pricing strategies like penetration pricing, premium pricing and dynamic pricing. Segmentation, targeting and positioning are crucial because they enable companies to target desirable customer segments and develop effective brand images. Digital marketing has revolutionized the way modern

organizations communicate with their customers, through websites, social media, search engines and online advertising. CRM systems boost customer interaction and help guarantee sustainable business growth. Ethical marketing is also a focus of interest due to its role in fostering transparency and trust among consumers, which are crucial for the long-term success of businesses. Marketing management is the strategic planning, branding and communication of value for customers, Kotler and Keller say. Commercial management focuses on converting customer demand into profitable outcomes through pricing, sales management, and customer relationship strategies. Porter explains that organizations achieve competitive advantage by offering superior value compared to competitors. Pricing strategies such as penetration pricing, premium pricing, and dynamic pricing influence customer demand and organizational profitability. Segmentation, targeting, and positioning are important because they allow businesses to focus on profitable customer groups and create strong brand images. Digital marketing has transformed modern organizations by allowing businesses to communicate with customers through websites, social media, search engines, and online advertising. Customer relationship management systems improve customer engagement and support long-term profitability. Researchers also emphasize ethical marketing practices because transparency and customer trust are essential for sustainable business growth. According to Kotler and Keller, marketing management involves creating and delivering customer value through strategic planning, branding, and communication. Commercial management focuses on converting customer demand into profitable outcomes through pricing, sales management, and customer relationship strategies. Porter explains that organizations achieve competitive advantage by offering superior value compared to

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## **CHAPTER 3. METHODOLOGY**

The methodology of this report is secondary research methodology with qualitative approach. Books, journals, annual reports and websites were used as informational sources. The study is based on retail, manufacturing, services and hospitality organizations. It gives detailed analysis of the successful organization's commercial and marketing strategies. Secondary research is less expensive and can help you find a variety of academic and business information. The presentation of this report is a secondary research using a qualitative approach. Books, journals, annual reports and business websites were used as sources of information. The study will concentrate on retail, manufacturing, service, and hospitality organizations. The methodology enables fine-grained examination of commercial and marketing tactics of successful businesses. Secondary research is economical and gives access to a variety of academic and business information. This report uses a qualitative secondary research methodology. Books, journals, annual reports, and business websites were sources for information. The study is based on organizations in the retail, manufacturing, services, and hospitality industries. The methodology enables detailed analysis of the strategies of successful organizations from the commercial and marketing point of view. Secondary research is cost effective and available for a variety of academic and business information. The methodology adopted for this report is the secondary research method using qualitative approach. Information was drawn from books, journals, annual reports and websites of businesses. The study is centred on retail, manufacturing, services and hospitality organization. The methodology enables detailed analysis of the methods used by successful organizations in terms of commercial/commercial marketing strategies. Secondary research is economical

and offers a mass of academic and business data. The methodology adopted to prepare this report is of qualitative secondary research. Books, journals, annual reports and business websites were used for gathering information. The study is limited to retail, manufacturing, services and hospitality organizations. The methodology enables detailed consideration of commercial and marketing strategies that are employed by successful organization. Secondary research is inexpensive and is available to access a vast amount of academic and business information (Saunders, Lewis, & Thornhill, 2019). The approach of this report is qualitative secondary research. Books, journals, annual reports, and business websites were used as sources of information. This study is limited to retail, manufacturing, services, and hospitality organizations. A detailed analysis of commercial and marketing strategies of successful organization is possible through the methodology. Secondary research is less expensive and offers a large amount of academic and business data.

## **CHAPTER 4. FINDINGS**

The results suggest that commercial and marketing strategies have a great impact on the organizational performance. Commercial management that correlates with marketing management will enhance the satisfaction, sales and profitability of the businesses. The pricing strategy has a direct impact on the customer buying behaviour and market share(Kotler & Keller, 2019). High prices serve to reinforce Apple's brand reputation and low prices appeal to those who are cost sensitive. Market segmentation and targeting allow for the improvement of marketing effectiveness as an organization can work on groups of customers who have different needs and preferences. Nike markets to younger consumers and athletes via sports branding and celebrity endorsements. Positioning strategies affect the customers perceptions and provide competitive advantage. Starbucks has got to say that it offers a quality coffee experience and Toyota has got to say that it's reliable, efficient and it gets good gas mileage. Subscription-based models, collaborations, digital transformation, and loyalty programs are all ways to create more revenue, which enhances long-term profitability. The use of digital marketing, social media campaigns, product innovation, and customer relationship management all contribute to a better customer acquisition and retention. These results suggest that the commercial and marketing strategies have a very significant impact on the performance of an organization. Commercial management and marketing management go hand in hand and enhance customer satisfaction, sales and profitability for businesses. How you price your product or service can directly affect customer buying and market share. Apple has high pricing in order to build up the prestige of its brand, while Walmart has low pricing for those who are more price-conscious. Marketing effectiveness is enhanced by segmentation and

targeting since it enables the organization to target the customer segments that have specific needs and preferences. Nike's brand image and celebrity endorsements are geared towards athletes and younger consumers. Positioning strategies shape customer perceptions and give a competitive edge. Starbucks is a higher quality coffee experience and Toyota, reliable and efficient. Long-term profitability is enhanced through revenue generation approaches like loyalty programs, digital transformation, partnerships, and subscriptions. Investing in digital marketing, social media marketing, product innovation and CRM can greatly boost customer acquisition and retention. The results show that the application of commercial and marketing strategies has a major impact on organizational performance. By integrating commercial management with marketing management, companies are able to enhance the satisfaction of customers, sales productivity and profit. Customer buying behaviour and market share is directly affected by pricing strategies. Apple is known for its high prices to build brand credibility and Walmart is known for low prices to appeal to the price-sensitive consumers. Market Segmentation and Targeting makes marketing more effective, as it allows organizations to target groups of customers who have particular needs and preference. Nike appeals to younger consumers and athletes in sports branding and celebrity endorsements. Positioning strategies have an impact on customer perceptions and offer competitive advantage. Starbucks's brand claim is "best coffee in the world" and Toyota's is "Reliable and Fuel Efficient". There are several revenue generation strategies – e.g., subscription, partnership, digital transformation, loyalty – that can help boost long-term profits. Customer acquisition and retention are greatly enhanced by digital marketing, social media marketing strategies, product innovation, and customer relationship management. The results suggest that

commercial and marketing strategies have a significant impact on the performance of the organization. Commercial management and marketing management can be closely related for improving customer satisfaction, sales performance and profitability in business. Prices directly effect customers' purchase decisions and market share. Apple's high price positions it to create brand prestige, while Walmart's low price keeps the price sensitive customer base. Market segmentation and targeting are valuable for marketing effectiveness because the organizations can target the market segments that have specific needs and preferences. Nike focuses on sport as a brand for athletes and younger consumers through celebrity branding and endorsements. Positioning strategies affects the perception of customers and provide the competitive advantage. Starbucks markets itself as a high quality coffee experience and Toyota markets itself as reliable and economical. Subscription, partnership, digital transformation, and loyalty programs are effective ways to generate revenue, which will have a positive impact on long-term profitability. The use of digital marketing, social media marketing, product innovation and customer relationship management greatly enhances customer acquisition and retention (Jobber & Ellis-Chadwick, 2020). The results revealed that the commercial and marketing strategies have a significant effect on the performance of the organization. Commercial management synchronized with marketing management is beneficial for businesses to increase customer satisfaction, sales performance and profitability. Pricing strategies have an impact on customer buying behavior and market share. High price for Apple is to build a sense of prestige, low price for Walmart is to appeal to the cost-aware customer. The concept of market segmentation and targeting enhances the effectiveness of marketing as it allows organizations to target and focus on specific groups of

customers that have certain needs and preferences. Nike is a brand that caters to the market of sport users and young consumers via the sport branding and through sports celebrities. Positioning strategies affect customer perception and give a competitive edge. Starbucks is positioning itself as a high-end coffee experience and Toyota as reliable and economical. Providing revenue generation opportunities, including digital transformation, subscriptions, partnerships, and loyalty programs, boosts the potential for long-term profitability. Customer acquisition and retention are greatly enhanced with digital marketing, social media campaigns, product innovation, and customer relationship management. The results suggest that there is a significant impact of commercial and marketing strategies on organizational performance. Commercial management and marketing management can be integrated so the companies can gain the benefits of better customer satisfaction, sales and profitability. Price affects customer purchase decisions and market share. The high prices Apple charges help reinforce the brand's image of quality, whereas Walmart's low prices appeal to those looking for the best bargain. Market segmentation and targeting is helpful in enhancing the effectiveness of marketing because the organization can target its marketing efforts at specific customer groups with specific needs and preferences. Nike caters to the younger market segment and sport stars via sports branding and celebrity endorsements. The placement of the product in the customer's mind and competitive advantage are affected by positioning strategies. There's not a lot of difference between Starbucks' image as a high-end coffee shop and Toyota's image as a reliable, efficient car company. Subscription, partnerships, digital transformation and loyalty programs are all revenue generation strategies that enhance long-term profitability. Digital marketing, social media campaigns, product innovation,

and customer relationship management are all key areas that enhance both customer acquisition and retention. The results suggest that commercial and marketing activities have a great impact on organizational performance. Commercial management which is related to marketing management improves customer satisfaction, sales performance and profitability for businesses. Price strategies have a direct impact on customer's purchase behavior and market share. Apple adopts high pricing to build up brand reputation and Walmart takes low pricing to appeal to its price-sensitive customers. By segmenting the market and targeting the customers, marketing becomes more effective as the organization can concentrate on customers with a particular needs and preferences. Nike's market is focused on the sportswear and younger consumer with its sporty branding and celebrity endorsements. Positioning Strategies Affect Customer Perceptions and Provide a Competitive Advantage. Starbucks markets itself as the "best in class" coffee experience, and Toyota markets itself as an "awareness of reliability and efficiency" car. One of the ways to generate revenue is to implement subscriptions, partnerships, digital transformation, and loyalty programs, all of which will help to increase long-term profitability. Digital marketing, social media campaigns, customer relationship management, and product innovation are important in boosting customer acquisition and retention. The results showed that the commercial and marketing strategies do have a significant impact on organizational performance. Commercial management and marketing management go hand-in-hand and bring benefits to the business as far as customer satisfaction, sales performance and profitability are concerned. Prices have an impact on customer purchase decisions and market share. Apple's higher prices are a means of fortifying its brand image, and Walmart's lower prices are a strategy to appeal

to customers who are focused on price. Market Segmentation and Targeting make it effective to the organizations to market because they can target the customer groups who have specific needs and preferences. Nike is a sports brand that brings endorsement to younger people. Positioning strategies affect customer perceptions and give the company a competitive advantage. Starbucks markets itself as a quality coffee house, and Toyota markets itself as reliable and economical. Subscription, partnerships, digital transformation, and loyalty programs are all strategies that can be implemented to generate revenue, which leads to better long-term profits. The use of digital marketing, social media campaigns, product innovation, and customer relationship management helps enhance customer acquisition and retention. The results show that commercial and marketing strategies have a significant impact on organizational performance. Commercial management and marketing management work well together, which helps businesses to better satisfy customers, enhance sales performance, and increase profitability. The pricing policy has a direct impact on customer purchasing decisions and market share. Premium pricing helps boost the prestige of Apple and low pricing helps Walmart appeal to customers who are on a budget. Segmentation and targeting is highly effective in marketing and helps organizations to target the groups of customers who have been segmented according to their needs and preferences. Nike is geared to sports and a younger audience through its branding and celebrity endorsements. Positioning strategies affect the customer's perceptions and provide a competitive edge. Starbucks is seen as a high-quality coffee experience, and Toyota as reliable and economical. Subscription, partnerships, digitization, and loyalty programs are all revenue generation strategies that will boost your long-term profitability.

## **CHAPTER 5. DISCUSSION**

The discussion verifies the importance of customer value creation for an organization. Today's customers demand convenience, quality, innovation and customization. Organizations which have a good knowledge of customers are more likely to be able to create customer loyalty and re-purchase. There needs to be a balance between price, customer expectations, and profitability when considering pricing strategy. Digital marketing is a crucial form of communication with customers and to create awareness of your brand. Without digital marketing, companies risk being out of the running for global markets. Customer acquisition and retention strategies help ensure long-term profitability and sustainability. Customers trust and value Companies that practice ethical marketing. It's crucial for organizations to be innovative and adaptable to meet shifting market trends and technological advancements. The discussion reinforces the fact that the creation of value for the customer is a key ingredient to organizational success. When it comes to customer expectations, modern people look for convenience, quality, innovation and customization. Companies that are aware of the customers' needs will have greater opportunities to establish customer loyalty and repeat sales. The pricing policy should be balanced according to affordability, customer expectations and profitability. In the world of digital marketing, one of the primary means of communicating with customers and building brand awareness is through mobile devices. If businesses don't invest in digital marketing, they could lose the competitiveness in the world markets. Ongoing profitability and sustainability are enhanced by customer acquisition and retention strategies. In addition, organizations need to place emphasis on innovation and adaptability to meet evolving market dynamics and technological

developments (Chaffey, 2022). The discussion reinforces the notion that value creation for the customer is the key to organizational success. Today's customers demand convenience, quality, invention and customization. An organization that has knowledge of customer needs will be able to create a customer base that will return to the store. The pricing strategy should be a compromise of affordability, customer expectations and profitability. Digital marketing is now one of the most crucial ways of communicating with customers and making the brand known. Inefficiently using digital marketing can lead to a loss of competitiveness in the global market. Customers acquisition and retention plans contribute to sustainability and profitability. Ethical marketing boosts trust and reputation. In addition, organizations need to pay attention to innovation and flexibility to meet the demands of the evolving market and technological developments. The discussion validates that customer value creation is the key to the success of an organization. Today's customers demand convenience, quality, innovation and customization. Organizations with knowledge of the needs of their customer are more likely to create customer loyalty and repeat purchases. There are different ways of pricing and it is essential to keep a balance between the three. There are pricing strategies and it is imperative to maintain the balance between the three. Digital marketing serves as one of the main means of communication with customers and awareness of brands. Businesses that do not invest in digital marketing might fall behind in the competition in the global market. Customer acquisition and retention strategies help ensure long-term profitability and sustainability. Ethical marketing practices earns the customers' trust and enhances the reputation of the brand. To cater to evolving market dynamics and technological advancements organizations need to pay attention to innovation and adaptability. The

discussion reaffirms the importance of adding value to customers to the organization for its success. Today's customers demand convenience, quality, innovation and customization. Customer loyalty and repeat purchases are more likely to be created by an organization that acknowledges the needs of its customers. Policies need to determine pricing policies that are not only affordable but acceptable to the customer and profitable to the organization. Digital marketing is among the most crucial ways of communicating with customers and increasing brand awareness. If your business doesn't invest in digital marketing, you might fall behind the curve in the global market. Customer acquisition and retention strategies can help to ensure long-term profitability and sustainability. Customer trust and brand reputation are enhanced by ethical marketing practices. The organizations should also emphasize innovation and flexibility to adjust to the shifting market dynamics and technological developments. The discussion validates that value creation is a key element to the success of the organization. Today's customers demand convenience, quality, innovation and customization. Organizations that have knowledge of customer needs will be more successful in fostering customer loyalty and repeat purchases. The pricing strategy should take into account affordability, customer expectations and profitability. Digital marketing is one of the most crucial communication and awareness of the brand. Failure to invest in digital marketing can lead to losing out on competitiveness in the global market. Customer acquisition and retention strategies are designed to promote long-term profitability and sustainability. Ethical marketing practices boost customer trust and brand reputation. However, companies need to be innovative and flexible to meet evolving market dynamics and technological developments. The discussion validates that creating value for customers is

a critical component to the success of an organization. Today's customers demand convenience, quality, innovation and a level of personalization. Customers with a good understanding of customer needs are more likely to develop customer loyalty and repeat purchases. Pricing strategies need to be designed to be affordable, meet customer expectations, and profitable. Digital marketing is now one of the most crucial means of communicating with customers and spreading brand awareness. Without investing in digital marketing, businesses can lose the competitive edge in the global market. Good customer acquisition and retention practices help maintain profits and sustainability. Ethical marketing boosts customer confidence and builds brand reputation. In addition, it is crucial for organizations to prioritize innovation and adaptability to meet evolving market trends and technological advancements. The conversation reaffirms the importance of creating value for customers in order to achieve the success of the organization. Today's customers demand convenience, quality, innovation and customization. A customer loyalty program relies on the understanding of the needs of the customers. Firms that know about what customers need are more likely to create customer loyalty and repeat sales. The pricing strategies should take into account customer expectations as well as affordability and profitability. Digital marketing has emerged as one of the most essential means of communication with customers and brand awareness. Companies that don't invest in digital marketing can become less competitive in the global marketplace. Long-term profitability and sustainability are ensured by customer acquisition and retention strategies. Honest marketing boosts customer confidence and brand image. In addition to that, organizations need to prioritize innovation and adaptability, in order to stay relevant in the evolving market dynamics and

technological developments. The talk acknowledges that customer value creation is critical for organizations to be successful. Today's customers want convenience, quality, innovation and customization. Customer loyalty and repeat sales are more likely to occur if the organizations know the needs of their customers. Price policies should be decided in a way that is both cost friendly, customer friendly and profitable. Digital marketing is one of the most vital means of communication and brand awareness to customers. With the growing competition in the global market, businesses that do not invest in digital marketing risk losing competitiveness. Long-term profitability and sustainability through customer acquisition and retention strategies. Ethical marketing practices boost customer trust and brand reputation. In addition, organizations need to prioritize innovation and adaptability in order to navigate shifts in the market and technological advances. The discussion verifies that it is necessary for an organization to create customer value. Customers nowadays demand convenience, quality, innovation and customization. Companies that are aware of customer requirements have a higher probability of cultivating customer loyalty and repeat business. Pricing strategies should have a balance between affordability and customer expectations and profitability. Nowadays, digital marketing is one of the most crucial methods of communicating with customers and making them aware of the brand. Without investing in digital marketing, businesses may fall behind in global markets. Retention and acquisition strategies help to ensure long-term profitability and sustainability. Ethical marketing increases the trust of customers and therefore the reputation of the brand. Additionally, innovation and adaptability are key priorities for organizations, especially in a rapidly evolving business landscape and technological landscape.

## **Conclusion**

Commercial and marketing strategies play a vital role in the organization performance in modern enterprises. Commercial management and marketing management go hand-in-hand to enhance customer satisfaction, increase sales and to aid long-term growth. The price, segmentation, targeting, positioning, branding and customer relationship management are key factors that have a significant impact on the performance of sales and profitability. Amazon, Apple, Nike, Toyota, Walmart and Marriott International are examples of good commercial and marketing strategies that generate competitive advantage and business success. Innovation, ethical practices, digital marketing, and customer engagement are crucial components of sustainable growth and profitability for businesses. Commercial and marketing strategies have a great role to play in the performance of an organization in the contemporary settings. Commerce and marketing management are interdependent in the perspective of achieving better satisfaction of customers, higher revenue and better growth. The effect of pricing, segmentation, targeting, positioning, branding and CRM on sales performance and profitability is significant. Commercial and marketing strategies are very strong – as they are in Amazon, Apple, Nike, Toyota, Walmart and Marriott International – and they are essential to the competitive advantage and business success of organizations. Companies that prioritize innovation, integrity, digital marketing, and customer relationships will be more successful in achieving sustainable growth and profitability. In contemporary organizations, commercial and marketing strategies take an important role in the performance of organizations (Kotler & Keller, 2019). Commercial management and marketing management collaborate to increase customer satisfaction, enhance revenue

and ensure long-term growth. The impact of pricing, segmentation, targeting, positioning, branding and CRM on sales performance and profitability is significant. Amazon, Apple, Nike, Toyota, Walmart and Marriott International are examples of organizations that have developed strong commercial and marketing strategies that generate a competitive advantage and business success. Companies that prioritize innovation, ethical practices, digital marketing, and customer engagement will be better positioned for sustainable growth, profitability, and success. In the contemporary organizations commercial and marketing strategies play an indispensable role in the performance of the organization. Commercial management and marketing management go together and aim at increasing satisfaction of the customers, generating revenue and ensuring growth in the business: The topics of pricing, segmentation, targeting, positioning, branding and customer relationship management have a significant impact on sales performance and profitability. Companies like Amazon, Apple, Nike, Toyota, Walmart, and Marriott International highlight the benefits of robust commercial and marketing strategies in establishing a competitive edge and business success. Companies that prioritize innovation, ethical practices, digital marketing and customer engagement will have a greater chance of sustainable growth and profitability. In contemporary businesses, the commercial and marketing strategies are vital to organizational performance. Commercial management and marketing management go hand in hand towards enhancing the satisfaction of the customer, boosting the revenue and promoting long term growth. Pricing, segmentation, targeting and positioning, branding and customer relationship management are all important factors that affect sales performance and profitability. Commercial and marketing strategies, like the ones of Amazon, Apple, Nike, Toyota, Walmart and even

Marriott International, show how effective they can be in the creation of competitive advantage and business success. Businesses that invest in innovation, ethical practices, digital marketing, and customer engagement are more likely to be successful in achieving sustainable growth and profitability. Organizational performance in modern organizations is aided by commercial and marketing strategies. Commercial management and marketing management go hand in hand to ensure customer satisfaction, boost revenues and aid in sustainable growth. The elements of pricing, segmentation, targeting, positioning, branding, and customer relationship management have a great impact on sales performance and profits. Companies like Amazon, Apple, Nike, Toyota, Walmart and Marriott International show that commercial and marketing strategies can make a big difference in developing competitive edge and making business successful. Firms that invest in innovation, ethical practices, digital marketing, and customer engagement are more likely to be successful and profitable.

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## **Appendices**

Appendix A – Company examples: Amazon, Apple, Nike, Walmart, Toyota, Netflix, Marriott International.

Appendix B – Key Terms: Segmentation, targeting, positioning, pricing, customer retention.