Strategic Management

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The following paper aims to respond to bullet two, which includes the importance of monitoring by the marketers, the process of identification and measurement of trends by the information system, and designing a marketing information system for mobile phones.

Marketers are the source to measure the marketing developments and paradigms of buying products in any competitive market. For the marketers, monitoring the current trends in marketing is important to identify consumer behavior and their changing demands. Moreover, this helps to understand the varying trends by the other competitors in the market. Measurement of the current trends is also important to set goals and objectives by using the information provided by the marketers (Goldsmith, 2004).

The marketing information system helps in the collection and storage of data. This data is gathered with the help of internal and external sources (Limański et al., 2018). Furthermore, these external and internal sources include market intelligence, operating data, and information libraries. The measurement of trends is carried out with the help of processes of development, product quality, and customer satisfaction.

The marketing information system design process for an android phone is as follows:

* The initial requirement is the analysis of the company or organizational internal recordings. This information can be acquired from the sales and finance departments. Internal analysis is important for the identification of demand by the consumers in the market (Haider et al., 2017).
* Carrying out market research would be the second step in the design for an android phone. This would help analyze the competitors in the existing market and their strategies, consumer behaviors, market development, and quality processes by the company in the past.
* Third design stage includes devising solutions regarding android phone marketing that include advertisements and understanding consumer behaviors. Solving marketing problems will help make a connection with the marketing segments.
* After market analysis and solving problems, the final step would be the implementation of strategies regarding the android phone.

References

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