



COVER PAGE AND DECLARATION

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Introduction

International marketing is definitely one of the most wanted jobs, and what makes it special that it does not require a certain degree, because it is simply a normal talent a lot of people already have it, now as an international marketer, I will represent as a reflex to LANZ recruitment agency picture and talk about most of its features.

First thing I will show the company features and quick definition of the country certain job and goals.

LANZ agency is looking for brightening productive future that probably could reach it to either franchising or the foreign trading market.

LANZ agency is looking for business professionals that could help the company competitive all over the world.

The assignment will include a few strategies to help understanding LANZ advertising steps.

I will show you an advertisement at the end to let you understand the quality of our company production.

1. What is LANZ agency?

LANZ is international company that advertise for multinational and big firms, LANZ is most known to be spreaded in the Asia widely, and middle east specifically.

what LANZ do exactly is hiring some people to present the paid company and advertise their products in the very best way.

LANZ do not choose any person, LANZ only hired people who have great potential of convincing and mind manipulating so they could convince the customer to buy any product even if he do not need it or if it's useless though.

LANZ agency most advertise for technology products firms for instance Apple and Galaxy products, or maybe applications like Food delivering applications or Uber eats.

2. LANZ agency ambitious

LANZ is most known for providing high quality ads, which it made the company has reputation over a lot of firms of it's specialization.

The company has a high ambitious for speeding the franchise to be multinational agency, LANZ lately started looking for new marketers, so they could spread their franchises all over the world, specially in Europe.

LANZ exactly work as a designer and producer for the advertisement so LANZ only advertise for a few amount of products such as technological Production facilities and online application, so from now on the company is looking for spreading the amount of specializations advertisements and that could happen after partnering up with outside facilities and hiring an foreign workers so they could easily increase the company popularity and profits net worth.

3. LANZ agency requirements

As I mentioned before, LANZ agency does not require any degree of course except some jobs like the information technology and the accountant degrees

The main marketers who convince people to buy products all they have to do is convince the management to hire them and after that they started earning thousands and thousands of dollars.

Of course every marketer has been selected carefully to a certain advertise product so the advertisement be as finest as possible.

LANZ agency of course looking for employees from different cultures, above all that the languages differences, which will clearly help in company raising especially that there is no country in Asia speak English as the nation language.

4. The successful marketer strategies

☒The successful marketer need to know exactly how to play with the audience minds without seeing or communicate with them which it can be extremely stressful specially for marketers who have no clue of the targeted audience preference, according to Steve jobs there are 4 strategies the successful marketer should be aware of before recording or share any advertisement:

- Sell emotions.
- Build a community around your products.
- Show who you are making your product for.
- Make it frictionless.
- Customers above all else.

5. Mistakes a lot of marketers fell in

The successful marketers did not just Suddenly became successful but the fell and did dozens of mistakes, here Are must falling mistakes every marketer should avoid:

- Not Defining Key Metrics In The Marketing Plan.
- Not having the proper communication skill (the tact of communication).
- Wrong information being sent out.
- Assuming that customers are rational utility maximizers.
- Rushing campaign
- Trying To Reinvent The Wheel Over complicating The Message.
- Marketing Mistake Failing To Have
- Documented Marketing Processes.
- Ignoring bad reviews.

- Advises for marketers before starting marketing.
- Marketing Mistake Going Overboard With Marketing Efforts.

After avoiding mistakes, the successful marketer got to have high percentage successful plans for the career specially if he's responsible for a whole marketing section, and definitely no one can rise up without consulting, the successful marketer need to listen to the consulting people, and the acceptance of professionals consultant according to Mary Kay Ash, building a strong community of independent consultants is alone for being an independent marketer, One of the main reasons that caused the failing of marketers is the pride, though being humble is not that hard after all.

For marketers, investors, students and every single person must fail multiple times before getting into their goals, the difference is who resigned in the middle of the road, and who continued, a person like Thomas Edison failed more than 2000 times before successfully inventing the light bulb, Apple company during the first twenty years of its establishing failed dozens of times and did not sell any products but a few but did Steve Jobs resigned? No he did not, because he had a clear powerful Determination just in front of his eyes.

The main advertisement

All that talking about marketing could considered as an introduction, a long introduction, the main topic is going to be an advertisement for an apple design, which might help explaining the ability and convincing ways the marketer do, the advertisement will focus on multi topic, mainly:

1. The production materials.
2. Benefits the device gave.
3. The developed technology mastered.
4. The innovation out cover luxurious design.
5. Revolutionary touch interface.
6. Courteous price extension to the quality.

Our product

Our company LANZ spent and put exhausted work in advertising for iPhone 16 products, specially it is expensive and afford much money to be earned, however by the right strategy and Art of selling I can easily and finally convince you to buy iPhone 16.

Features:

1. Stunning colors such as Titanium which beside the shining color it gives strength to the product, and golden desert, which also made of Titanium to give the product luxurious design.
2. Double time charging, up to 33 hours video playback, which means 17% increase in total system battery.
3. 4k Dolby vision, which considered to be the highest resolution and frame rate in Apple company since the invention of iPhone franchise.
4. Advanced auditory processing, which it added new features to iPhone product like Iframe technic (capturing the clearly conversation even though the crowded circumstance).
5. Great and proper screen for gaming activities which considered to be the first of it's kind in iPhone productivity, a screen that could play 120 PFS, and the indivisible flat screen to have the best gaming experience ever on mobile modes.
6. Strong and free insurance which will captivate every single piece of the product, this might be unbelievable specially that most of Apple's products captivate limited pieces such as screen or phone cover or rarely alteration whole new cellphone, buy the way the alteration decision is working on iPhone 16 in case the product was already new but it has fault from the direct company section.
7. The new iPhone 16 is made from specific hard-soft materials such as lucid titanium to let you enjoy your cellphone for the longest as you can keep it.
8. The new iPhone 16 comes with charge, ear pods, cover and screen saver as a gift with the cellphone ,for limited time, only for first costumers who signed a pre-book for it.

9. Reduced blue screen light for eyes protection, and is instead of buying a whole new glasses that will probably cost hundreds (for original made), Apple add this feature to iPhone 16 so that every iPhone holder enjoy his cellphone without being terrifyingly scared on his eye health.

Why to buy our product

Besides all the benefits and features have been mentioned, every one even the competitive companies agree that apple has the strongest and most popular reputation above any other Mobiles company production, though our relative prices iPhone with no doubt has the most luxurious and reputation position for every body even though they have not earn even once in their lives.

So, from this point to spread our iPhone products all over the world and every body could have the ability of earning this wonderful and wanted cellphone, we made a discount for every one who desires to buy an iPhone from 3000 dollars including all features that were mentioned to only 1600 dollars for each piece, and I have to tell the pre-order costumers that they will receive a generous gift as an earnest friendship cooperation that may god access to forever.

This discount of nearly 50% price is the first of it's kind in our company, I hope you guys appreciate this unbelievable price.

Spreading of our product

iPhone cell phone products or nearly Discerned, and it might be spreading in every single country in the planet earth even though the poor and Incapable countries, our products known to be having the same price even though the financial changing influence of each currency, however now I'm telling you the most three countries iPhone spreaded in and the reason behind that.

1. iPhone devices are definitely spreading in all over the world but in United States, China and countries in the Middle East like Saudi Arabia they're even more spreading than anyone can imagine, a country like Saudi Arabia it's right it does not have the biggest land or the highest population But the Monetary Fund and the petroleum wealth are definitely enough to make a lot of citizen earn the device and some of them are even earning two or three for their business works a country like United States does not have to be defined why it's the most earning of iPhone devices as it's already there production country of it, China as well.
2. iPhone devices unexpectedly helped in economy growing all over the world and that's because it increased the amount of mobile payment systems, as well there is no country can buy huge amounts of apple products without being rich already, a country like Saudi Arabia sell more than million device of apple iPhone per year and these numbers are increasing condition as long as the economic wheel is moving apple will not stop spreading in world, in fact in Saudi Arabia the top selling mobile brand is iPhone, a head of Samsung with a percent reached 38.4% of totaled cellphones in Saudi Arabia in 2023.

Why our products are successful

Apple products in general are not known for their high quality production in there over expensive prices if apple products are so expensive why people still buy from it every year.

simply the successful marketing, Thomas Edison was not the first one who invented the light bulb and he was not the second maybe he was the 100th and also he was not the first to resign the invention of his name but what Addison did is the successful marketing of his product Addison was literally selling the sun during the night his lamp was lighting more than any other lamp have ever created in history at that time all thanks to his researchers and his limitless experiments, in short apple firm is on completely other level of marketing if some day they made with decision of selling a product that cost 1000 dollars but they just look at their brooks and decided to sell it with 2000 dollars, it will definitely work with them.

Overall, provide a unique combination of quality, design, innovation, and integration that creates value for consumers, and beside that the elegant and modernistic design.

How does Apple exactly market for their products

One of the reasons that made Steve Jobs success in selling iPhone devices giving each of these devices at huge discount from new customers, in fact he did not do any discount he just faked the first price to another expensive price and that's how he successfully manipulated people mind.

This movement does not work in our modern world anyway people start to understand that the quality of the products are not in the price or the cover designing but it's inside the device itself how long will it live what materials other devices made from or even if it is proper for his age for his country and another appropriate decisions.

Overall when it comes to advertising, apple uses the highest quality of images videos marketers and everything to advertise for one product they put insane amount of powerful and advertising for the product can maybe even cost them millions, apple provides gifts for the advertising companies like some of their devices gifts are besides the money agreement of course.

Why iPhone devices are the same in every new brand Year releasing?

A lot of people already noticed this and it's iPhone devices are the same since iPhone 11 released maybe in the shape maybe in the privileges or maybe in the controlling way but that is not true yes there are similar nearly everything but every year apple do small changes and every new device released in the year, of course these changes can not be noticed easily like battery lifetime or increasing in the frames quality or the unique materials the new device is made from, but they are mostly have similar more than

differences because apple is a computer company they cannot just release a whole new product in one year that will be changed in shape and materials and the way it worked.

Other reason of that is apple itself does not want to change the experiment designed of the device, it want to keep the “secret ingredients in pockets”, not to be lost and yet the customer when he buys the new device each year it does not have to adapt with the whole new device brand because it’s already digged in his memory.

Overall Annual updates allow Apple to introduce new features, enhancements, and capabilities that keep the OS competitive and appealing to users. This helps to maintain interest in their devices and encourages upgrades.

The Targeted audience the iPhone attract

This might be a surprise but iPhone is not a product that attracts a certain age of people it was designed to attract everybody from every age with every edge of course we don't mean five years old kid who's holding iPhone 16 in his hands, or hundred old man who's holding iPhone too to call his grandson of course these activities are cute and there are art of communication but iPhone is mostly been holding for teenagers and middle aged people.

Apple tried to attract teenagers and 60 aged people more than other elite to buy their products simply because they are easily manipulated (not all of them) and they won't care about the price or features all they want is just follow the trend of the modernist, or to have at least a device to communicate with their lovers



Conclusion

By the end of this assignment I would like to thank you for reading the whole assignment and I want you to know that marketing is not an easy thing to do it requires a great and high stress of psychological tense and pain it is not a specialization that you can study in college the gifts from God you should have it should thank him and pray to be continued with them for life.

All of us have a talent or a feature that make us better in something more than other people one of them is marketing by having a gift like this we should learn how to keep it and not deteriorated so it's easily can be deleted from our memory thank you for your time and have a good day.

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