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Case Study: Egali Company and marketing actions for the internal target in

New Zealand

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New Zealand

Assessment specialization course presented to the MBA course in Marketing Centro de Pesquisa e Pós-Graduação em Administração da UFPR to obtain the MBA degree in Marketing.

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Case Study: Egali Company and marketing actions for the internal target in New Zealand

MBA MARKETING

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EXECUTIVE SUMMARY

The aim of this paper is to analyze whether the marketing of shares currently held by Egali Intercâmbio Company can, through constant communication, achieve a positive and effective way, the exchange student from Brazil, using the company to study in New Zealand.

The analysis it has performed with data collected by personal research through pre-determined questionnaire with simple, objective and structured questions.

Sampling is consists by 30 students (100% of people who came from Brazil) if the purpose of to make the exchange in New Zealand. With this, the selected target audience is compatible directly with the market in which the company is inserted Egali Intercâmbio causing the displayed result is entirely interesting and relevant to future actions now. Described the number is relatively small due to the fact that this activity is relatively new and began in February 2014.

All developed processes will be accompanied by a tutor and methodology should be standardized. The following of this project will be a work with the focus on case study.

It will present a project early on the importance of Egali Basis for maintaining communication with foreign students and the real need of the existence of the local office where the aim is providing support overseas.

Key words: Students, Communication, Base, New Zealand.

TABLE OF CONTENTS

1. INTRODUCTION

The intention for this work is to verify the need for ongoing maintenance of communication with foreign students and there is a real need for the existence of this local office in Auckland, according to the vision of the students.

> Selecting an international market is one of the most difficult decisions to be undertaken by the international marketing executive. This because selecting the wrong market can not only be costly in profit terms but also result in management disenchantment with any future involvement in international operations. (FLETCHER; CRAWFORD, 2011, p. 273)

In this assignment it will present as is the stage of working towards Egali Intercâmbio Company. Work will be performed and developed in the unit in Auckland New Zealand.

The Company Brief topics will talk about the company in general in scope, able to cite strategies and information for the niche market, procedures developed in daily life and internal systematic.

Certain relevant facts or information may be retained for the time of Project Proposal creation, which will include a development of more specific work in search of a plausible and complex solution. The survey sample will be mentioned during the work as well as references and results.

This research is relevant today because the number of students arriving in Auckland monthly. The measurement of the research will be a tangible value which differs from commercial intentions and business planning, for investment for the creation of local office consists in a future projection condition where there are several points analyzed by the company that now has Base in Auckland - New Zealand, Dublin - Ireland, Vancouver - Canada, London - England, Sydney Gold Coast Brisbane and Perth - Australia, Medellin Bogota and Cali - Colombia. With these bases the feedback has

always been important and the purpose of this study is to assess students' thinking

who arrived in Auckland from January 2015.

> An important element in developing an affective international competitive strategy is studying the various approaches to internationalization. Understanding both how firms internationalize and the options for their internationalization is important in this connection… Successful international marketers have realized the viral role of marketing relationship and collaborative networks in their ability to expand their businesses internationally. (FLETCHER; CRAWFORD, 2011, p. 399)

The other focus of this assignment is analyze the knowledge of students, who carry

out the exchange in relation to the need for constant communication with Egali Base,

own accommodation and services.

The aim is to demonstrate, through the feedback the students if the actions taken by

the marketing department are actually having an effect in the question of presentation

of the advantages that Egali Company has over competitors.

2. COMPANY BRIEF

Egali Intercâmbio is a company of Victoria Group, headquartered in the state of Rio

Grande do Sul, Brazil. The base to be studied is located in Auckland, New Zealand.

The company is responsible for presenting exchange solutions for people in Brazil.

These "people" call on all students. The solution starts mainly by the intention that the

student has for the exchange and can be knowledge in a new culture, study another

language or desire to know certain city / country.

The company began in mid-2007 through the thought of two young people with

intentions to create a company that brings a complete solution for travelers before,

during and after the exchange. Since then growth has been rapid and steady. In 2014

already had branches in all states of Brazil, Hostel in Europe and several Egali Houses (sort of hostel for students) around the world.

The creation of Egali bases in countries gives to the fact the volume of students seeking particular destination. When this number of students is considerable, there is the need to open the base so that students are better advised and feel confident on arrival in a new country.

3. THE 5 MAIN TASKS

The company case study is based on various administrative and marketing routines. Among them can quote management procedures through Asana task manager and TM Management Software (The Monster - Operating System used by the parent company in Brazil).

The five main tasks performed every day are the Checklist in TM, Arrival Report of students, Tasks of Management subscribed in Asana, Sending materials Blog and post daily on the web page of Facebook.

> …it had become increasingly apparent that digital technologies were bringing about significant economic and societal change. Rapid advances in technology and information technology have underpinned trends towards globalization and customization and personalization. (REED, 2010, p. 11)

Within these general activities are complementary and detailed activities of the main processes, namely:

• In the process of checklist main monitoring should be returning the doubts generated by the students through the management system - for this task have a predetermined time of 24 hours to answer;

• Align all the arrival of new student's process - that is to organize the student's name in Asana system;

• In Asana Task Management should build the subtasks of each student e-mail, school name that will study, start date and end of the course, address of stay with arrival and departure dates, indicate if the student has some not required service such as airport transfer, date of departure from Brazil, date of arrival in Auckland, among other things;

• Organize the student transfer process - airport for homestay or Egali House;

• Power reports and spreadsheets with data and information about events organized by Base Egali New Zealand;

• Conduct post of students boarding guidance informing all documents necessary for the start of school, getting around the city and possible warnings;

• Implementing the Walking Tour through the city center, which is usually done on Queen Street, are a few important points as Britomart, Food Courts, Mobile's shop among others;

• Contact with students to advise them with possible questions which usually happens in the first weeks in New Zealand;

• Monitor for all students to perform the response process of Exchange Satisfaction Survey that is an important procedure for the measurement of work done since the beginning of the process in the country of origin to the period of adaptation in the country of the exchange;

• The materials posted to the Blog and Facebook are always related to events in New Zealand to encourage people to carry out these activities;

All activities that develop are corresponding to the marketing position that should always be the focus of positive feedback from the independent action of the students developed a week. As according to REED ((2010): "The focus here is on related diversification – where the market segment is closely related to existing market segments".

3.1 Weaknesses and Strengths in the Past and Present Scenario

"Analysis of the situation supported by detailed information enables executives to develop an assessment of company strengths, weaknesses, opportunities and threats." (FLETCHER; CRAWFORD, 2011, p. 288)

Through the management system people can have control of the whole process, after all the Asana system is extremely effective, because with the arrival of every new student, can add subtask the name of that new contact with information and dates, course completion, end of stay, missing days to Satisfaction Surveys responses, among other events and thus do not lose the reporting dates with students and keep me always in contact with them.

These jobs are the direct contacts with students, activation of new contacts through activities, events, information, invitation to weekly Walking Tour, dissemination in schools and pubs, relationship through social media, among others.

However weaknesses are usually measured in knowledge about the events in Auckland since the disclosure of the events happening in the city is diffuse, in other words, there is no specific means of communication where it can find everything in just a few clicks. The events in the city have a dispersed communication and so it need to

improve the contacts and research channels so it can develop these activities quickly and without loss of working time.

> The marketing plan is normally a part of an organization's overall marketing plan, flowing from its overall goals and strategies… Organizations perform SWOT (Strengths, weaknesses, opportunities, threats) analyses to discover what strengths and weaknesses they have to deploy against threats and opportunities, leading to e-business and e-marketing strategies.
>
> (STRAUSS, 2014, p.42)

4. OBJECTIVES AND THEORETICAL REFERENCES

One of the main issues discussed in this project is the media through social media and according to STRAUSS & FROST (2014) "Social Media is a term used to describe the type of media that is based on conversation and interaction between people online".

Through this people online interaction, the company's marketing activities are focused in the online environment. All event disclosures, lectures, workshops are announced, accompanied and receive feedback through this communication.

Also in the online environment, the company is present in the communication B to C (or B2C) where communication in the digital marketing is the interaction between the business and the consumer. Although the effect is similar, some authors refer differently such as: (STRAUSS & FROST, 2014, p.2) "The marketing of products to the end consumers" and the other author says: (CAMBRIDGE DICIONARY, 2015) "relating to the sale of products and services by businesses to consumers, especially over the internet".

When it is spoken of an international company we ca not stop talking about globalization in which it is embedded after all, when the business covers more than the

regional land area, it has expanded responsibility for other people who are infected this coupling.

> Globalization is the process by which firms operate on a global basis, organizing their structure, capabilities, resources and people in such a way as to address the world as one market. The objective in this purest sense is to serve the global market by maximizing the capabilities and advantages that individual countries have to offer - manufacturing, productivity, R&D capability, market access, attractive interest rates and marketing experience. (FLETCHER; CRAWFORD, 2011, p.370)

When it comes to social media also we talk about intellectual property protection, because through this concept of security copyright need is awareness and knowledge of the importance of shared information. According to FLETCHER (2011): "The expression of difference in attitude towards intellectual property (IP) protection between can be found in differences in legal systems."

Much of the work was based on the research report (or dissertation) demonstrated that all the basis information for the analysis and description of the feedback of the activities developed by the company. COLLINS & HUSSEY (2014) says: "Research report / Dissertation is a detailed discourse that is written as part of an academic degree."

In the course of the project, you can follow the company develops and monitors the flow of information generated by the actions which generates greater communication between the company and the students. For a better understanding below are cited, some actions created by the company for smart communication:

S - Publicize the company through communication on our Facebook page, organizing internal and external processes hosting events as a way of fixing brand.

M - A great way to measure the success of the actions is through the "likes" of Facebook webpage. How actions are geared towards the public from people who do

exchange, usually these have this form of media even to facilitate the relationship with friends and relatives. Actions are marked or at least disclosed through this medium.

A - The objective is attainable because the guidelines of the company are on the same path: become popular with students is always present when they need. Thus all stakeholders (business and students) are in line which will generate content for the projects.

R – Companies that have Facebook webpage that control of your audience through social networks and considers this action only a small part of the communication process is considered different from Egali Company because the main way and most important communication even before students leave the country of origin of the communication is done with local bases through this model.

T - Project Time (according to the stage) is a plausible and sufficient time for the achievement of the goal. With the team and company, interacting and following the same goal and path will be a success and then we can continue releasing other goals in the future so that motivate employees and reward all parties involved.

> The aim of the situation analysis is to:
> - Identify forces that are the potential drives of change.
> - Determine the likely impact of these forces of change on the markets and marketplace that we are targeting so that we are able to make assumptions about the future environment our organization will complete in.
> - Determine how our organization is positioned to compete successfully in the future.
>
> (REED, 2010, p.56)

5. METHODOLOGY

The methodology to be used in this study is a case study in the company. After evaluation of marketing activities will also be cited some recommendations to improve the order of the search environment.

"Methodology is an approach to the process of the research encompassing a body of methods." (COLLIS; HUSSEY, 2014, p. 342)

In one of the questions ask whether this exchange to New Zealand is the first held by the student, however, through the knowledge of the target audience (30 students), approximately 95% of respondents have positive answer. Thus the knowledge relative to other travel will be restricted which will cause a poor research if I were using qualitative research method.

6. METHOD AND SAMPLING

"A technique for collecting and/or analyzing data." (COLLIS; HUSSEY, 2014, p. 342)

It will use for data collection personal interview through predetermined questionnaire with simple questions, objective and structured.

The intention for the use of this method is that thus be able to get answers focused for the result that it hopes, because if would used a different method, many could be the questions about the purpose of the research.

As research has focused to find out if the base of the structure is of real interest of the student, a structured search not open precedents for open questions and then

questions arise during the interview, which creates a uniform result, accurate and unilateral.

It will not use qualitative research because it has a dedicated exploratory focus to interpret behaviors and motivations that influence particular choice.

The sample will be initially all students who arrived in New Zealand (from Brazil) since the period January to May 2015. The target audience is going to be 30 students.

7. ETHICS

The intention of this research is to measure the marketing actions to the target audience and analyze the results for future decision-making. For the case study will present this research in accounting form the percentage of acceptance of the services provided by the Base Egali.

According to COLLIS & HUSSEY (2014, p. 30) "The term ethics refers to the moral values or principles that form the basis of the code of conduct… which is concerned with manner in which research is conducted and how the results or findings are reported."

8. ANALYSIS DESCRIPTION

The questions developed for the study it has selected from a set of actions and service that the Company thinks is important for differential and the choice of the company in the moment in which a person chooses an agent in respect of exchange.

To start the search the first two questions relate to the age and gender of respondents. Thus is standard and easy way to group people for detailed analysis at the time of a marketing action.

The third question refers to an extremely important criterion for your search: Is it your first exchange? For less relevant it may seem, this question demonstrates that the respondent brings an experience that can change the result if the student has had a very bad previous experience or very good compared to the current one, the result may distorted.

The next question relates to the use of Egali Company to process and exchange service between Brazil and New Zealand.

Five and six questions ask the respondent on some services provided by the company to know if the student has already used it. These are the transfer from the airport - accommodation and Egali House. If the respondent check the option that has used the Egali House then it is asked how it ranks the need for accommodation for at least the first two weeks in the city of Auckland, on a scale from 1 to 5 where 1 is Without Necessary to 5 Extremely Necessary.

The next two questions will linked to use and grade of service "Walking Tour" always held on the first Monday after the arrival of the student in Auckland.

The services provided by the Base Egali Nova Zelândia was also evaluated through questions ten and eleven where the scale for evaluation of service is between 1 - Poor and 5 - Really Good.

The most important research question it has strategically placed last so that the respondent could unknowingly take into consideration all actions performed by the Base Egali Nova Zelândia and then answer it will believed that the existence of the

base is fundamental in exchange for destinations where the company has Egali bases office.

9. ANALYSIS FINDINGS – RESULTS

The activities of Base Egali Nova Zelândia began in January 2014. With this, the number of students who arrived in the first year it should be not considered for planning medium term, after this number does not represent the movement generated by monitoring the Base.

The average number of students who came from Brazil and arrived in Auckland in the last two months was about fifteen students per month. With this, we can analyze and create marketing and market shares.

The number of people who answered the survey shows that 69% are female.
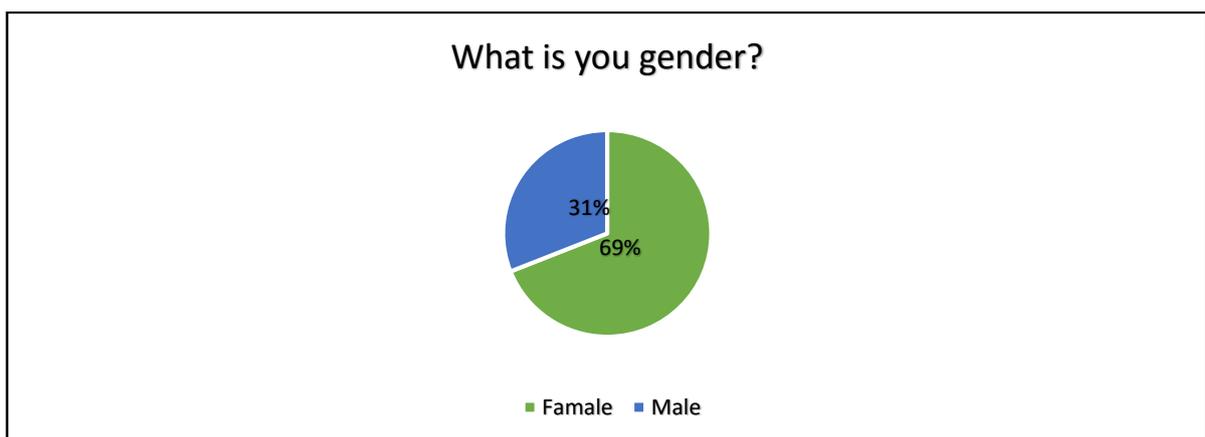
Figure 1 – Gender

Of the total respondents, 65% have between 24 and 28 years old. The number of students between 19 and 23 years old is 27%. Through informal observation already aware that the vast majority of students arriving from Brazil has between 19 and 26

years old. The data below only confirm this assessment and show us that our target audience is usually young recent graduate (undergraduate).

How old are you?
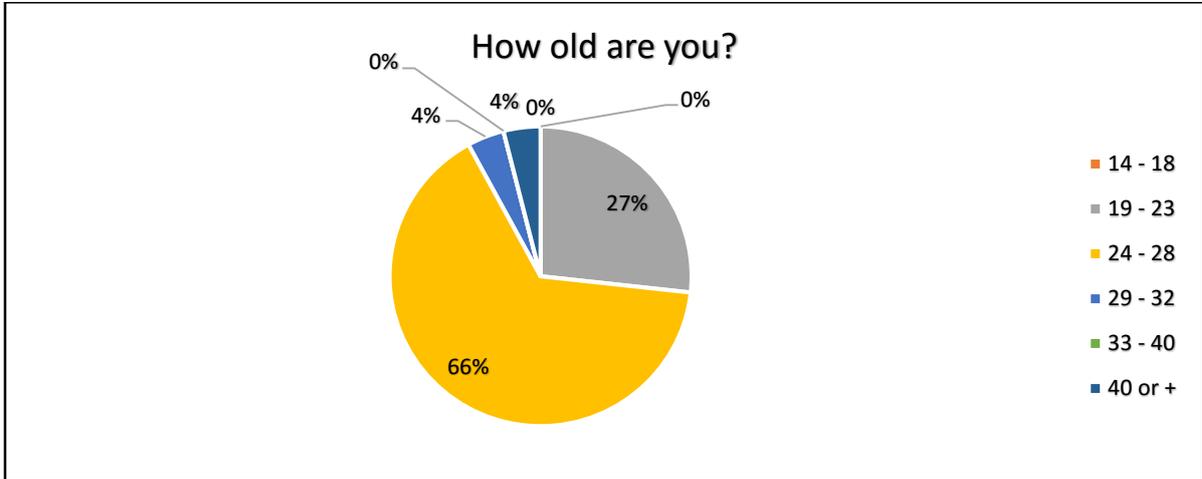
Figure 2 – Age

Research shows that 73% of students are conducting the exchange for the first time. This demonstrates that acceptable number of response generates around 80% of the values presented here. This also shows that students usually do not have references to compare services.
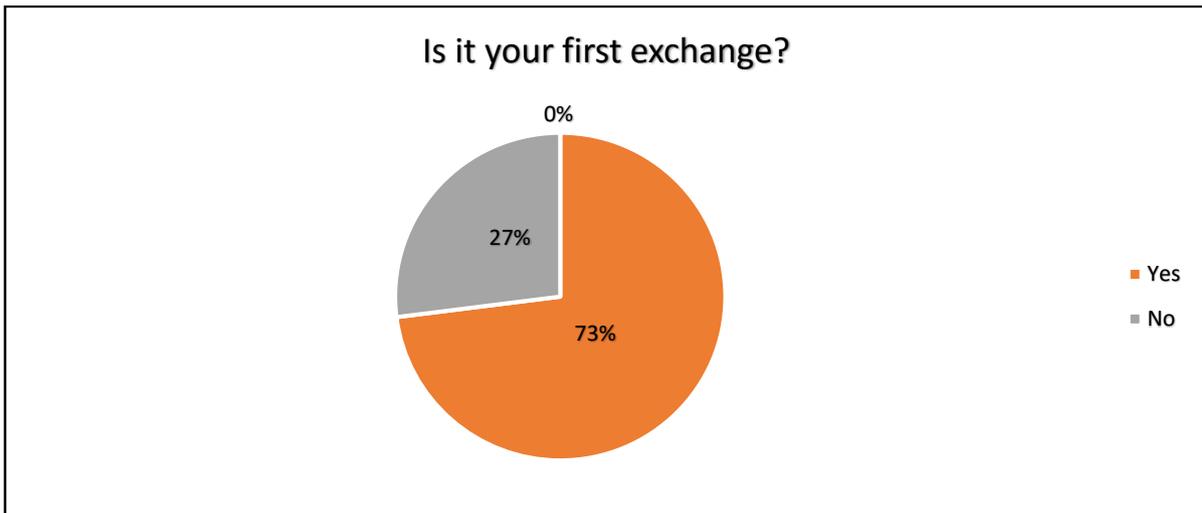
Is it your first exchange?

Figure 3 – First Exchange

An interesting figure shows that 65% of respondents came with Egali from Brazil to New Zealand. This sample should not be considered as an indication of return on

investment in Brazil were ultimately not selected the overall numbers of people who do this way but analyze only respondents.
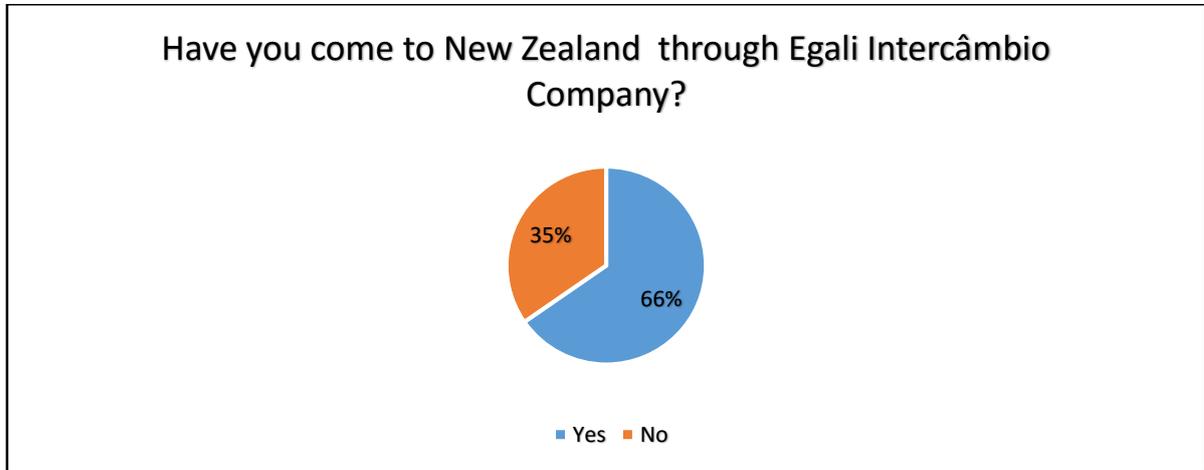
Figure 4 – Came to New Zealand

On the question of considering indispensable the airport shuttle service, 54% answered that this service is important. This finding underscores the importance of the differential between the Egali and other agencies to exchange.
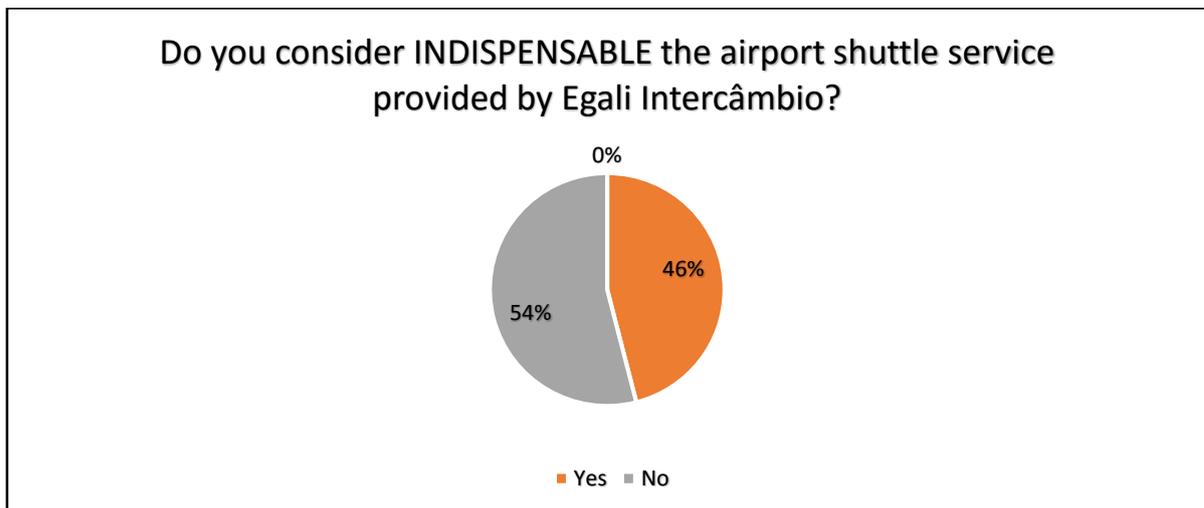

Figure 5 – Airport Shuttle

One of the most intriguing results was about the number of students using the hosting service Egali House, only 39% and of these only 27% consider that this stay is extremely need for the first two weeks in Auckland.

It is worth remembering that this service is of utmost importance for communication actions it is through him that the activities in loco start and the relationship with the company in Auckland ruptures can happen.
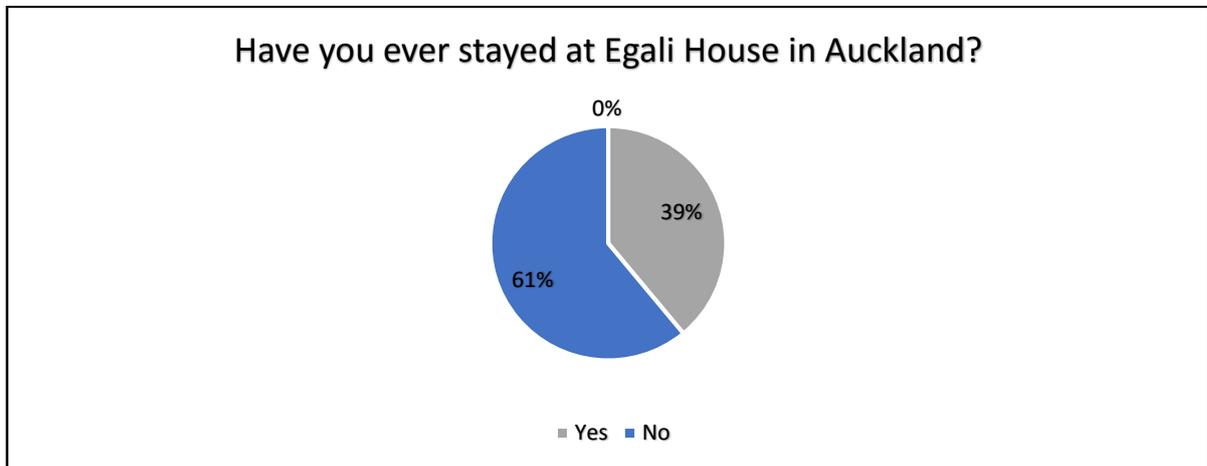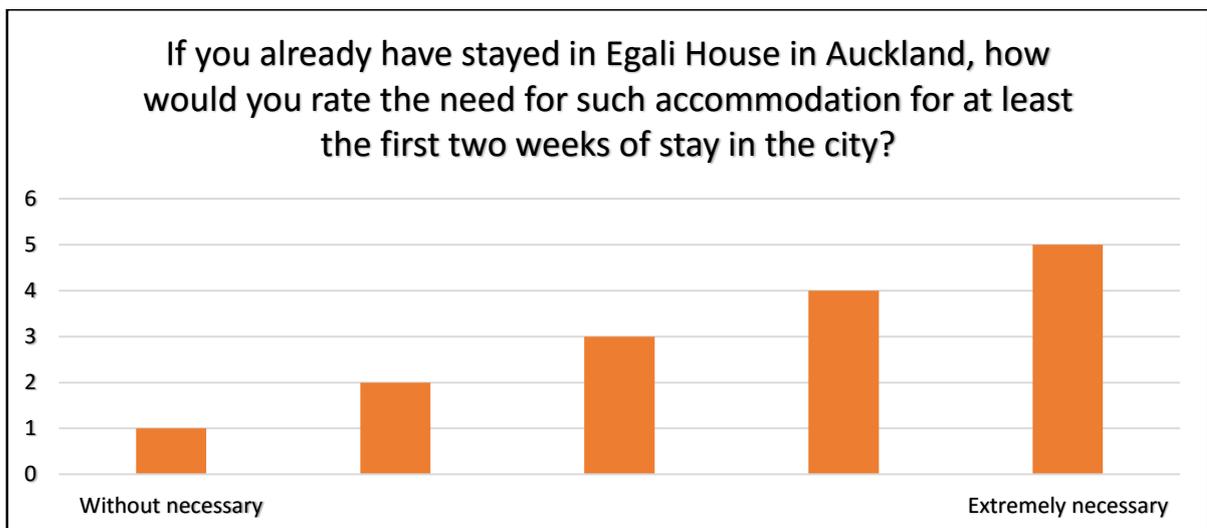

Figure 6 – Egali House

Figure 7 – Egali House Rate

In return for the previous two questions, 65% of respondents held the Walking Tour with Egali and 71% of students who used this service classified as Very Good (maximum grade rating).
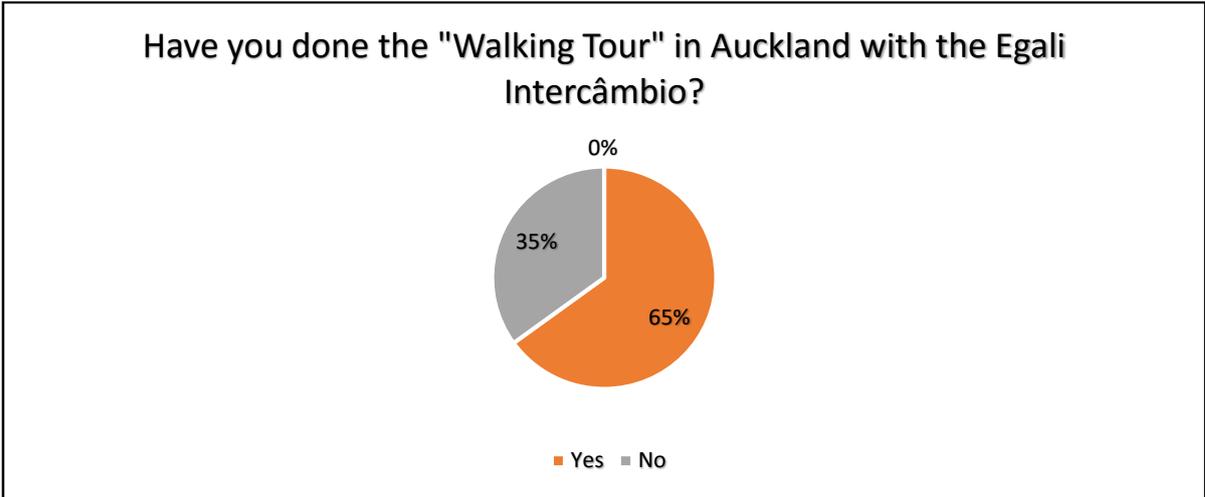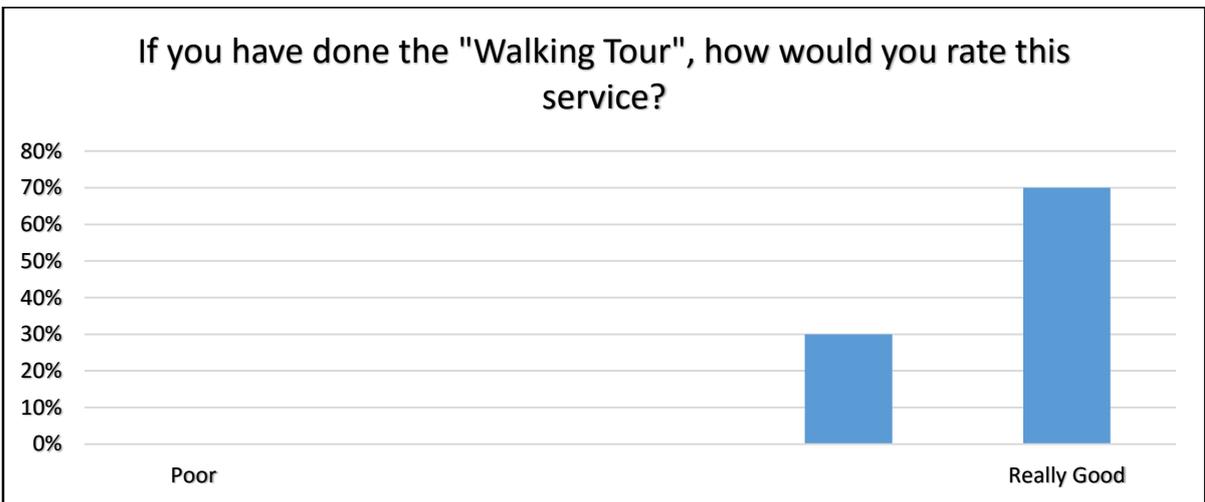
Figure 8 – Walking Tour

Figure 9 – Walking Tour Rate

Another positive feedback is that 81% of students said they have had some kind of contact with the Egali Base New Zealand and exactly the same percentage (81%) rate the service as Very Good (maximum grade rating).
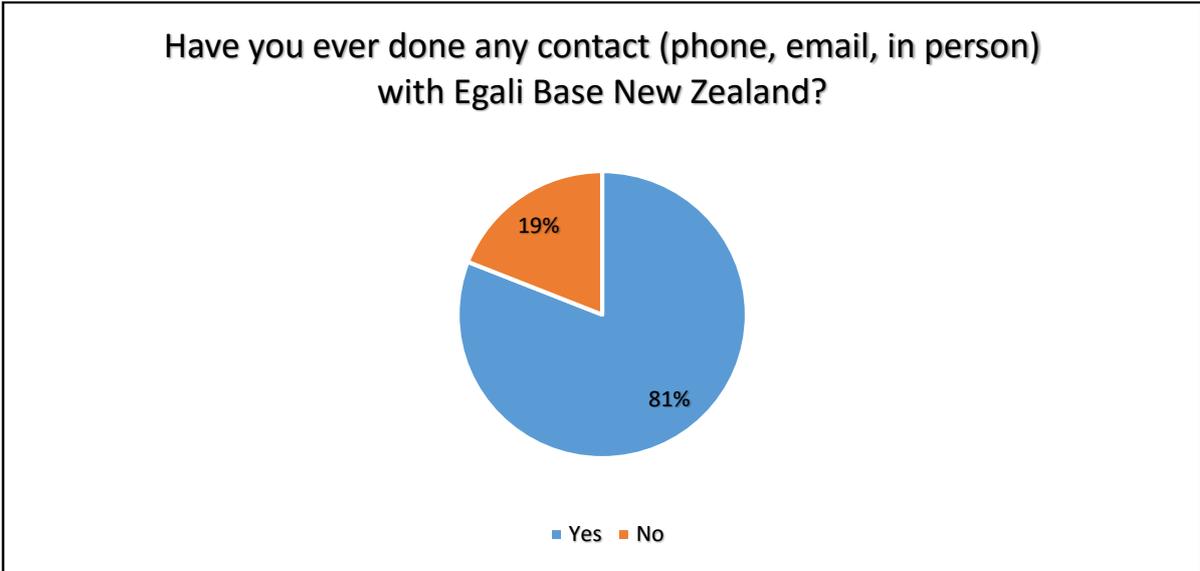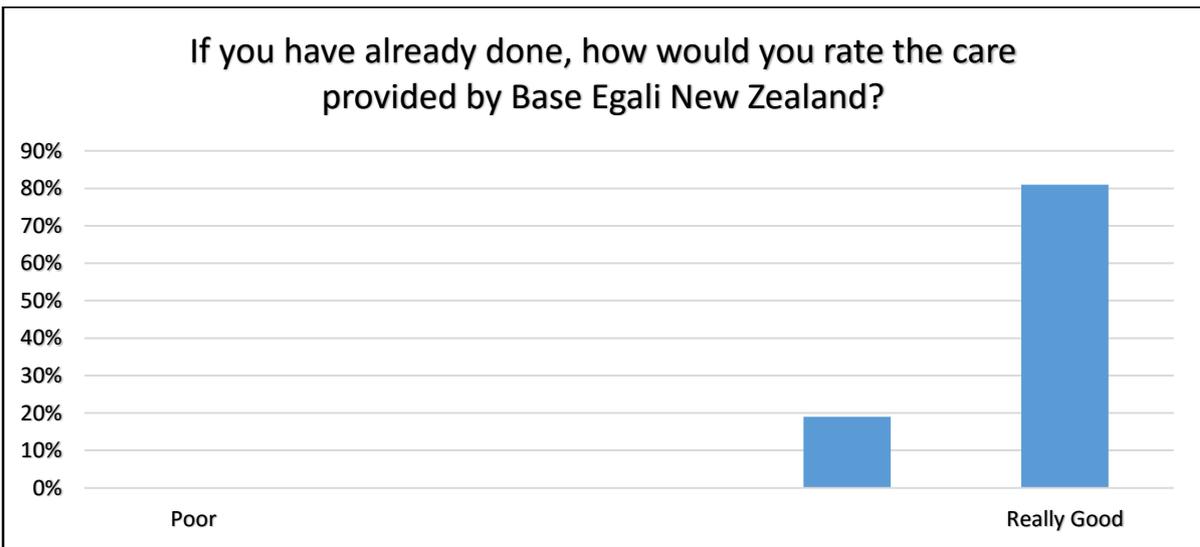
Figure 10 – Contact Egali Base

Figure 11 – Contact Egali Base Rate

As previously reported, the most important question of the survey it has carried out last. Do you consider FUNDAMENTAL the existence of Egali Base in exchange destinations? The result shows that 89% of respondents consider important the existence of Base Egali, which reinforces the information that this fact is a great advantage for the company - the local support.
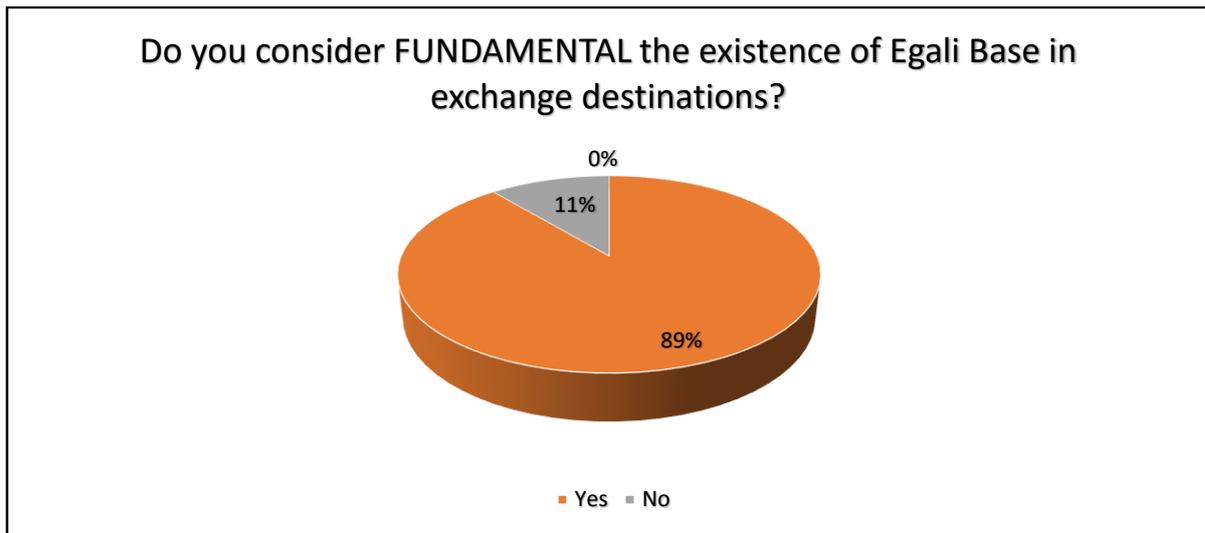
Figure 12 – Existence of Egali Base

10. CONCLUSION

The research had reached the target audience and proved that there is a need for constant communication with the target audience and marketing activities provided by local base are essential to maintain this relationship. The return of the survey was extremely positive.

With full analysis of the research, believe that should continue with focused marketing activities on brand awareness and direct events for direct contact with students so that they feel involved with the company.

Some respondents (35%) did not know Base Egali services provided by New Zealand, which alerts us to a potential problem: the lack of communication as students while they are still in Brazil.

This information direct impact on Brand Equity. According to REED (2010, p.348): "Brand Equity is a concept that attempts to place the marketplace value of a brand based on its reputation and goodwill. It is the added value that a brand name provides which is manifested in the market by added market share and profit."

The 89% approval rating regarding the existence of Base Egali in exchange destinations is a very significant factor because it indicates that the great acceptance of this indicator opens up investment opportunities that service and we must put our strength to the differences that the company already has and always seek to improve factors with low rate.

It needs to improve the marketing action and criterion of information on Egali House after only 27% of students who were in this accommodation regard it as important for the start of the base. This factor may also have it within their power to advantage this

sector may be deficient and thus generating investment losses or mean that the monitoring is not enough for the expected positive return.

The existence of this research demonstrated that the care of these stakeholders should always beyond the expected to the generated surprise is always be converted into useful points for the continuation of communication with students and thus generate greater returns indications. The company should continue with marketing actions and visualize the future regarding new Technologies.

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