

FIRST RESPOND: THE CHALLENGES OF MARKETING SOCIAL MISSION IN CHINA

INTRODUCTION

First Respond is therefore focused on creating awareness on emergency preparedness, disasters and other health related issues. Their main aim is therefore focused on education especially in first aid and basic life support among the communities. China is one of the countries where social awareness campaigns are not very developed, or, in the case of First Respond, are just emerging.

MARKETING CHALLENGES

Marketing for a social mission overall is challenging, and it becomes even more complicated in China. As far as the Chinese market is concerned, it is highly fragmented and Chinese consumers are still more motivated by the self-actualization and status in society. Also, it is evident that government regulations as well as the cultural values form barriers to non-profit and social enterprises.

STRATEGY AND SOLUTIONS

Therefor, to address these challenges, First Respond can pay more attention to its local governments and educational collaborations and improvements to build its credibility. The organisation should also focus on tasks such as digital marketing as the younger generations are more likely to support social causes.

CONCLUSION

The case solution also emphasizes that First Respond should find out the best ways to realize its business opportunities that would not compromise the organization's social focus. It is therefore clear that by embracing local market situation and taking advantage of the digital space, First Respond can achieve its marketing aim of marketing its life saving mission in China.

RECOMMENDATION

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.