

Marketing positioning for medical optics – S.C. Dayane GT Impex S.R.L.: Part I, Introduction

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Introduction

Marketing positioning refers to the process of establishing a unique identity for a product or brand in the minds of consumers relative to its competitors. This involves identifying, highlighting the key benefits and attributes that differentiate the product from others on the market, with the aim of creating a distinct and favorable perception among consumers.

The concept of market positioning was introduced by Jack Trout and Al Ries in their book “Positioning: The Battle for Your Mind.” It initially focused on the idea of creating a unique position in the mind of the consumer through advertising and branding (Ries and Trout, 2001). Over time, the term has evolved to include a more comprehensive marketing strategy, including product design, packaging, pricing, and distribution strategies.

Positioning in the medical optics industry requires a specific approach due to the highly specialized nature of the market and the importance of trust, precision and innovation. The field of medical optics is characterized by innovation and progress offering revolutionary solutions that redefine how medical conditions are diagnosed, treated and managed.

The present work, entitled “Marketing positioning for medical optics – S.C. Dayane GT Impex S.R.L.” explores the marketing positioning in the case of a business that deals with the marketing of medical optical products, but also provides medical services in order to run the business (consultations, optometry exams, glasses repairs). To determine how this business positions itself against the competition, we can analyze the strengths for which the consumer chooses these services, but also the points that can be improved for better positioning on the market.

The first chapter of the present work presents the theoretical-methodological framework of marketing positioning. This chapter aims to review the basic concepts of what marketing positioning means, such as market research, positioning factors, brand identity, key elements etc. Information related to the survey method and positioning scheme is also presented.

The second chapter focuses on drawing a clear picture of the Dayane company, including information related to the activity, shareholders, staff, products etc., these being useful in order to carry out the case study. At the same time, both the micro-environment and the macro-environment

are analyzed and the company's SWOT analysis is outlined to provide an overview of the market and Dayane optics respectively.

The third chapter presents the research approach that includes the description of the data collection method (using a questionnaire), variables used in the research, the proposed objectives, the formulated hypotheses that will be tested and validated/invalidated with the help of graphs. Also, in this chapter the collected data are presented, analyzed and interpreted in accordance with the theoretical-methodological aspects of the first chapter. Within this chapter, the positioning approach for a period of five years is also presented.

The last chapter illustrates the conclusions provided by the overall analysis of the data collected through the research and summarizes the proposed ways in which the marketing positioning process can be improved for S.C. Dayane Impex S.R.L. by investigating the strengths and weaknesses and presenting the current positioning strategies as well as their results.

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