

**Marketing positioning for medical optics – Dayane GT Impex S.R.L.:
Part VI, Conclusions and proposals**

Andra-Elena TĂLPEANU and Tudor EDU

Abstract

Market positioning, concept introduced by Jack Trout and Al Ries, initially focused on the idea of creating a unique position in the mind of the consumer through advertising and branding, and evolved over time 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 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. Part V (presented in the last HMM issue) included “Creating the positioning scheme.” Conclusions and proposals are presented below.

Keywords: Marketing positioning, Marketing of medical optical products, Marketing of medical services, Healthcare consumer

JEL Classification: D21; D83; L84; M31; M37

Conclusions and proposals

The scientific approach carried out provides valuable information about the general perception and attitude towards Dayane medical optics among its customer base. Thus, predominantly positive ideas were outlined regarding various aspects of the medical optics operations, which underlines a solid basis of customer satisfaction and loyalty.

According to the results of the case study presented in the previous chapter, the following aspects regarding the clientele or activity of Dayane medical optics can be concluded:

- Most customers are female, but also male (in a slightly smaller proportion), over 31 years old, employed or retired, mostly from Bucharest, where Dayane medical optics is located;
- The optician enjoys loyal customers, who regularly return for consultations or placing orders;
- Factors such as product quality, accessibility, staff professionalism and service efficiency were constantly praised by respondents, highlighting the strengths of the business;
- The optician's staff is highly appreciated by customers, who are considered prepared and very kind;
- Dayane medical optics enjoys recommendations, creating a high degree of trust in Dayane products and services.

The high probability of recommendation reflects a positive reputation of the brand and indicates a potential for organic growth through recommendations ("word of mouth" marketing), based on a high level of trust and satisfaction among customers, which outlines a great advantage of Dayane medical optics.

However, despite the predominantly positive opinion, there are still areas for improvement that Dayane medical optics can consider to change the overall customer experience and define a new standard in services. The most important aspects could be: implementing an online platform for requesting appointments, accessing patient information and reducing waiting times for consultations, increasing brand awareness and including the number of customers, exploring financing options for customers and, possibly, expanding the physical presence of the store.

Among these improvement proposals, the most important focus should be on the active online presence of the optician. The competition enjoys visibility online and attracts with its content. Online presence is crucial, nowadays, for any company because it makes products and services more accessible to a wider audience regardless of location, it can

create effective and captivating promotion and increase customer trust thanks to reviews. All of this can contribute to the long-term success of the business.

Dayane medical optics only has one social media page, namely Facebook, but it should also create an Instagram or TikTok page, as well as a website. The study showed that the largest percentage is owned by customers over 50 years old, so the optician should focus on a regular presence on social networks to attract more young audiences. Campaigns promoted through platforms, videos or posts with captivating content and special feedback sections on the Dayane optics pages would also attract more other age categories. An active online presence would increase brand awareness and gain a better position in the market.

Also, by offering customers the possibility to schedule online and view patient history, accessibility and efficiency of the scheduling process can be significantly increased. These elements respond to the growing demand for digital solutions, aligning with the expectations of consumers who are part of Dayane medical optics' target market. By prioritizing this initiative, Dayane medical optics can demonstrate responsiveness to customer needs and differentiate itself as a future-oriented and customer-focused brand.

Additionally, while the overall satisfaction level is high, it is essential that Dayane medical optics continuously monitors customer feedback and addresses issues raised by its customers. Regularly soliciting feedback through surveys or other means can help identify weaknesses or threats, as well as ensure that Dayane medical optics remains responsive to customer needs. Through a simple QR code, any customer can access the optician's website or social media page and provide a review, which the marketing department can then analyze to improve the customer experience.

A very important aspect that optics should take into account is the implementation of financing programs for customers. More and more customers are oriented towards higher quality, but this involves additional costs that make a difference. Dayane medical optics would enjoy even higher revenues if they offered the possibility of paying in interest-free installments. This would provide a plus, because premium products would be more accessible even for people who do not have the possibility of paying in full.

Also, another possibility to attract and retain customers is to implement a loyalty program. With any purchase, points will be accumulated, which the customer can subsequently use for discounts or future orders. This will increase customer satisfaction and develop long-term relationships.

Expanding the company by opening more physical locations would be a plus, because a wider audience from different areas could be targeted, market visibility would be stronger and the optician would gain a better position. However, this involves high costs and financial risks. That is why deep market research and a well-developed business plan are needed to minimize failure as much as possible.

All these aspects are crucial for the company to obtain the best possible position in a market where there is fierce competition. Constant efforts are needed from a company to determine the aspects that need improvement and solve them in order to create the most pleasant experience for customers.

In conclusion, marketing positioning is essential because it helps any company differentiate itself from the competition by communicating its values and forming a clear image in the customer's mind.

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