

YANGON INSTITUTE OF ECONOMICS

DEPARTMENT OF COMMERCE

**A STUDY ON MARKETING STRATEGIES OF
JOURNAL PUBLICATION BUSINESSES IN YANGON**

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**YANGON INSTITUTE OF ECONOMICS
DEPARTMENT OF COMMERCE**

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JOURNAL PUBLICATION BUSINESSES IN YANGON**

**This thesis submitted in partial fulfillment for the Master of
Commerce Degree.**

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Abstract

This thesis studied whether the journal publishing businesses used the strategies or not and if so, which strategies were utilized for the business success. The scope is targeted marketing strategies of publication business of six journals in the developing journal market. Using sample random sampling method, a random sample of twenty journal shops and one-twenty customers in Yangon area, and the required data were collected through questionnaires. Of course, whether the marketing strategies used by the wholesalers and retailers suit the current market in Myanmar or not has been studied in the paper. Mainly, the distribution through the retailers by the wholesalers is effectively applied in the market. The demand of customers, different prices of alternative brands of the journals and various expenditures are major factors to be determined the prices respectively. On the other hand, the income from the advertisements strongly assists to fix the price of a journal, it is obviously found in the study.

In terms of detailed sale, the supply of journals deeply relies on the quality of the journals as the readers' choice of problem is decided by both of quality of the journal and its price, indeed. In addition, the design of appearance and brand name support the supply of the journals to be increased.

According to the marketing theory, there are four strategies. Of course, in practice in the market, the journal businesses become successful due to the strategies. The business of journals would not have been such a success without using strategies, it is reported.

Under these circumstances, how the marketing strategies play a significant role not only in theory but also in practice is evaluated in the paper, in fact.

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List of Abbreviations

df	Degree of freedom
Asymp.Sig- (P-value)	Chi-Square's probability value

Chapter 1

Introduction

1.1 Rationale of the Study

Marketing and marketing management play an important role among all business enterprises as well as the whole economy. Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. Good marketing has become an increasingly vital ingredient for business success. Marketing is relating to the flow of goods and services from producers to customers. This is done to satisfy the need of consumers and to meet not only the economy's objectives but also the firm's goals. Satisfying customers' needs and wants is the basis of effective marketing.

To achieve the economy's goals, marketing provides four basic economic utilities- form, time, place, and possession- which are commonly needed to secure the consumer's satisfaction, indeed. Satisfying the customers' needs is the fundamental and effective marketing.

On the other hand, marketing management is also concerned with activities undertaking at all levels of firm i.e. micro level. Accordingly, the functions of a marketing manager will be evaluated. A marketing manager's job consists of the basic management tasks: planning, implementing, and controlling. There are two parts in the planning job as follow:

- (1) Finding attractive opportunities and
- (2) Developing marketing strategies.

The strategy concept came from the military. The concept is used in business too because a business has to face a lot of competitions. A strategy is a principal idea through which an objective would be achieved. Running a business through strategies can be more successful than a business without strategies. Thus, businesses today use the strategic concept to implement the firm's objectives successfully. In the marketing

management of a business, strategy basically connects with market, product, place, promotion, and price.

The economic conditions in developed countries are different from those in developing countries. Therefore, marketing strategies in developing countries should be different from those in the developed countries. The different marketing strategies have to be employed up on each type of market. The Government of Myanmar has changed from the centralized economy to the market-oriented economy. Accordingly; it is now promoting the private sector and then the business firms have been introduced and established in the country. The role of the private sector has become more important than before.

The intellectual development of a country indirectly and relatively related to the development of country's economy and development of its people living standard. Therefore, the role of publication media is very crucial to develop a country. In Myanmar, people are now more reading the journals and the publication media is growing steadily. The market of the publication media can be seen as an emerging business.

In a developing country like Myanmar, there are still several types of business firms to be developed including print media or publication business. It is a business of bringing information to people. News, which is printed and expressed in a journal or advertisement that comes along with, whatsoever brings information. It is the nature of publication business that lets readers know what is happened around, improve general knowledge and get to know information over a product or service. The business of information is to provide information by selling the circulation as well as selling the space to those, who want to advertise in the publication.

The journal publication business can be seen as a wide range of communication, information to public. Reading of journals can enhance the horizon of the knowledge and way of thinking of readers by providing important information and worldwide news, in time and on time. There are several types of journals in line with Sport, Affection, Health, Business, Fortune Telling, Religion, International, Child, Occupation, Movie and Music, Fashion, Technology, Astrology, Shopping Guide and so on. Journal publication business can fulfill the desire of readers to learn knowledge while journal is one product that will be able to provide the needs of

readers. Therefore, publication of journal distributes not only services but also knowledge and information. Journal publication business needs to apply marketing strategies to perform economic activities well.

The government of Myanmar has changed planned economy to the market-oriented economy. New form of businesses such as books and journal publication businesses has come up in the country. Nowadays, journal publication businesses are on the way to get the market share more and more as entrepreneur. So, they are also using new forms of marketing strategies. The factors such as performing conditions of journal publication businesses, facing problems of the businesses, marketing performances, and using marketing strategies to get market share will be analyzed in the study.

1.2 The Objectives of the Study

- (1) To study the development of media market and current journals.
- (2) To find out the best marketing strategies in a marketing programme with special reference to marketing in journal publication businesses.
- (3) To analysis the marketing strategies of journal publication businesses.

1.3 Method, Scope and Design of the Study

The literature review is included in the study. This paper mainly focused on the information gathering from primary data by conducting interviews and questionnaires distribution to gain inside and in-depth information for journal market. The scope is targeted marketing strategies of publication business of six journals in the developing journal market. The study is confined to the publication media market, such as publishing businesses, distribution channels, and rules and regulations of publications determined by the government.

The study design is sketched to include both aspects of sellers and buyers. The descriptive study was undertaken not only among the producers but also among the sellers and buyers. For the customers survey, one-twenty samples of consumers and the twenty samples of journal shops in Yangon area are randomly selected to find the

strategies, the business has employed. This data will be collected through pre-designed questionnaires and personal interview. The situation that marketing strategies was suitable in Myanmar market was used Friedman test and Kendall's W test using SPSS software.

1.4 Organization of the Study

This study consists of the five chapters; Chapter one is the introduction. The rationale of the study, objectives of the study, method, scope and design, and organization of the study are stated in it.

The definition of marketing strategies, developing and managing of the marketing strategies, product strategies, price strategies, place strategies and promotion strategies are mentioned in chapter two.

Chapter three is background history of journals. Evolution of publication media in Myanmar, current types of journal in Myanmar and rule and regulations for printing and publishing are described in it.

Chapter four is study on marketing strategies of journal publication businesses. Journal market in Myanmar, marketing strategies of journal publication businesses, product strategies, price strategies, distribution strategies, promotion strategies and sale and distribution condition of journal retail shops are included in it.

Findings and suggestions on journal publication businesses are discussed in chapter five.

Chapter 2

Theoretical Background

In any event, marketing activities have become a significant part of our society for several reasons. Marketing touches the lives of all members of society. Through the cost of what we purchase, each of us supports the cost of marketing. About one-third of all jobs are in marketing related fields. Without marketing, it would be difficult for our highly complex world to function as it does.

2.1 Definitions of Marketing Strategies

According to Mark Lewyn, marketing strategy is a plan for selecting and analyzing a target market and developing and maintaining a marketing mix that will satisfy this target market.

Eric N. Berkowitz, marketing strategy is actions characterized by a specified target and a marketing program to reach it.

From Wikipedia, Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centered around the key concept that customer satisfaction is the main goal.

A marketing strategy is most effective when it is an integral component of corporate strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena; corporate strategies, corporate missions, and corporate goals. As the customer constitutes the source of a company's revenue, marketing strategy is closely linked with sales. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement.

Another definition of the marketing is the marketing logic by which the company hopes to achieve strong and profitable customer relation. It involves

deciding which customers to serve (segmentation and targeting) and with what value proposition (differentiation and positioning).¹

2.2 Developing and Managing Marketing Strategies

Marketing managers are responsible for developing and managing marketing strategies that facilitates satisfying exchanges between buyers and sellers.

Developing marketing strategy involves two steps;

- 1) Selecting and analyzing a target market and
- 2) Creating and maintaining an appropriate marketing mix for the target market.

Marketing managers are responsible for developing and maintaining marketing strategies that facilitate satisfying exchange between buyer and seller. Satisfying the needs and wants of all customers in a product category would be difficult without further defining and analyzing the current and potential customers of a given community. That is where target market comes in.

2.2.1 Target Market

A target market is a group of customers at whom an organization directs its marketing efforts.

Markets are not homogenous. A company cannot connect with all customers in large, broad, or diverse markets. Customers vary on many dimensions and often can be grouped according to one or more characteristic. A company needs to identify which market segments it can serve effectively. To compete more effectively, many companies are now embracing target marketing.

Effective target marketing requires three factors;

- 1) Identify and profile distinct groups of buyers who differ in their needs and preferences (market segmentation).

¹ Perreault William. D, Jr. E. Jerome and Mc Carthy., (2005), *Essential of Marketing*, 10th ed.

- 2) Select one or more market segments to enter (market targeting)
- 3) For each target segment, establish and communicate the distinctive benefits of the company's market offering (market position).

In differentiated marketing, the firm ignores segment differences and goes after the whole market with one offer. Undifferentiated marketing is “the marketing counterpart to standardization and mass production in manufacturing”.

In differentiated marketing, the firm operates in several market segments and designs different products for each segment.

2.2.2 Marketing Strategies and Marketing Mix

(a) Marketing Strategies

Once a firm selects a target market, it must develop a marketing mix that satisfies the need of this target.

Guided by marketing strategy, the company designs a marketing mix made up of factors under its control – product, price, place, and promotion. To find the best marketing strategy and marketing mix, the company engages in marketing analysis, planning, implementation, and control. Through these activities, the company watches and adapts to the actors and forces in the marketing environment.

There are only three marketing strategies needed to grow a business:

- (1) Increase the number of customers
- (2) Increase the average transaction amount, and
- (3) Increase the frequency of repurchase.

Every marketing strategy should be measured by its ability to directly impact and improve upon each of these three factors. Increasing only one factor will produce linear business growth. Increasing all three factors will produce geometric business growth.

(b) Marketing Mix (The 4P's of Marketing)

The important component of the marketing strategy is the marketing mix. The term “marketing mix” became popularized after Neil H. Borden published his 1964 article, “The Concept of the Marketing Mix”. Borden began using the term in his teaching in the late 1940’s after James Culliton had described the marketing manager as a “mixer of ingredients”. The ingredients in Borden’s marketing mix included product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding and analysis. E. Jerome McCarthy later grouped these ingredients into the four categories that today are known as the 4 P’s of marketing, depicted below in figure (2.1).

Figure (2.1) The Marketing Mix



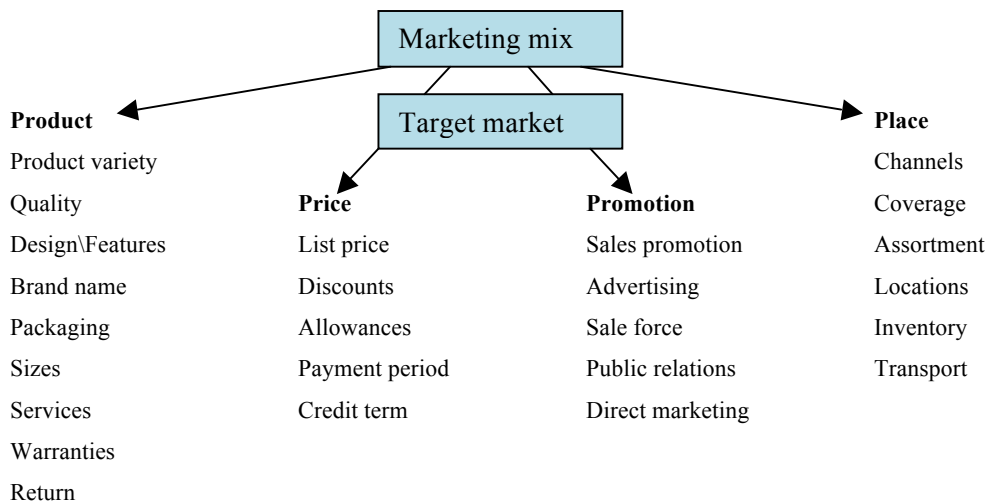
Source: <http://www.netMBA.com>

These four P’s are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that center the four P’s on the customers in the target market in order to create perceived value and generate a positive response.

The **marketing mix** deals with the way in which a business uses price, product, distribution and promotion to market and sell its product. Figure (2.2) shows that particular tools under each P.²

² Kolter Philip, *Marketing Management*, 12th ed.

Figure (2.2) The Four P of Components of the Marketing Mix



Source: Kotler Philip., *Marketing Management*, 12th ed. pp.19.

The marketing mix is often referred to as the “Four P’s” since the most important elements of marketing are concerned with:

- (1) **Product**- the product (or service) that the customer obtains.
- (2) **Price** - how much the customer pays for the product.
- (3) **Place** - how the product is distributed to the customer.
- (4) **Promotion** - how the customer is found and persuaded to buy the product.

It is known as a “mix” because each ingredient affects the other and the mix must overall be suitable to the target customers.

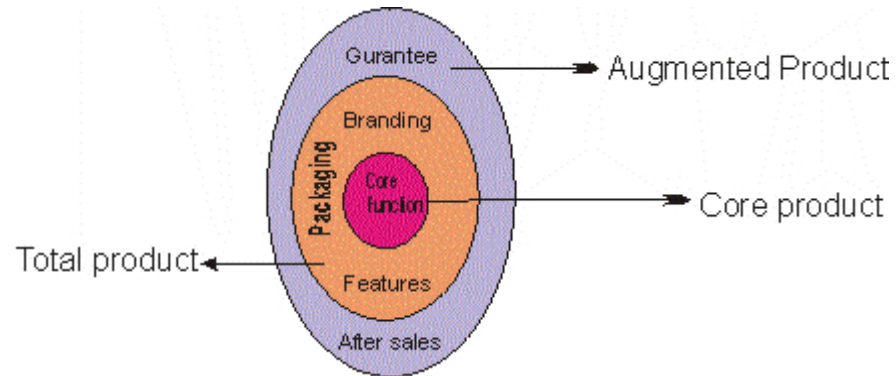
2.3 Product Strategies

When an organization introduces a product into a market they must ask themselves a number of questions.

1. Who is the product aimed at?
2. What benefit will they expect?
3. How do they plan to position the product within the market?
4. What differential advantage will the product offer over their competitors?

Philip Kotler in Principles of Marketing devised a very interesting concept of benefit building with a product.

Figure (2.3) Concept of Benefit Building with a Product



Source: Kotler, Philip., *Principle of Marketing*. 13th ed.

Level 1: Core Product: What is the core benefit your product offers? Customers who purchase a camera are buying more than just a camera they are purchasing memories.

Level 2: Actual Product: All cameras capture memories. The aim is to ensure that your potential customers purchase your one. The strategy at this level involves organizations branding, adding features and benefits to ensure that their product offers a differential advantage from their competitors.

Level 3: Augmented product: What additional non-tangible benefits can you offer? Competition at this level is based around after sales service, warranties, delivery and so on. John Lewis a retail departmental store offers free five year guarantee on purchases of their Television sets, this gives their' customers the additional benefit of peace of mind over the five years should their purchase develop a fault.

Eino Kivisaari Resecher, Msc Technology management and ICT business proposed that,

”Product strategy begins with a strategic vision that states where a company wants to go, how it will get there, and why it will be successful.”

”Product strategy is like a roadmap, and like a roadmap it’s useful only when you know where you are and where you want to go.”

Product Strategy is perhaps the most important function of a company. It must take in account the capabilities in terms of engineering, of production, of distribution (sales) existing in the company or of time to acquire them (by hiring or by mergers). It must evaluate the customers' expectations at the time of delivery. It must estimate the competition (including new entrants) probable moves to enter the same market.

Product strategy by Bull appeared sometimes erratic and not coordinated, especially during the periods where product lines run independently. However, it has been dominated by very old trends rooted in the Sales Network during the 1950s defining Bull's market around the business applications, and fighting against the sole IBM as competitor.

Kenneth Crow's a product development strategy provides the framework to orient a company's development projects as well as its development process. There is no one right strategy for a company. The strategy takes into account the company's capabilities (strengths, weaknesses and core competencies), the competition's capabilities (strengths, weaknesses, core competencies and strategy), market needs and opportunities, goals, and financial resources.

As a starting point to develop a product development strategy, the company must determine its primary strategic orientation. A company must recognize that it cannot be all things to all people and that it must focus on what will distinguish it in the market place. There are six primary product development strategic orientations:

(1) Time to market (2) low product cost (3) low development cost (4) product performance, technology and innovation (5) quality, reality, robustness and (6) service, responsiveness and flexibility.³

2.4 Price Strategies

Price is the value of money (or its equivalent) placed on a good or service. It is usually expressed in monetary terms, such as kyat, dollar. It may also be expressed in non-monetary terms, such as free goods or services in exchange for the purchase of a

³ <http://www.productstrategies.com>

product. The oldest form of pricing is the barter system. Bartering involves the exchange of a product or service for another product or service, without the use of money.

Price is an important factor in the success or failure of a business. It helps establish and maintain a firm's image, competitive edge, and profit. Many customers use price to make judgments about products and the companies that make them. A higher price means better quality from an upscale store or company to some customer; to another customer, a lower price means more for their money. Price is a vital component of a business's image.

Price is sometimes the main thrust of a firm's advertising strategy. Price helps determine profits. It is also important to remember that an increase in price can increase profits only if costs and expenses can be maintained.

While marketers are concerned primarily with earning a profit, they do have other pricing goals. They include gaining market share, achieving a certain return on investment, and meeting the competition.

Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. The remaining 3p's are the variable cost for the organization. It costs to produce and design a product; it costs to distribute a product and costs to promote it. Price must support these elements of the mix. Pricing is difficult and must reflect supply and demand relationship. Pricing a product too high or too low could mean a loss of sales for the organization. Pricing should take into account the following factors:

- (1) **Fixed and variable costs**
- (2) **Competition**
- (3) **Company objectives**
- (4) **Proposed positioning strategies**
- (5) **Target group and willingness to pay**

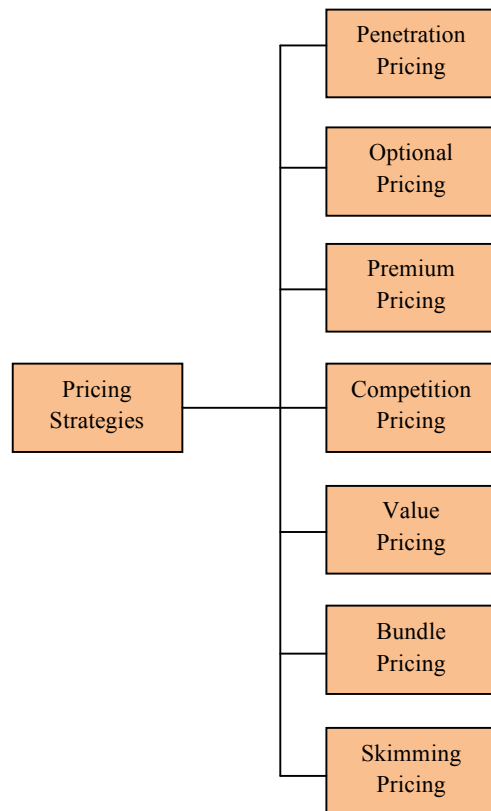
2.4.1 Types of Pricing Strategies

An organization can adopt a number of pricing strategies. The pricing strategies are based much on what objectives the company has set itself to achieve.

- (1) **Penetration pricing:** Where the organization sets a low price to increase sales and market share.
- (2) **Skimming pricing:** The organization sets an initial high price and then slowly lowers the price to make the product available to a wider market. The objective is to skim profits of the market layer by layer.
- (3) **Competition pricing:** Setting a price in comparison with competitors.
- (4) **Product Line Pricing:** Pricing different products within the same product range at different price points. An example would be a video manufacturer offering different video recorders with different features at different prices. The greater the features and the benefit obtained the greater the consumer will pay. This form of price discrimination assists the company in maximizing turnover and profits.
- (5) **Bundle Pricing:** The organization bundles a group of products at a reduced price.
- (6) **Psychological pricing:** The seller here will consider the psychology of price and the positioning of price within the market place. The seller will therefore charge 99p instead £1 or \$199 instead of \$200.
- (7) **Premium pricing:** The price set is high to reflect the exclusiveness of the product. An example of products using this strategy would be Harrods, first class airline services, Porsche etc.
- (8) **Optional pricing:** The organization sells optional extras along with the product to maximize its turnover. This strategy is used commonly within the car industry.⁴

⁴

<http://www.learnmarketing.net.com>

Figure (2.4) Types of Pricing Strategies

Source: <http://www.learnmarketing.net.com>

The pricing strategy portion of the marketing plan involves determining' how you will price your product or service; the price you charge has to be competitive but still allow you to make a reasonable profit.

The keyword here is “reasonable”; we can charge any price you want to, but for every product or service there’s a limit to how much the consumer is willing to pay. Our pricing strategy needs to take this consumer threshold into account.

2.5 Place Strategies

This refers to how an organization will distribute the product or service they are offering to the end user. The organization must distribute the product to the user at the right place at the right time. Efficient and effective distribution is important if the organization is to meet its overall marketing objectives. If an organization

underestimate demand and customers cannot purchase products because of it, profitability will be affected.

To make a place decision, marketers must decide on their channel of distribution. The channel of distribution is the path a product takes from producer or manufacturer to final user. A channel of distribution sometime called a marketing channel. It is a group of interrelated individuals or organizations that direct the flow of products to customers. Such a group of organization is called a marketing intermediary because it facilitates exchanges between producers, other intermediaries, and the final consumers of products.

Intermediaries are classified on the basis of whether or not they take ownership (or title) to goods and services. Merchant intermediaries take title; agent intermediaries do not. Agent intermediaries, usually called agents, are paid a commission to help buyers or sellers get together. The two major types of merchant intermediaries are:

- (1) wholesalers
- (2) retailers

(1)Wholesalers

Wholesalers buy large quantities of goods from manufacturers, store the goods, and then resell them to other business. They are called wholesalers and their customers are called retailers. They may call distributors when their customers are professional or commercial users, manufacturers, governments, institutions, or other wholesalers. In either case, they take title to the goods they buy for resale.

Two specialized wholesalers are rack jobbers and drop shippers.

Rack jobbers are wholesalers that manage inventory and merchandising for retailers by counting stock, filling it in when needed, and maintaining store display.

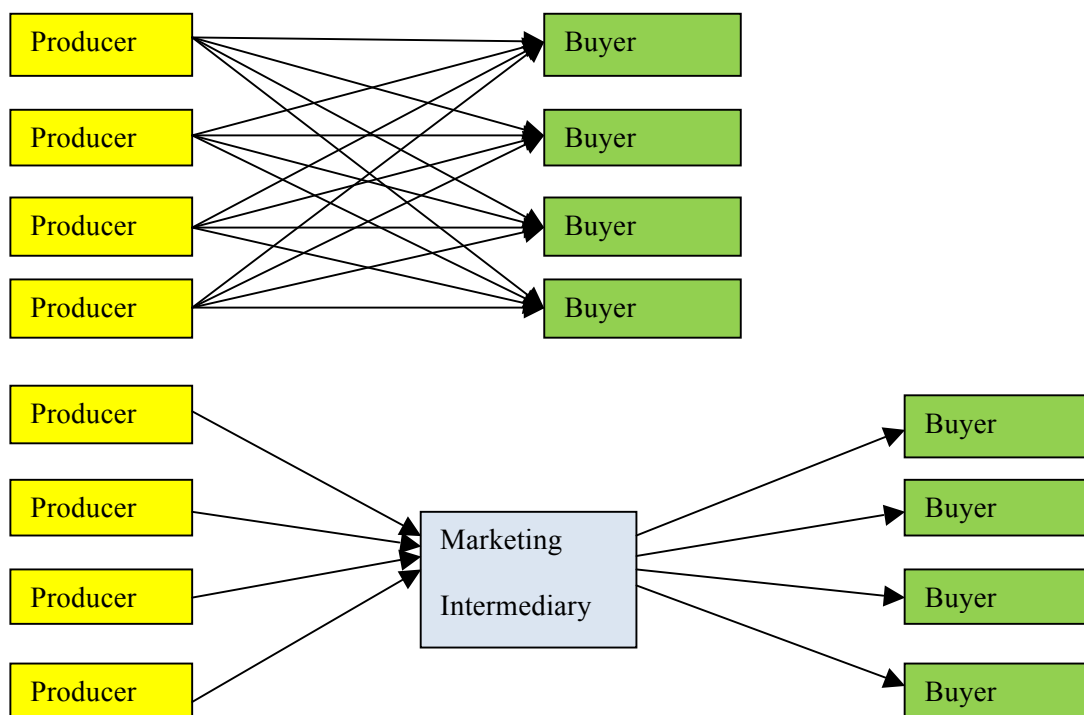
Drop shippers own the goods they sell but do not physically handle the actual products.

(2)Retailers

Retailer sells goods to the final consumer for personal use. Traditional retailers, called brick and mortar retailers, sell goods to the customer from their own physical store. These retail store display, store, and merchandise the products they buy from manufacturers or wholesalers. They serve as the final link between the manufacturer and customer. They often provide special services, such as offering credit or providing delivery to help solidify customer relationships.

Marketing intermediaries reduce the number of sales contracts required for an exchange, thereby reducing the cost of distribution.⁵ Figure (2.5) shows that if six different buyers purchase the products of six different procedures, thirty-six transactions will be required; each procedure engages in an exchange with each buyer.

Figure(2.5) Effect of Marketig Intermediaries on Number of Transactions in an Exchange



Source: Louis.W.S and Adel. I.E, *Marketing Channels*, 3rd ed. pp.3.

⁵ Louis.W.S and Adel.I.E, *Marketing Channels*, 3rd ed. P.2

Products can be distributed from producer to consumer through channels of distribution. Channel of distribution are classified as direct or indirect. Direct distribution occurs when the goods or services are sold from the producer directly to the customer; no intermediaries are involved. Indirect distribution involves one or more intermediaries. Dual distribution is the use of two or more marketing channels to distribute the same product to the same target market. By using dual distribution a firm can increase its products' availability to consumers.

Selection of an appropriate channel depends on the customer, the producer's resources, the product, the competition, the alternative channels available, and in some cases, the law governing channel relationships. Goods are distributed through direct and indirect channels. Most services are distributed through a direct channel because they are produced and consumed at the same time.

2.6 Promotion Strategies

Promotion is one of the four elements of marketing mix (product, price, promotion, distribution). It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision. Marketing theory distinguishes between two main kinds of promotional strategy – “push” and “pull” as shown in figure (2.6).

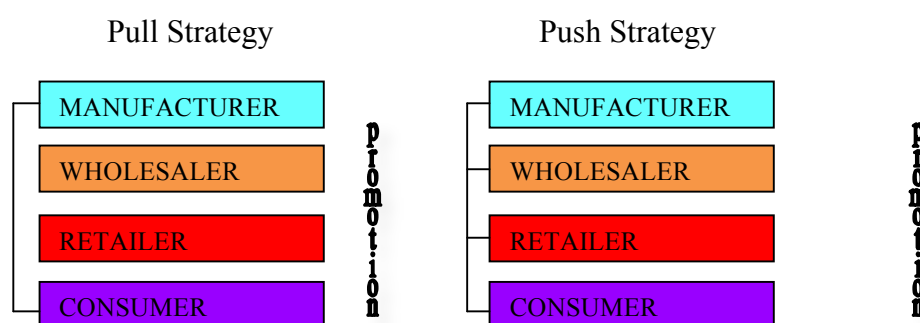
(1) Push

A “push” promotional strategy makes use of a company's sales force and trade promotion activities to **create consumer demand** for a product. The producer promotes the product to wholesalers, the wholesalers promote it to retailers, and the retailers promote it to consumers. A “push” strategy tries to sell directly to the consumer, bypassing other distribution channels (e.g. selling insurance or holidays directly). With this type of strategy, consumer promotions and advertising are the most likely promotional tools.

(2) Pull

A “pull” selling strategy is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product. If the strategy is successful, consumers will ask their retailers for the product, the retailers will ask the wholesalers, and the wholesalers will ask the producers.

Figure (2.6) Push and Pull Strategy



Source: <http://www.learnmarketing.net.com>

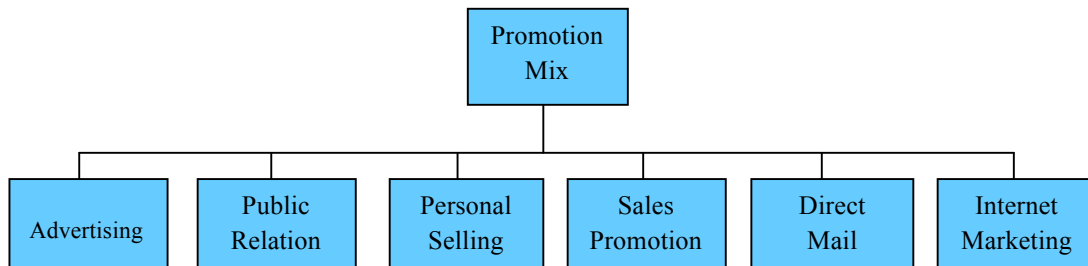
An organizations promotional strategy can consist of:

1. advertising
2. public relations and publicity
3. direct marketing
4. promotions and events
5. product/company marketing materials
6. premium items
7. sales force

To achieve the promotion goals, it is important to decide on the right promotional mix. Promotional mix is a combination of the different type of promotion that it is as shown in figure (2.7). The purpose of any promotion may be directly related to the product or to the image of the business. A business uses product promotion to convince potential customers to buy products instead of buying from a

competitor. Institutional promotion is used by a business to create a favorable image for itself, as opposed to promoting a product or services.⁶

Figure (2.7) The Types of Promotion Mix



Source: Kotler.Philip., Marketing Management, 13th ed.

⁶ Kotler.Philip., Marketing Management. 13th ed.

Chapter 3

Background History of Journal

3.1 Background History of Journal in Myanmar

Before discussing Journal history, I want to introduce the history of Newspaper. First Myanmar Newspaper, “The Maulmain Chronicle”, was published on the 3rd March of 1836. Another, the first Myanmar Newspaper, named “The Dhamma thee Newspaper”. The first newspaper in Yangon, “The Rangoon Chronicle”, was established on the 5th January of 1853. “The Myanmar Magazine” which was said to be “The beginning of Myanmar Magazine”, was published in Yangon in 1905.

In Myanmar version, the first newspapers are:

1. YA Da Nar Pon in 1875
2. Myanmar Ah Swe in 1885
3. Pi Ta Catt in 1888
4. Yupa Nanda in 1888

First Myanmar Journal, “Myanmar Bhu Har” was established in 1918. The first newspaper established by Ladies was “The Thattawaddy Records” in 1919. The other Journals and newspaper published by Ladies are

1. Kommaryi Newspaper in 1922
2. Independent Newspaper in 1925
3. Peacock News Report in 1931
4. Student Newspaper in 1940
5. People’s Voice Journal in 1946
6. The Burma Tribune Weekly in 1947
7. The Rangoon Post Daily in 1959 and
8. Yuwaddy Daily newspaper in 1961

Nowadays, there are many women editors and Journalists in Literacy World. In the beginning of the newspapers in Myanmar, they were published in a varied interval times, like once in every 4 months, once in every 3 days, once in every 2 days and so on. The Journal was also published once in every 14 days or once a week, the

magazines were also published twice in a month. By that time, there were no fixed time restriction for publishing the newspapers, Journal and magazines, therefore in Myanmar literacy world, these terminology was mixed up. However, at present, the term “Journal” is stable, and it is widely recognized that any publication-produced daily is “newspapers” weekly is “Journal” and monthly is “Magazine” in the current media environment.

When the colonialist British occupied the lower parts of Myanmar, Our Myanmar Kings in the Upper parts began pressing the “Nay-Pyi-Daw Newspaper” in 1874. The newspaper was used. To mainly show the royal administration and judiciary matters and gazettes. Later the whole Myanmar had fallen under the rules of colonialist, Myanmar and English newspapers, which served and supported the British government, emerged in the country. On Chronicle (1873) and (1874) issues of British Army Bullties were published. And the British Army’s Bulletin 1873, it stated the Census of Yangon for 1817. The British were good at matching –records on gazettes.

Many gazettes made good record books such as the Upper Myanmar Records, the Lower Myanmar Records, The Shan Plateau Records, and the Chin Hills Records and so on, and they were printed in 1881. The gazetteers of the district records were to be made by the government appointed record-makers, the district records include the terrain, historic facts, ancient buildings, national races, agricultural dams and reservoirs, forestry, employments, commerce, transportation, general administration, revenue collection, local organizations education, health, brief records and so on.

3.2 Evolution of Publication Media in Myanmar

The publication media of Myanmar was introduced by the publishing of Christian Literature. Thus, the history of printing in Myanmar began with the arrival of catholic missionaries in Myanmar. Before their arriving paper was not widely used in Myanmar. Thousands of record and literary works have been preserved on stones, on parabeiks, or on palm-leaves inscribed with a steel stylus and read after rubbing them with finger dipped in oil.

The first printed book of Myanmar “Alphabetun Barmaum Seu Bomaum Regin Avae Finitimarumque Regionum” written by Fr Percoto and Fr Carpain was published in 1776. This was a great pioneering work in the history both of Myanmar printing and of Myanmar grammar complication.

The other printed books for early Catholic missionaries in Myanmar were;

- (1) Compendium Doctrinae Christianae Idiomate Barmano (1776)
- (2) Preces Christianae Barmanorum Lingua (1785)
- (3) Catechismus Pro Barmanis (1785)

Actually, those books were not printed in Myanmar Nation and done in Rome. The first books actually printed in Myanmar were;

- (1) A View of the Christian Religion (or) the Way to Heaven
- (2) A Catechism
- (3) The Gospel of Matthew

The first newspaper in Myanmar (in English language), “**The Maulmain Chronicle**” was established in 1836. “The Moring Star”, the first vernacular newspaper in Myanmar, was printed by Dr. Francis Mason at Dawei in 1842. It was printed in Karen language in 1842. The first periodical in Myanmar, “Dhama Thidinsa” (the Religious Herald), was published monthly in 1842 by the American Baptists in Mawlamyine. The first Myanmar newspaper published weekly in Yangon was “**Lawkee Thuta Pyinnya thadinsa**” modern knowledge newspaper. It was started in January, 1873. In 1837 the book was entitled “**English Sarsar Ah-nar-ku-nee**” written about western medication and treatment.

The first English language newspaper in Yangon was “Rangoon Chronicle” started in the year 1853. It consisted of four medium sized pages published on Wednesday and Saturday. The owner was Mr.H. Lewis, a lawyer from Mawlamyine and also the owner of “**Moulmain Chronicle**”. The Rangoon Times Press was founded in 1815, followed by its chief rival, “The Rangoon Gazettee” in 1861. Among the books printed in that press, and one of the earliest examples was “U-pade-taw” (The Royal Law) printed by Royal Reader Minn Hla Sithu and the Royal Printer Nga Shwe Thar.

“Ratanabon Naypyidaw Thadinsa” of Mandalay was the oldest Myanmar periodical printed and published in the Kingdom of Ratanabon. This press also published many books such as “Paleik Saa Aye Gyin” by Paleik Saa U Phyaw in 1875. In King Thibaw’s reign, the Press transferred to the place of the Golden Hluttaw. The first book printed in King Thibaw’s time was the “Mingalar Aye Gyi” written by the Wetmasoot Myo-saa.

After the British annexed the whole of Myanmar at the end of the year 1885, the Yangon papers began to extend their country-wide sway, and enjoyed national circulation. The even tenor of the pro-British press, however, was shattered by the advent of nationalist papers with their raucous cries for independence. The Sun Daily founded in 1910 and another vernacular daily, the new Light of Burma, enjoyed a peak circulation of 4000 in prewar days. Other notable periodicals of the time were the Bandoola, Deedok and Nagain Burma, the only English language triweekly produced by Myanmar.

During World War II, wartime shortage of paper reduced the dailies into single sheet issues. A remarkable feature of postwar Journalism in Myanmar was the mutual understanding and restraint existing between the newly independent Government and the freedom loving newspapers. In 1957, there were 20 dailies in Yangon, 5 in Mandalay, British owned papers were no more, in place of which were five English language dailies run by Myanmar. The Nation, the New Time of Burma, the Guardian, Burma Star and the Burma. Among the Myanmar papers, The Hanthawaddy, the Bamakhit, the Mandaing, the Luu-du and the good old New Light of Burma lead the field.

After the second and third Anglo-Burmese Wars, there were printing presses in Yangon, Mawlamye, Patheingyi, Sittway, Tauangoo, Pyaw etc. The well known printing presses which printed Buddhist scriptures were Thudamawaddy, Zabu Kyattha-yai and Hanthawaddy press. The first book printed and published by the Hanthawaddy Press in 1883 was the Sudhammasari Princess Dahammasat Phat Hlone. The first book printed and published by the Myanmar owned Herald Press in 1878 was the play, “Ngwe Byine Phyt Mai Htwe”. The first printed play was “Wizaya Barhu Mitha” written by U Pon Nya in 1872.

In the 20th century, modern Myanmar novels and book on science, sociology, veterinary science, business, poetry, and arts were published in place of plays and Buddhist Scriptures. The first Myanmar novel was “Maung Yin Maung Ma Mae Ma” written by James Hla Kyaw and published by the British Burma press.

3.3 Current Types of Journal in Myanmar

1. Informatics
2. Sport
3. Affection
4. Health
5. Business
6. Gan Be Ya
7. Religion
8. International
9. Child
10. Occupation
11. Movie and Music
12. Fashion
13. Technology
14. Astrology
15. Shopping Guide

Although many Journals are published, the successful Journal can be counted.

3.4 Rule and Regulations for Printing and Publishing

The Press Registration Act was promulgated in 1867 and the registration of presses began ever since. The registration of presses was authorized to the district Magistrates. Under this Act, newspapers, Journals and magazines may be published only after registration. The Press Emergency Powers Act was enacted in 1931, in order to deal effectively with the printers and publishers.

In 1959, after independence, as the existing laws became inadequate, the Printers and Publishers' Registration Act was promulgated. In order to carry out this act, the Press Scrutiny Section was formed under the supervision of the Secretary of the Information Ministry. Newspapers, Journals, magazines and other printed matter in manuscripts were examined and scrutinized in case of defamation to the government or obscenity by the Minister.

When the Revolutionary Council came to power in 1962, the Printers and Publishers' Registration Act of 1962 was approved by the government. The Press Registration Act of 1867 and Printers and Publishers' Registration Act of 1959 were revoked and no longer valid. The Printer and Publishers' Central Registration Board was formed under the chairmanship of the Secretary of the Information Ministry.

The Printers and Publishers' Registration Board have been transferred to the Home Affairs Ministry since February 5, 1971. The function of press scrutiny deal with the affairs of security and peace. At the same time, in the Revolutionary Council Law No.1 of 1971, the words "Minister for information" were substituted with the words "Home Affairs Minister". These amendments are Registration Board was formed under the chairmanship of the Secretary of the Information Ministry.

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The Printers and Publishers' Registration Act, 1962 is divided into nine Chapters.

In chapter 1, the title of the Act, the date of the Act that come into action and the definition of the expressions used in the Act are mentioned.

Chapter 2 provided that, a printer will have to sign a declaration on the prescribed form that he owns a press, a publisher will have to declare to the effect that

he intends to engage in publishing works, and a printer or publisher will have to make a declaration that he ceased his printing or publishing work.

Chapter 3 describes the formation of a Central Registration board under the control of the Ministry of the Information and functions and duties of the Registrar.

In Chapter 4, the registration of the printers and publishers, the facts that will have to apply registration on the form and about the issues and cancellation of the temporary Registration Certificate are described.

Chapter 5 mentions that only four copies of books, newspapers, journals, magazines and other publications will have to be sent to the Central Registration Board and the Board will distribute three copies to the Ministry of Information, respectively.

Chapter 6 provides that lists of books and publications printed in this country will be registered and published in the "Burma Gazette".

In chapter 7, it is mentioned that drastic action will be taken against newspapers, bulletin, journals, magazines and other publications, which fails to comply with the law.

The offenses and penalties are described in chapter 8 and the miscellany is in chapter 9.

There are also 21 Printers and Publishers' Registration Rules. The Rules are meant to assist and protect law-abiding printers and publishers who carry on their business honestly. The printers and publishers are required to make their declarations before a First Class Magistrate in triplicate. One copy will be retained in the file of the Magistrate, another will be sent either to the Chief Court of the Union or the highest civil court having original jurisdiction for any particular district, and the third copy will be sent to the Central Registration Board. And, any printer or publisher whose ceases to engage in his printing or publishing business must report to the First Class Magistrate concerned within 30 days, on the prescribed form in triplicate.

The Registration Certificate is valid only for twelve months. Renewal must be applied within the month before or after of the expire date. If any printer or publisher

fails to renew his Certificate during this two-month period, he must reapply for registration all over again.

Any printer or publisher, who is dissatisfied with any order passed by the Central Registration Board under Section 21 of the Printers and Publishers' Registration Act, may appeal to the minister for Information within 60 days of the date of order. The petition must be stamped with Kyat three court fee stamp. Besides, the name of the editor, the name of the printer, publisher, their registration numbers, address of printing press, and address of publishing office have to print clearly on any newspaper, bulletin, pamphlet, journal, magazine, book or other publication printed or published.

Although the original purpose of the Printers and Publishers' Registration Act, 1962 was the register of printers and publishers, the Central Printers and Publishers' Registration Board issues Directives to control the publications. Forty Directives are issued by the Board. In these Directives, the manuscripts concerning political, ideological, economic and religion and novels, magazines, etc. are necessary to submit to the Press Scrutiny and Registration Division prior to printing and publishing.

Chapter 4

Analysis on Marketing Strategies of Journal Publication Businesses in Yangon

Everybody has two eyes but journalism should be added as one more eye to view life. Nowadays, it is, indeed, needed all over the world. Since everything is developing every second at all times in the globalization era, it is not enough to learn only with two eyes and then Journalism became to be involved as an important role for everyone. Therefore, only if the weekly journals can be delivered to the people no time, the nation's politic, economic and social sectors will be developed.

It was said that the Relation Aller Furemmen Undgedenckwurdigen managed by Johan Karol published in Struts in 605 was recognized as the first newspaper all over the world. The first daily newspaper in England was published within 1702 to 1735. Journalizing business was developing hand in hand with the development of the printing machines since ages ago. During the 20th century, after the development of electronic communication technology, the present's journalizing business has been extended all over the world through the newspapers, television, radio and internet.

Journalism business has been changed by the historic conditions and still differs from each other among the nations, until now. As the internet technology has been introduced with the sophisticated means, journalizing business becomes unstable gradually.

Journalism consists of all media and there are five kinds Media in the Journalism business such as (1) printing (2) television and radio (3) news agencies (4) Internet (5) information centers. The information about an event, a subject, a presentation and/ or someone's brief story is expressed as a news or a paragraph in the article in the printing media. The one, who sends news from home or resident country is called correspondent reporter. Most reporters send news using electronic mails from a long distance. Generally, the key news is made by the editors at the head office after they have received the news sent by the correspondent reporters, who are currently making activities at the area, where the event is being happened. On the other hand, some news about incidents or events still taking place, which are directly sent by the radio and television reporters from the respective fields are called direct news or live

broadcasting. Some reporters send news together with their evaluation and critique by own idea and if so, they are not reporter and called commentator.

The reporters write news up on their notes taken and have to take picture or video by themselves or they obtain and use to attach the picture or video, which is taken by the camera man with the news. After the collecting news and picture, the reporter makes focus or emphasize which is vital and later make conclusion and then final news is produced.

When an essay of news or an article, which is conveyed by the reporter from the field reaches at the news desk in the head office, where a team of editors is waiting for final news production, the title of news or article is made only by the editor, not by the reporter. The editor is decision-maker to do so while the reporter has no more choice, which is just normal. Occasionally, the draft news is dramatically changed not only in style but also in tone. And then, the final proof of manuscript is placed on the page of magazine or journal after checking and proving by chief editor in terms of the subject, style and linguistics. The reporter for his news or the writer for his article or essay has to make commitment and the news or article is stated together with the name of reporter or writer.

There are a number of printing media in terms of styles such as broad sheet, tabloid, magazine and journal as well as period such as daily, weekly, semi-weekly, fortnightly, monthly.

Due to the development of media business, more investment is made in the media business to earn money while private sector become more vital rather than before as the market-oriented economy has been introduced in Myanmar. Not only the public interest on media especially on journal publication but also media business much improve because the public become eager to know the updated information and news, which is essential food for brain to develop the way of thinking and outlook. At present, there are a number of media enterprises, which come up in the media market and it becomes successful business.

To achieve the objectives of the business, media firms are making marketing strategies and tactics such as pricing, distribution channel innovation, advertisement, promotion supply, which match to fulfill the desire of customers. Of course, it is

necessary to determine the marketing strategies, which provide to improve the supply and to obtain the comparative advantage using resources that is limited. Marketing strategy is key factor to meet the satisfaction of the customers, in fact. To achieve the ends, an appropriate choice has to be made at the initial stage after the target of market is observed. Secondly, a suitable marketing mix is created for the target market while the marketing mix consists of product, price, place and promotion, which are elements of the marketing strategy.

4.1 Journal Market in Myanmar

There are 152 kinds of journals already published in 2010, in which the supply of the journals in line with sports and news is higher than the political ones. Of course, there are some new journals issued month to month but it is still at the take-off time in the initial stage. Unfortunately, no supply of political journals is remarkably increased at the moment.

There are 41 news journals, 39 sports journals, 16 journals in line with arts, cultural, aesthetic enjoyable and knowledgeable literature, five each in economics and international news, one in religion, three in magic, seven in children and 27 miscellaneous journals, it is reported by the Press Scrutiny and Registration Division under the Ministry of Information.

The news journals and sport journals take the maximum part of the sale market among the over 150 publications while sport journal is taking leading role in demand side, which is followed by the news journals. Though circulation of the sport journal publication is highest, just only a few of them are popular and only these ones improve their sale. Among the sport journals, the sale of the journals in line with football matches is highest among the whole sale and 20% is increased as well as 10% of sale of news journals went up under the favor of sports journals. It means that the higher the sale of the sports journals, the higher news journals' sale. But unfortunately the sale of sports journals decreases when there is no international football match and consequently the sale of news journal rises up.

As the sale of news journal depends on the news such as strange and unusual news, seasonal news, unexpected news, natural disaster news and news of huge

change of politics etc., the sale is just in normal when there is no interesting news. The political journals and other kinds of journals are sold just in normal and the art journals as well but the demand goes up sharply when there are some special events like academy award ceremony, wedding ceremonies of some movie and singing stars. Though there are some regular customers, most buy to read only when there are situational changes of nature and human beings. Under the circumstances, it is sure the journal, in which some interesting news or events or episodes can be expressed is pulled by the excess demand rather than just normal publications.

The customers, who have not enough money to buy almost all journals and consider the possibility of purchasing in conformity with their money earned buy the journals, which they would rather read. However, the business ethic, honesty, reliability and good-will for the readers, who are customers as well as consumers as well as the appearance and image of a journal are definitely vital factors to keep the sustainable success of a journal business, indeed. The lives of most journals rely on the advertisements before. But nowadays, journal publishing firms become to be firmly established as media business since the readers change their choices to read the journals. The journals, which emphasize the essential factors in the media business, have been developed as a successful business.

Journals can be seen as convenience-goods from the point of view of goods. On the other hand, a journal engages the utility value when it reaches into the hands of readers through the production and distribution using the media process because a commodity is evaluated by the utility value in the utilizing of customers. In addition, it is value added as form utility and as a journal through the production using the raw materials such as paper, manuscript and printing ink. Apart from these, the journal produces time utility when it is ready to be read at the time needed and causes place utility when it is delivered to the place, where it is being waited. Last but not least, a journal provides possessive utility after it is bought and kept in hand to read at any time if necessary. All of these utilities can be consumed by the readers and customers as a result of production and distribution of a journal similar to a commodity.

Journals will be able to provide leisure time as a partner in addition to general knowledge and enjoyment. On the other hand, journals can motivate the idea of readers. Due to the improvement of both of reading audience and printing technology,

the media market in Myanmar became wider and larger within the last 12 years. But the prices of various journals had to go up hand in hand with the cost of production like expensive raw materials as inputs. There were few competitions among the media businesses in the past but unfortunately a lump sum amount of media firms and several kinds of publications come up and challenge each other. Under the circumstances, it is necessary to pay attention to make efforts to issue the quality production of journals respectively.

As the point of view of the customers, the availability of purchasing the journals becomes low because the prices of the various journals gradually come up year by year but there are still demand for the journals since the prices of story books, magazines and other periodical series become higher and it is not easy to keep and maintain the books. Totally 21,000 publications of several kinds of printing media have been issued since 2000s and the publication in the present days is higher than the ones before. There are five publications of so-called newspaper, which belong to the government. Myanmar's market of publication can be divided into the ones such as newspaper, journal, magazine, cartoon, fiction and story, religion, social science, language, literature, science and technology, history and culture, philosophy, parapsychology, occultism, business and management, education, biography in general and information technology in particular.

Most publication in Myanmar is too few compared with international market. One of the reasons for not developing the production market is the existing of the book rentals, where mostly all kinds of publication from monthly issues to short stories and novels can be borrowed to read at cheaper prices. However, the sale of periodicals comes up a little during these days even all text books, which are determined to be used in all schools in Myanmar are not allowed to be printed and published by the private presses and publishers while it is only done by the government agencies and distributed at reasonable prices. It means that the publication market in Myanmar is not only under the private sector such as various printing and publishing companies but also under the public such as Department of Religious Affairs under the Ministry of Religious Affairs, Sapay Beikman (Literature House), News and Periodicals Enterprise and Printing and Publishing Enterprise under the Ministry of Information, Curriculum Syllabus and Textbook Committee under the Ministry of Education.

All of the publications including weekly journals, monthly magazines, poems, short stories and novels even pamphlets, leaflets have to be printed and published with the permission of News Scrutiny and Registration Division under the Ministry of Information. No publication would have been done without the permission. On the other hand, there are different payment systems for distribution of all periodicals mainly used by after sale payment and return system, differed payment and cash-down payment. The journal publication business blooms up together with the development of the media enterprises.

4.2 Marketing Strategies of Journal Publication Businesses

According to the list of Press Scrutiny and Registration Division under the Ministry of Information, in Myanmar, there are 152 kinds of journals until 2010. Publication business of six journals that have succeeded in journal market was chosen and studied. The name and published journals name of publication business of six journal studied were described in the following table (4.1).

Table 4.1 Names of Journal Surveyed in Yangon

No.	Names of firms	Numbers of journal
1	Thin Than Group	2 (Voice, Foreign affair)
2	Swel Sone Media Group	3 (Pyi Myanmar, Good Health, Ahr Raw Jam)
3	Eleven Media Group	4 (Bi weekly 11, Premire 11, 11 News, 11 Sport)
4	7 Day Journal Firm	4 (7Days News, 7Days Sport, Internet, Shopping Guide)
5	Yangon Media Group	2 (Flower News, 8 Days)
6	Forever Journal Firm	4 (Forever, 442, First 99, 365 Sport)

Source: Survey Data (October, 2010)

The locations of the journal business studied are that Thin Than group situated at No.5, Alanpya Pagoda road, Dagon Township, Thamada hotel business suite, Swel Sone Media Group situated on 1st floor of Central Tower, Corner of Anawyahtar Street and 39 street, Eleven Journals situated at No.22, South Myint Pyi Kyii Street, Tamwe Township, 7days Journal situated at No.37, 10th floor of La Pyi Win Plaza, Alanpya Pagodas Road, Yawmingyi, Dagon Township, Yangon Media is No.145, 147, Room (14, 15), 7th floor, Seikanthar Steet, (between Maharbandoola street and Trader street) Yangon. Forever Journal is at No.138, 2nd floor, 37 street (Middle), Kauktada Tsp, Yangon.

The form of the journal publication business is mostly the same. The journals are being published according to its own styles in different catalogs. The journals in line News, Sport and Internet are issued.

4.3 Product Strategy

Among the journal market studied, the journals in line with News, Sports, Economics and Internet are mainly issued while most are trying to publish as a unique circulation up on the kinds of periodicals. Most journals use art paper for the high quality and roughly consist of some 30 or 40 pages respectively. It is mentioned in the extra sheets if there are some emergency news.

The news is favored first priority in the news journals. Because all kinds of news and multi-sector news exist in the news journals, it is involved in the best sellers list. The journals are being published according to its own styles in the different catalogs. Among them, the 8-Day journal states in the favor of popular people especially movie and singing stars while the Voice journal shows educational news and articles in the first priority. The entertainments affairs are mostly expressed in the 7-Day journal. But at the moment, the journals become to be changed from the only one field to the multi- fields to be reported to catch the high demand and not only internal designs but also design of covers to be attractive by the readers because there are so many journals increased in the market and compete each other strongly. Table (4.2) shows types of Journal and the news expressed in Journal are sub-divided into the categories.

Table 4.2 Types of Journal and Sub-divided News in the Journal Categories

Types of the journal	Sub-divided news in the journal categories
News Journal	<ul style="list-style-type: none"> - domestic news, internal business news, international news, international economics news as well as opinion, special report, local science and technology, international science and technology, policy and local news, political view, policy, education, environmental news, perspective, regional news, local health, international health, local crime, international crime, guide, knowledge, entertainment news and world and Asia, international high light news. - internal and international sports news with the editor's suggestion and timetable of football matches, cartoons. - internal and external IT news, electric and electronic news, the news concerning the automobiles, computers and computer products, telephones especially various mobile phones and its accessories with the-art-of-state models.
Sport Journal	<ul style="list-style-type: none"> - the news with regard to movie and singing stars with their personal affairs, fashion and fashion guide, interview with popular people and their websites, index of VCDs, the stereo songs albums, which are the best selling items and the drama series, which are rented in the high demand are shown. Korean drama stars, the lists of the drama series, which will be telecasted in the future at the <i>Myanwaddy</i> and <i>MRTV</i>
Internet Journal	

Art Journal	programs, the best seller stories and novels, several songs, which will be broadcasted, the fashion and life style of various stars, models and fortune telling are expressed in detail.
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Source: Survey Data (October, 2010)

Due to the market theory, the quality of product plays a major role to gain success in the market. Under the idea, it become necessary to be applied the quality control in the production of periodicals sector, otherwise the journals with high quality cannot be delivered to the readers, who are customers. If so, the journals will be able to stand stably and firmly as news media. Not only production but also services are included in the process of journal publishing and distribution since the news and objects mentioned in the journals can provide the satisfaction to the customers, in fact. That's why, it can be said that 40% of production and 60% of services are done in the journals publication. But there are some weakness regarding to updated news, which will be expired when the journals reach into the hands of readers. All details, which will be printed on the papers of any periodicals have to be submitted at the desk of the Press Scrutiny and Registration Division in advance to get permissions not only for printing but also for distribution in the market.

4.4 Price Strategy

The item, price is the most important element among the marketing mix while pricing is a vital strategy as it is related with feature of the commodity. Moreover, it is affected on other remaining elements of marketing mix, product feature, channel decision and promotion as well.

The strategy of pricing in journal business is different from other business. The journals are sold at the prices of Ks 200 or Ks 300 or above Ks 300 respectively, which are factor costs.

Table 4.3 Selling Price of Journals

No.	Names of Journal	Selling price (Kyat)
1	Voice	350
2	Foreign affair	250
3	Pyi Myanmar	300
4	Good Health	300
5	Ahr Raw Jam	280
6	Bi weekly 11	350
7	Premire 11	350
8	11 News	300
9	11 Sport	300
10	7Days News	380
11	7Days Sport	380
12	Internet,	410
13	Shopping Guide	350
14	Flower News	350

15	8 Days	350
16	Forever	240
17	Four Four Two	200
18	First 99	200
19	365 Sport	220

Source: Survey Data (October, 2010)

Selling price of journals in journal businesses are described in table (4.3). The distribution agents added Ks 50 or Ks 100 each to the factor cost and distribute to the wholesalers. The publishers consider the tax in addition to production cost when the price is fixed because the more the expenditure, the higher the price but transportation cost is not considered to add in the pricing by some publishers. The preference of priority is given in the pricing with the same idea among the publishers but demand, prices of other journals, consumers' income are considered separately and differently among the producers. The strategies applied by the publishers are differed up on the marketing strategy and policy and conditions of each firm. It is found that the more the demand increase, the higher the price which depends on the brand trademark. When a new publisher enters the business, first and foremost, the prices of other journals already established in the market are taken into account deeply. It is better to be cheaper than the previous ones as an incentive and the price will be raised after the demand becomes to go up when the brand name is familiar and realized and recognized gradually among the consumers.

Most media deeply rely on the advertisements, which assist to earn more money on the other side. Similarly, the journal publishing business is the same as one another. It supports to get more earning money to the business to determine the price, in addition to the income comes from the selling directly in the market. In fact, the normal price using to sell in the market is not enough to get profit, so that the advertisement helps to cover the break-even point. The fact, total income is higher than the total expenditure depends on the income from the advertisement. To get more advertisement, it is necessary to achieve the publicity especially the entrepreneurs. To do so, the publishers of journals try the best to maintain sound and solid relationship

not only with the businessmen but also with the owners of printing machine for a long time. Otherwise, the journals cannot be sold without increasing the price when the production costs like the cost of paper to be used in printing.

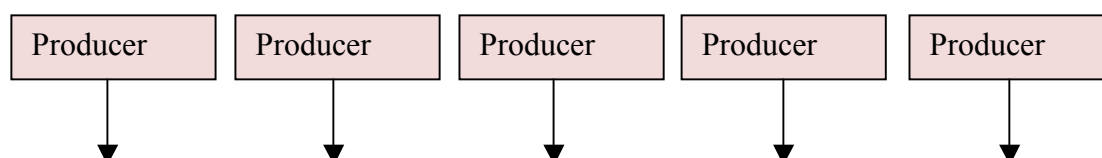
4.5 Distribution Strategy

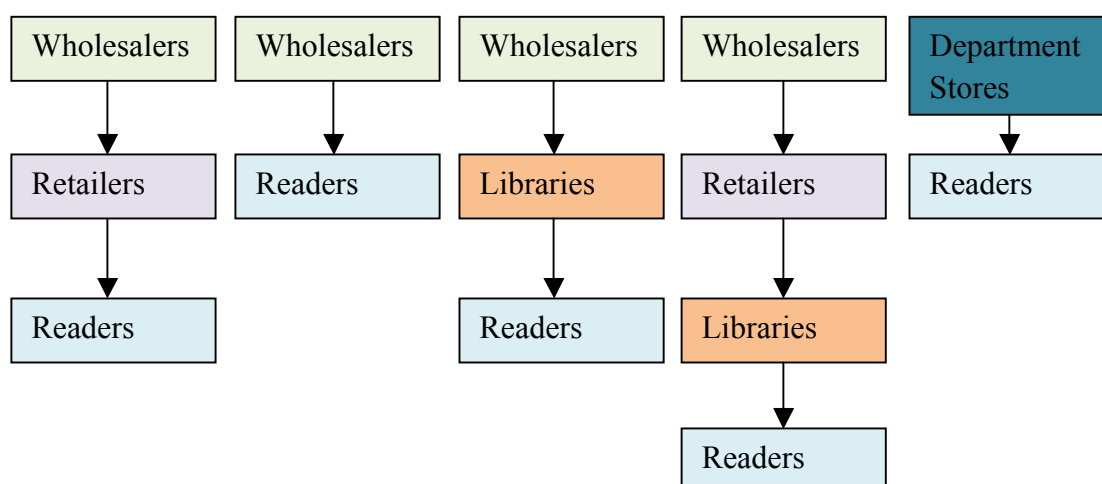
Most publishers use the distribution representatives, who have been doing the business for a number of years to distribute their journals all over the country but some establish their own distribution houses to save some waste costs. For instance, the distribution representatives are being used to distribute the journals in Mandalay and in Yangon, where 30th Street, 31st, 32nd, 46th, Pansodan and Shwegondine are mostly used. The representatives exploit only Ks 20 to Ks 50 per circulation as a commission when they are doing business of distribution in Yangon but they have to sell to the wholesalers in the rural areas. It is a fact that there are low costs to distribute through the wholesalers rather than self distribution because the cost will be high if they establish their own center there, where some fixed cost and variable cost such as rental fee for the building or office and salary of staff will be taken. That's why, it is better to use wholesalers.

The publishers use selling a lump sum amount of circulations at low price to lure the willingness to buy and resell their journals by the wholesalers. In addition, souvenirs are given as an incentive but it is very rare. The payment system in the business is a little different from the other business and mostly the payment is claimed once a week. Under the circumstances, the distribution representatives play a key role not only in the marketing but also in the distribution.

The main obligation of the distribution agents is the services to reach smoothly the journals to the readers. So, distribution channels of journal are stated in figure (4.1). Journals are distributed from producers to wholesalers, wholesalers to retailers, retailers to readers through channels of distribution. Besides, they are distributed from wholesalers to libraries, retailers to libraries, libraries to readers.

Figure (4.1) The Channels of Distribution





Source: Survey Data (October, 2010)

4.6 Promotion Strategy

All journal publishers have to make the promotion activities for marketing to raise the demand more and more and of course to maintain the present demand in the current markets. Promotion makes the exchange process to be smooth between the producers and the customers. The journal business makes a great effort to create a good image of the business's products in the market. So, journal business has spent a lot for advertisements and promotional activities.

Table 4.4 Promotion Tools Used by Journal Businesses

No.	Names of firms	Types of promotion tools
1	Thin Than Group	-advertising in newspaper and journal.
2	Swel Sone Media Group	-advertising in newspaper and radio.
3	Eleven Media Group	-advertising in newspaper, magazine, journal and giving gifts.
4	7day Journal Firm	-advertising in magazine, journal and giving gift and reducing price.

5	Yangon Media Group	-advertising in magazine, journal, billboard and giving gifts, reducing price and lucky draw in Thingyan Festival. -advertising in TV, newspaper, journal and wall-sheet.
6	Forever Journal Firm	

Source: Survey Data (October, 2010)

Table (4.4) shows the types of promotion activities in journal businesses. Mainly, there are four performances in the promotion activity such as advertising, sale promotion, self-selling and making publicity. Among these performances, advertising is used to utilizing by the most businesses and it is applied to obtain awareness and popularity as match maker through the communication media, not by the business owners from the producers to consumers. Due to the surveys made, the 80% of most businesses has been making publicity of their products among public through the advertising in the public media especially in the newspapers, journals, magazines and radio broadcasting in general and on TV program in particular.

The cost of advertisement on TV program is more expensive than other media but it provides publicity effectively and efficiently because moving characters with sound effect in the back of nice scenery and view, which lure the interest of the audience, who watch the TV program especially Korean drama series. But the journals advertise their qualifications mostly in the newspapers, where the headlines and topics of the news or articles, which will be expressed in the journals just before the publication. Secondly, some journals put their advertisements in the magazines and other counterparts of journals as well and thirdly, on TV program. Why advertisements are made in the paper media is that the information can be described and explained in detail with colorful images completely.

After the advertising, the next function for promotion is sale promotion, in which selling at discount price, selling at the bargain rate in the seasonal sale and in introducing period and selling with services and giving souvenirs as incentive at the sale point. Sale promotion is a kind of promotion activities, which make influence on the decision-making of the customers, to stimulate the demand, provide the detailed

information of the products. On the other hand, most journal publishers share the tee shirts, on which the product's brand names and logos are printed to the end users through the wholesalers especially during the water festival while the lucky draw is provided not only for the readers but also for the customers, who gave support by advertising in the journals. The puzzles programs are also presented to increase demand as incentive to reach the information to catch new customers while fashion shows are held, where backdrop mentions the product's logo and those, who participate in the show describe the product's details.

Self-selling is an effective mean to get interest from the strangers or perspective pro-customers by making face to face talking with demonstration in practice at the sight to show "Seeing is believing". Unfortunately, the journal businesses do not activate this function at all but it does similar function like door-to-door service and express delivery for the regular customers.

4.7 Marketing Effectiveness of the Journal Publication Businesses

In the study, the sample surveys of customers and journal shops were conducted in order to evaluate the market situation and the extent of effectiveness of the Journal publication businesses.

4.7.1 Finding from the Customer Survey

In order to estimate the reaction of customers due to the marketing strategies of the journal publication businesses, the survey on customers' behavior and attitude was conducted. This survey was undertaken by interviewing among selected one-twenty people, who were randomly chosen in the Yangon area. Firstly, the profile of the customers under the survey can be analyzed. In the table (4.5), age, gender and education level of the respondents are shown.

Table 4.5 The Profile of the Respondents

Age (Year)	Education level								Total
	Middle School		High School		Under Graduate		Graduate		
	M	F	M	F	M	F	M	F	
15	-	-	5	-	10	-	-	-	15
16-30	-	-	7	4	10	2	16	8	47
31-45	-	-	5	-	16	-	12	2	35
46 and above	-	-	-	-	5	-	13	2	23
Total	-	-	17	4	41	2	41	15	120

Source: Survey Data (October, 2010)

In the table (4.5), it can be seen that the respondents represent mainly the age bracket between 15 and 30, and the age group between 30 and 45 take the vital position. The sex position shows that 99 male and 21 females are included in the samples. The education levels of respondents cover the high school level, under graduate and graduate.

Table 4.6 The Condition of Consumers Prefer to the Types of Journal

Types of journal	Frequency	%
News journal	28	23.3

Sport journal	35	29.1
Art, knowledge and amusement journal	15	12.5
Health journal	2	1.6
Criminal journal	-	-
Economic journal	3	2.5
IT, electronic journal	20	16.6
International journal	1	0.8
Cartoon	-	-
Other journals	16	13.3

Source: Survey Data (October, 2010)

In table (4.6), 29.1% of customers wanted to read sports journal, 23.3% news journal, 16.6% IT, Electronic journal and 13.3% like other journal. Therefore, the conditions of customers' reading journals were that sports journal and news journal are more preferred.

Table 4.7 Reasons of Choosing the Journals

Reasons of choice	Frequency	%
High quality	75	62.5
Easy available to buy	7	5.8
Branded	18	15
Good design	20	16.6
Total	120	100

Source: Survey Data (October, 2010)

The table (4.7) shows the respondents' reason of choosing the journals, in which, 62.5% in high quality, 5.8% in easy available to buy, 15% of branded and 16.6% of good design. It was found that customers more preferred high quality of journal, good design second and branded third to the rest.

Table 4.8 Purchasing Changes when Journals' Price Increase

Price change of journals	Frequency	%
Steady purchase	95	79.1
Reduce purchase	10	8.3
Changing use other Journals	15	12.5
Total	120	100

Source: Survey Data (October, 2010)

Table (4.8) shows 79% in steady purchase, 8.3% in reduce purchase and 12.5% change to other journals. Readers buy the journals at stable demand even journal' price is changed.

Table 4.9 Place of Purchase

Place of purchase	Frequency	%
Journal shops	80	66.6
Supermarkets	10	8.3
Other	30	25
Total	120	100

Source: Survey Data (October, 2010)

The places where journals are available are shown in Table (4.9). It is found that 66.6% at journal shops, 8.3% at supermarkets and 25% other. So, the readers mostly purchased the journals at the journal shops.

Table 4.10 Types of Advertising

Types of advertising	Frequency	%
-----------------------------	------------------	----------

TV	5	4.1
Radio	-	-
Newspaper	75	62.5
Magazine and journals	15	12.5
Journal shops	25	20.8
Other	-	-
Total	120	100

Source: Survey Data (October, 2010)

Table (4.10) shows which media is most effective. It is found that 62.5% of Newspaper, 12.5% of Magazines and Journals and 20.8% of Journal shops. Therefore, Newspaper is the best media to obtain the customers' interests.

Table 4.11 Methods of Sale Promotion

Methods of sale promotion	Frequency	%
Advertising	10	8.3
Present	65	54.1
Lucky draw	-	-
Reduce price	45	37.5
Other	-	-
Total	120	100

Source: Survey Data (October, 2010)

Table (4.11) describes the way of sale promotion and the responses, which are noticed by the interviewer. It is found that providing present is the most effective method followed by reducing the price and advertising.

4.7.2 Findings from the Survey of Journal Shops

The survey covers interviews with the twenty shops randomly chosen in the Yangon area.

Table 4.12 Available of Journals in the Shops

Types of journal	Frequency	%
News journal	20	100
Sport journal	20	100
Art, knowledge and amusement journal	19	95
Health journal	14	70
Criminal journal	12	60
Economic journal	16	80
IT, electronic journal	19	95
International journal	5	25
Cartoon	5	25
Other journals	18	90

Source: Survey Data (October, 2010)

Table (4.12) shows the types of journal being sold in shops. It is found that News journals and Sport journals are being sold in every outlet while IT, Electronic and Communication journals and Art, knowledge and amusement journals are also in the second largest seller.

Table 4.13 Buying Methods of Shops

Place of purchase for resell	Frequency	%
Wholesalers (or) agents	11	55
Distribution house	9	45
Total	20	100

Source: Survey Data (October, 2010)

The shops have different buying sources and some journals are directly delivered to them, whereas some brands have to be taken by themselves. In table (4.13), the buying systems are described whether direct delivery or taking at distribution house, or their respective distribution centers (wholesalers or agents).

It is found that 55% of the journal shops are buying from the wholesalers or agents, and 45% of the journal shops are buying from distribution houses. Therefore, journal shops mainly used the method of buying from the wholesalers or agents. So, Journal publication businesses use the distribution channel which is from wholesalers to readers.

Table 4.14 The Best Selling Products as Mentioned by the Shops

Types of journal	Frequency	%
News journals	20	100
Sport journals	20	100
Art, knowledge and amusement journal	2	10
Health journal	3	15
IT, electronic journal	4	20
Economic journal	2	10
Other journals	2	10
Total	20	100

Source: Survey Data (October, 2010)

Table (4.14) shows the best selling products in the shops. According to the table, it is found that News and Sport journals are the best seller in most 100% shops and, IT, Electronic journal is the second best in 20% of the total shops. Health journal is the third in 15% while the Art, Economic and other journals stand as the fourth best seller after the Health journal as found in 10% of shops.

Table 4.15 Product Choice Factors of Consumers

Product choice factors	Frequency	%
High quality	8	40.0
Easy purchase	4	20.0
Branded	4	20.0
Good design	4	20.0

Total	20	100.0
-------	----	-------

Source: Survey Data (October, 2010)

The shops were also asked the reasons why consumers chose the journals of the companies. The responses are described in Table (4.15). The shops answered that the reasons of getting higher sales in the companies' products were due especially to the high quality of journal such as information mentioned, news reported, paper and printing process.

The shops were asked the question if the price conditions related with the sale conditions. The journal shops answered that price is not directly related to the sale conditions. Most readers concentrated on news in the journal. Most readers who bought to read the journal are middle age who can easily make money. So, they have power to buy the journals. Therefore, journals' price conditions are not directly related to the sale conditions.

Table 4.16 Giving Incentive to Journal Shops by Wholesalers

Conditions	Frequency	%
No incentive	7	35
Discount price	4	20
Present	9	45
Total	20	100

Source: Survey Data (October, 2010)

Table (4.16) shows whether the wholesalers gave incentive to the journal shops. It means that the wholesalers gave 45% of sale as present and 20% in discount price.

Table 4.17 Giving Incentive to Readers by Journal Shops

Conditions	Frequency	%
No incentive	1	5
Discount price	11	55

Credit sale	5	25
Lucky draw	1	5
Present	2	10
Total	20	100

Source: Survey Data (October, 2010)

Table (4.17) shows the condition whether the shops gave incentives to readers or not. Most shops gave discount in 55% of total supply, 25% not in cash, 10% as present, 5% in the lucky draw and 5% in no incentive to the readers. On the other hand, the shops were investigated whether the promotion (incentive) was in conformity with the sale of journals. Most shops answered that promotion is related to the sale condition of journals because readers bought journals from the journal shops that gave incentive most often.

Table 4.18 The Condition of Sale Journals with Regard to the Seasonal Variation

Conditions	Frequency	%
Yes	18	10
No	2	90
Total	20	100

Source: Survey Data (October, 2010)

Table (4.18) shows the condition of sale concerning to the seasonal variation of journals in which 90% of sale units changed in seasonal atmosphere and 10% does not change. It can express that mostly, sale of journals moved in seasonal change in general and sport journals' sale in particular are dramatically shifted in the different season like the period of Premere Leage Football Competition and World Cup Football Match, which is held once a fourth year.

Test with Fredman and Kandall's W of Marketing Strategies on Journal Shops

Table 4.19 Friedman Test

Conditions	Mean rank	Test statistics	
Place of resale	2.15	N	20
Cause of purchase	4.95	Chi.square	45.462
Average price	2.22	df	4
Average promotion	2.48	Asymp.sig (p-value)	0.000

Source: Survey Data (October, 2010)

Table 4.20 **Kandall's W Test**

Conditions	Mean rank	Test statistics	
Place of resale	2.15	N	20
Cause of purchase	4.95	Kendall's..	0.568
Average price	2.22	Chi.square	45.462
Average promotion	2.48	df	4
		Asymp.sig (p-value)	0.000

Source: Survey Data (October, 2010)

Marketing strategy is a plan for selecting and analyzing a target market and developing and maintaining a marketing mix that will satisfy this target market. The company designs a marketing mix made up of factors under its control – product, price, place and promotion.

According to analysis, there are cause of purchase (product), average price (price), place of resale (place) and average promotion (promotion). Relationships between cause of purchase (product), average price (price), place for resale (place) and average promotion (promotion) were used Friedman test and Kendall's W test using SPSS software.

According to table (4.19), the significant level of 0.01 (P-value=0.005) with marketing mix of Friedman Chi squared test is 45.462 and P-value is 0.0000, it could be said that marketing mix was significance, According to table (4.20), the significant level of 0.01 (P-value=0.005) with marketing mix of Kendall's W test is 0.568 and P-value is 0.0000, it could be said that marketing mix was significance. Therefore, marketing mix of journal outlets was suitable Myanmar journal market.

Chapter 5

Conclusion

The word “Transparency” can be implemented through the media especially newspapers, TVs, radios, magazines and journals in practice. Among the periodicals, journal publishing business became to be involved since the journals can provide not only knowledge but also enjoyment. Later, media plays a vital role to support the transparency.

Media is regarded as the fourth pillar of a nation, and this media works are not well protected against all ill-will by means of laws in our country. Information can be provided to public through the media including journals. Journals are the match-maker between the publishers as producers and readers as consumers to fill up the public information needs in Myanmar. Nowadays, the information range widely spreads to fulfill the needs of people such as information and knowledge even entertainment by the journals and spreading the information as well by doing journal business.

5.1 Findings and Discussions

The publication media was introduced in Myanmar in 1776 and now the age of the market becomes nearly to 224 years old. The market is developing within these years and changed a lot. These changes and development are taken place due to a number of factors such as socio-economic condition of the country, population growth, better quality of communication and transportation, public income, life style of people, development of technology in printing and of course, living standard of people.

The publishing of the journal has a huge risk as well as a large profit. The journal publication business is always inviting the new entrepreneurs to do business by making investment in the sector. The licenses of publication are given to some government departments and local NGOs respectively, not directly to the actual publishers, who have been doing business for several years. To do so, they have to deal

with those departments to get access to do business by giving royalty fees and some parts of the business or at the profit sharing basis.

The journal publication business heavily depends on the political atmosphere from time to time. The Press Scrutiny and Registration Division under the Ministry of Information on behalf of the government will be able to cancel any license of publication at any time, which makes the high risk. However, the perspective profit is very high and that is why this business becomes popular in the country as some entrepreneurs enter the business.

The significant factor in this business stands different from other forms of businesses and it can be evaluated whether it is successful or not within a short term. We can see that a journal, obviously weekly, can be assessed whether it is successful or not after four issues (a month) in the circulation.

Therefore, the journal publication business needs a good grand opening at the earliest initial stage of its operations. It can be rated as a failed journal if it is not started by well-organized plan without creativity. The key factor in the business concerning the human resources is how the employees can be handled and how much effective team can be made, which can be created in the working environment.

The choice of market is made at first in Yangon and then should move to Mandalay and other major cities. The journal publication businesses have applied the market expansion strategy to achieve a great success in capturing the new market and expansion. If it can successfully operate in Yangon market, the success will spill over the other market areas already expanded.

In looking back to the process to enter the market in Yangon, the journal publication businesses' success was associated with the appropriate strategies for the market expansion. Moreover, the practices of the journal publication businesses in Myanmar are attractive to the citizens of our country in general and to the Yangon residents in particular. The style, update information and activities in marketing of journal publication business were easily paid attention by the people as these were strange to most of them. In fact, the condition of the market, update information, news and modern marketing techniques are the facts to bring the success of the journal publication business.

There are some exceptions in the marketing strategies of the journal publication businesses and it formulated marketing strategy that can be characterized briefly as follows.

The distribution systems of the journal publication businesses use primarily wholesalers (or) distribution agents selling to the various outlets. On the other hand, other businesses use distribution agents for direct selling to the outlets by door-to-door delivery service. At the same time, journal businesses employ the standard product policies, especially to be high quality of journal like good design and colorful picture. Readers prefer the journals with high quality. In terms of pricing policy, the journal publication businesses pursue the low price policy in order to tap the demand of mass consumers. This policy is suit to the Myanmar market with conditions since the price of journal is at acceptable levels for almost all of the customers. To have a good image among the customers, the journal businesses are used to making more emphasis on promotion sales. In addition, before entering the market, some journal businesses used to undertake popular activities that can create brand awareness and nice image among consumers. Under the consideration into these facts, journal publication businesses should implement the marketing strategies appropriately by formulating the strategies of standardization as well as adaptation.

5.2 Suggestions and Recommendations

The journal publication businesses had penetrated Myanmar market successfully through recognizing level of market development. Myanmar market can be characterized with features, which are found in the most developing countries such as low per capital income, dual (rural and urban) structure of society, low competition and low sensitivity in market activities. Therefore, the activities in Myanmar market play a vital role in compliance with conditions of the developing market.

The journal publication businesses used modern marketing methods such as door-to-door delivery system and monthly payments system for the regular readers. The journal publication businesses have first targeted urban market especially in Yangon and Mandalay and later they have rolled out their functions to the industrial zones, a little far from cities including small cities in the rural areas. Major marketing policies

applied were low price, high volume, low media advertising, right distribution system and suitable promotion systems, it is found.

Although the journal businesses utilize all marketing tools, namely 4 P's- the product and distribution policies among them seem to be more essential than the rest ones, price and promotion because it was seen that the basic criterion of choosing journals by the customers is better quality like update news rather than any other criteria. For this reason, the standard product policy of the business is quite appropriate for the case of Myanmar. In addition, distribution method of wholesalers (or) agents to retailers to readers delivery system using its own distribution channels also show to be attractive and effective in seizing up the market. On the other hand, the tools, price and promotion have not shown, however, any peculiarity and distinctiveness from the standpoint of the responding wholesalers, retailers and readers.

From the study, the lessons can be learned in the marketing of consumers' goods. In the marketing strategy, the variables 4P's are essential to deal with Myanmar journal market, but more efforts should be made to the effective distribution in the market. Apart from these, the quality of journal especially update news is very crucial to gain recognition and sustainable image among the readers.

To view the future perspective potential for the sustainable success in the journal business, the facing problems, gaps, bottle neck, weakness, barriers in the distribution process should carefully handled to solve because distribution plays a significant role in the whole marketing program. It is also necessary to adjust the strategy and make amendment of the progress and trends in the market. Of course, marketing always keeps up with the pace of changes over the time.

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Questionnaire for the Journal Shops

A STUDY ON “MARKETING STRATEGIES OF JOURNAL PUBLICATION BUSINESSES IN YANGON”

Name of shop: -----

Location: -----

(1) Describe the types of journals, which are sold at the shop. Please tick if applicable.

No	Types of Journal	
1	News	
2	Sport	
3	Health	
4	Art	
5	Business	
6	IT	
7	Crime	
8	International	
9	Religion	
10	Cartoon	
11	Others	

(2) Where did you buy?

Wholesaler

Distribution agent

Others

(3) Which is the best seller among the journals at the shop? Mention five journals in order in the highest sale at the shop.

1. -----

2. -----

3. -----

4. -----

5. -----

(4) Identify the ages of customers, who bought the journals at the shop? (describe no.)

Youth

Middle aged

Adult

(5) Why did you buy the journal? State the obvious reason.

Cheap Easy available

High quality Nice figure

Good brand name Incentive

Advertisement Others

(6) How many circulations (in average) are shown to sell at the counter?

50 100

150 200 200 and above

(7) Whether the sale is changed or not up on the price? Yes No

If so, how effect on sale?

(8) Which factor is used to determine the selling price?

Demand

Price when bought

Prices, at which the other shops sell

(9) Which method of payment to the producers, the shop applies?

Cash down

Credit

Others

(10) Which method of payment to the sellers, the shop applies?

Cash down

Credit

Others

(11) Is any incentive received by the shop? Yes No

If so, mention it.

Discount

Credit sale

Lucky draw

Others

Gift

(13) Which incentive is provided to the customers by the shop?

Discount

Credit sale

Lucky draw

Others

Gift

(14) Does the sale depend on seasonal change or not. Yes No

If so, when it is taken place? -----

Questionnaire for Customers

**A STUDY ON “MARKETING STRATEGIES OF JOURNAL PUBLICATION
BUSINESSES IN YANGON”**

Name of customer: -----

Sex: -----

Age: -----

Occupation: -----

Education: -----

(2) Do you read any journal? Yes No

If so, why do you read it? Give reason.

(3) What kind of journal you like the best?

- | | | | |
|-------------|--------------------------|------------------|--------------------------|
| 1. News | <input type="checkbox"/> | 7. IT | <input type="checkbox"/> |
| 2. Sports | <input type="checkbox"/> | 8. International | <input type="checkbox"/> |
| 3. Arts | <input type="checkbox"/> | 9. Religion | <input type="checkbox"/> |
| 4. Health | <input type="checkbox"/> | 10. Cartoon | <input type="checkbox"/> |
| 5. Crime | <input type="checkbox"/> | 11. Others ----- | |
| 6. Business | <input type="checkbox"/> | | |

(4) Which factor plays a vital role to make choice among the journals published to read?

- | | | | |
|---------------|--------------------------|--------------------------------|--------------------------|
| Cheap price | <input type="checkbox"/> | Complete information available | <input type="checkbox"/> |
| High quality | <input type="checkbox"/> | Popularity | <input type="checkbox"/> |
| Advertisement | <input type="checkbox"/> | Others----- | |

(5) Name of the journal and type, which is being read at present: -----

(6) Indicate the reason, why you like the journal, which is being read at the moment.

- | | | | |
|--------------------------------|--------------------------|----------------|--------------------------|
| Easy to buy | <input type="checkbox"/> | High quality | <input type="checkbox"/> |
| Persuaded by the advertisement | <input type="checkbox"/> | Good publicity | <input type="checkbox"/> |
| Multi-information available | <input type="checkbox"/> | Others----- | |
| Brand name obsessed | <input type="checkbox"/> | | |

(7) How do you know the journal, which is being read?

- | | | | |
|----------|--------------------------|---------------------------------|--------------------------|
| By TV | <input type="checkbox"/> | By newspapers | <input type="checkbox"/> |
| By radio | <input type="checkbox"/> | By magazines and other journals | <input type="checkbox"/> |
| By video | <input type="checkbox"/> | Other ----- | |

(8) State the frequent time to be used to buying the journal: -----

(9) Express the location, where you are used to buying the journal: -----

(10) How will you response if the price of journal becomes to rise?

- | | |
|-----------------------|--------------------------|
| Buy as usual | <input type="checkbox"/> |
| Buy but reduce buying | <input type="checkbox"/> |
| Change to others | <input type="checkbox"/> |

(11) If you are not used to buying a journal, give the reason.

- | | | | |
|--------------------|--------------------------|---------------|--------------------------|
| Price goes up | <input type="checkbox"/> | Prefer change | <input type="checkbox"/> |
| Bad image | <input type="checkbox"/> | Other ----- | |
| Quality falls down | <input type="checkbox"/> | | |

(12) Do you wish to change reading the present journal to another?

- | | |
|-----|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |

If, yes, give the reason? -----

(13) The best way to advertise in which to achieve the highest publicity is

TV

Radio

Newspaper

Magazine/ Journal

Other-----

(14) The key way to make sale promotion is

Advertisement

Gift incentive

Other -----