

Essay on marketing project

[Business](#), [Marketing](#)



MKT 200: Group Project (Fall 2012) The group project will be in the form of BUSINESS REPORT of 4, 000 - 6000 words. While the format may normally be a business report, it is important that you read the following carefully and in consultation with your faculty decide on the best format to use in the work. In Marketing there are no " model answers" to situations and thus there is not a single correct way of dealing with the topic that you choose. The distinction between a good answer and one that is not so good is in the analysis and clear response to the topic/s.

In your report, provide justification for the solutions that you suggest. Choose any of the following: 1. CONSUMER PRODUCT: a new brand of toilet tissue, or an LED/LCD television 2. CONSUMER SERVICE: A hospital/a saloon/car service centre 3. BUSINESS TO BUSINESS PRODUCT: A new brand of computer Write business report for the one that you choose and outline the product/service (briefly) and identify the target market segment you are aiming at. Explain how you have segmented the market for this product and what products you are competing with.

Set price for both the products and explain how you arrived at the price. In each case you need to differentiate your product from the competitors and explain how your products fit into the market (how they will be positioned). Explain how you arrived at the size of the market using material such as that available from government statistics bodies, industry reports etc. When selecting a package, a brand name, and a price, for example, you need to explain and justify your choice.

Draw up a table showing the comparison of your product with others in terms of package, size, price, and any other significant differences. Write

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your report as if it was a report you were submitting to a marketing manager. Note the requirements regarding use of journal articles – these do not have to be specific to your product but may be general marketing topics related to those you are discussing. KEY ISSUES 1. A group of four to five students to be formed; 2. Day of submission and presentation – last week of the semester (your instructor will announce the same in the class); 3.

Brain storming is critical and the work to be done in the class in groups with the help of your instructor. NOTES ON WRITTEN SUBMISSIONS 1. All written submissions should be typed, DOUBLE-SPACED, on one side only of A4 (210mmX297mm) white paper. Allow a minimum of 2.5 cm (1”) on left, right, top and bottom margins. Hand written submissions, or submissions typed on colored paper will not be accepted. Inferior quality dot-matrix printers and faded, overused printer ribbons should be avoided. 2.

Assignment should have a separate cover page that should state the title of the project, the name and number of the student, and the name of the faculty. There should also be a separate page for table of contents. Copy of the assignment submitted should be retained by the student. 3. Pages should be numbered, and the entire document should be securely stapled in the top left corner. If preferred, assignments may be bound using a plastic comb or a heat-seal binding system. Assignments will not be accepted with each page enclosed in a clear plastic envelope.