

# Explains the benefits of internet assignment

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



Hard copy of assignment should be stapled in the top left corner and submitted to the office. 2. Electronic copy of assignment should be submitted through the TurnItIn software. 3. 10% of marks are awarded for satisfactory use of language and/or good presentation. 4. 5% of marks are awarded for satisfactory referencing and/or presentation of a bibliography where either is required. Note that all referenced work should be obtained from credible sources. 5. Students should ensure that they comply with Glyndwr University's plagiarism policy. 6. Students should make correct use of the Harvard referencing method.

This assignment assesses the following module learning outcomes: 1 Explain what marketing is about, the importance of marketing orientation and the roles and structure of the marketing function and nature of relationships with other functions ' OF8 concepts of marketing planning, objective setting as well as target marketing and the marketing mix 3 Critically evaluate the differences in the application of the marketing mix involved in marketing products and services within different marketing contexts Overall Comment : Mark Glyndwr School of Business Student Number/ Name Academic Year: 2013/14 Programme Title MBA Level 7 Module Code BUS 747

Module Title Achieving Corporate Success Assignment Title/Number:  
Indicative Mark / Grade: Feedback on Assignment Would students please note that achievement of the learning outcomes for this assessment is demonstrated against the assessment criteria shown below (which are not necessarily weighted equally). Your assignment is marked as a whole and your grade is more than a summation of your performance as rated below.

All marks/ grades remain indicative until they have been considered and confirmed by the Assessment Board

Assessment Criteria	Weighting %
40-49%	50-59%
60-69%	70% +

Assess the internal and external factors plus SWOT analysis

5	2	3
Explains the benefits of internet (virtual) marketing but also its disadvantages for Fragrance Direct	4	
Discuss how the marketing mix for Fragrance Direct (operating in a virtual marketplace) can be different from marketing activities in traditional channels	Ability to construct coherent arguments using appropriate business language	10
6	Satisfactory referencing used throughout	5

Name of Tutor: B Jones  
Date: \_\_\_\_\_

Strengths of this assignment are: \_\_\_\_\_  
Suggestions to improve this assignment are: \_\_\_\_\_

Master Level Marking Criteria demonstrates little or no understanding of the task or the subject matter. This may be evident where the work is substantially incoherent, irrelevant or lacking in factual content, or where these shortcomings are present in combination such that the work as a whole is unsound. Major errors of fact, or evidence of substantially poor cognitive or other relevant skills will also lead to a fail.

Fail: Marks below 30%  
The work shows some knowledge and required skills are present to a degree. There may be appreciable error or omission of facts, poor structure, misdirection to the task, or poor conceptualisation or illustration of the work. Evidence of analysis and evaluation is weak.

There will be indications in the work that the candidate is capable of improving it by further application to the task. Marks in the range - 39%  
The work contains sufficient descriptive information. There is some analysis and explanation with appropriate illustration and example, and some attempt to evaluate. The work will generally be coherent and relevant, it will contain

some useful proposals or solutions related to familiar solutions and there will be some attempt at originality. It will be communicated clearly. Pass: Marks in the range of The work contains all the necessary contextual information. There will be adequate analysis, explanation and conceptualisation, with appropriate illustration and example, and sound attempts to evaluate and Judge.

The work will be substantially coherent and will contain relevant and feasible proposals or solutions related to familiar situations, some responses to uncertainty or ambiguity and some acknowledgements of the implications of change. The work will contain complete explanations using most available information. There will be substantial analysis; the ability to recognise evidence, use ideas, conceptualise, evaluate and Judge in familiar situations will be clearly demonstrated. Proposals or solutions will be contextually relevant and useful, with substantial evidence of the skill necessary to operationalize them in a variety of situations, including those in which uncertainty, ambiguity or change are present. The work will provide evidence of originality and of useful knowledge transfer to novel situations. It will be coherent and convincing.

The work will clearly demonstrate the ability to analyse accurately, reliably and fully, all relevant information; to use evidence; to conceptualise, evaluate and Judge; to propose and operationalise effective solutions, and to show substantial originality and creativity in a variety of familiar situations or in the face of ambiguity, uncertainty or change. It will demonstrate valuable knowledge transfer and propose feasible solutions for a wide range of

situations. Evidence of the ability to innovate will be present. Marks in the range of 70% and above Case Study Male Grooming Introduction In the I-JK, the past 2 decades have witnessed a remarkable growth in male interest in, and the consumption of personal grooming products and services.

Traditionally, it has been seen as rather effeminate for men to show more than a passing interest in personal grooming products, with the market largely confined to the sale of aftershave fragrances and a limited range of hair care products. The desire to look well groomed in both the workplace and at leisure is impacting on men's usage of toiletries. Men are using a wider repertoire of products in order to maintain an image and are increasingly influenced by the media and celebrity role models (such as David Beckham the I-JK footballer and Jude Law the actor), who make the subject of male grooming acceptable. This interest in male grooming and personal care has also been reflected in the emergence of a number of male style magazines, such as GQ, FHM and Loaded. Young men are the prime target for most men's toiletries manufacturers, although they are declining in share within the population in some countries, with corresponding shift towards the older male.

Fragrance is an important part of men's toiletry repertoire, with almost three-quarters of men in the I-JK claiming to use aftershave or male fragrance. Only a third apply fragrance daily, suggesting that there is scope for manufacturers to encourage more frequent usage or the use of a choice of fragrances for different usage occasions. Indeed, according to Euromonitor, the men's fragrance market is worth over 500 million US dollars,

a rise of 23% since 2000. This rapid growth in demand has encouraged a number of new entrants into the market, as well as new fragrance launches by existing market players. The market place for men's fragrances is largely dominated by a relatively small number of major international companies, including L'Oreal, Estee Lauder, Proctor and Gamble and Unilever.

Each of these companies, has invested in a significant expansion of their male fragrance and personal care product ranges in recent years to capitalise on the growth in the market. The male fragrance market comprises two road sectors - the fine fragrance segment, which accounts for about 70% of the sector and so called mass market fragrances, which account for the remaining 30% of the sector. The latter tend to appeal to younger consumers, are less aspirational in their appeal and are often linked to deodorants brands such as Lynx. Fragrance usage is greatest among men aged 34 and under, reflecting their desire to wear aspirational designer brands.

Distribution Traditionally Fine fragrances have been sold via major chains of chemists (pharmacies, drugstores) and specialist sections of department stores. These traditional sales channels have come under some pressure from supermarkets, which have sought to grow their share of the men's toiletries market by focusing on providing a separate section within their health and beauty which caters for men's grooming needs. Another fairly recent development has been the emergence of specialist web-based suppliers offering fragrances at a discount to typical High Street recommended price. The steady growth of home internet usage and more

recently, the increase in mobile services have allowed the rapid growth of internet-based shopping in many countries over the last few years.

Fragrance Direct is one of a number of specialist internet-based retailers that have been set up in recent years, supplying a broad range of male and female fragrances at a significant discount to traditional shop prices. The company can be described as small but as its sales continue to steadily grow so the business which was established only a few years ago is now developing into a medium sized business. However, to maintain their medium term growth targets Fragrance Direct's management team believe their strategy requires a major push in terms of raising the profile of the business and broadening its customer base. They have not traditionally focused on the male grooming audience, but feel that now this might be a market which they need to exploit.