

Proton holdings berhad essay sample



**ASSIGN
BUSTER**

REGULATIONS

A. Late Submission

A 10% deduction per day of total coursework marks (excluding weekends and public holidays). Late submission between 5 to 10 days, results in a 50% deduction of total coursework marks. Late submission past 10 days results in an automatic 0% for coursework and the student will be barred from the final examination.

B. Deliverables

Students must submit all materials supporting their coursework listed in the deliverable section.

The coursework must be done INDIVIDUALLY and must be entirely your own work. Please make sure that you are aware of the rules concerning plagiarism. If you are unclear about them, please consult your program coordinator/lecturer.

The coursework should exhibit formal research skills i. e. with a table of content, proper citations, references, and appendixes. The coursework write up must be able to demonstrate critical analysis and application of both theory and practical issues to the company that you have selected. Student may include additional relevant data/information apart from the proposed guidelines in conjunction to your research. Additional marks will be awarded for such attempt. Your coursework should not be more than 2500 words.

Use one and half spacing with 12-point font and New Times Roman. Fully justified. Pages must be numbered. Appropriate APA Referencing System will be employed where applicable. You should submit Turnitin report.

You should bind or staple at the top left corner of your completed coursework with the coursework cover as the 1st page. A CD containing the softcopy version of your coursework should be submitted as well.

COURSEWORK 1 – QUESTION

You are required to select ONE company from the list below and analyze the market and marketing mix strategies of the company. The analysis should be prepared in the format of a report. In your analysis, you are required to analyze how the company conducted its market segmentation, targeting and positioning strategies in the industry and marketing mix strategies. You are required to provide your own justification on to what extent the company is effective/successful in its market position and implementation of its marketing mix strategies. Recommendations for improvement are also required. Relevant marketing theories and concepts should be applied in the analysis.

Louis Vuitton

Bodyshop International PLC

Coca-Cola Corporation

Perodua Sdn Bhd

Proton Holdings Berhad

The requirements for the report sections as described below:

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i) Company Background

This section will present an assessment of the chosen company which includes a review of the company history, performance, description of product lines and brands, etc. Perform brief assessment on the internal strengths and weaknesses of the company.

ii) Market Analysis

In this section, you will analyze the market situation of the company that you have selected. The Market Analysis section must include (1) size of the market, (2) key competitors in the market - brief analysis on the differential advantages and disadvantages of key competitors in terms of product lines and/or marketing strategies (3) market segmentation, targeting and positioning strategies. How the company manages its macro-environmental issues. Trends, opportunities and threats of the industry must be outlined and analyzed in this section. Provide your justifications and recommendations.

iii) Marketing Mix Strategies Analysis

In this section, you will prepare an analysis of the marketing mix strategies of the selected company comprising product, price, place and promotion. Critically discuss the issues, success, failure, limitations and potential of the marketing mix strategies adopted by the company. Provide recommendations on how the company can further enhance its marketing mix strategies.

In brief, your report format should be as follow:

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Cover Page

Executive Summary

Table of Content

Introduction – a short description on the selected ONE Company and its products/services, and structure of the report. Market Analysis – market competitor analysis, consumer analysis, environmental analysis. Product – analyse all major product decisions that the company may have carried out including product-line, product-mix, quality, features, style, brand name, packaging, sizes, after-sales services, warranties, etc. Provide your justifications and recommendations for improvement. Pricing – analyse pricing strategies that the company adopted, i. e penetration, skimming, competition-based pricing, psychological pricing, cost-plus pricing, etc. Provide your justifications and recommendations for improvement. Place/Distribution – analyse the levels of distribution channels adopted by the company. Provide your justifications and recommendations for improvement. Promotion – analyse how the IMC strategies are aimed at creating awareness and increase sales of the product or service, promotional mix (combination of sales promotion, advertising, personal selling, public relations, direct marketing, word-of-mouth marketing), brand recognition, gaining access to a target audience, etc. Provide your justifications and recommendations for improvement. Conclusion

List of References

Appendices (if relevant)

APPENDIX A

UNDERSTANDING MARKETS AND CONSUMERS

GRADING SCHEME (INDIVIDUAL REPORT)

Comments:

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