**Marketing Project**

* Each group needs to visit their selected organization to interview the marketing management of the company.
* Carefully Plan all the questions according to the content of the report.
* Develop a framework for the business model of the company.
* Presentation style should be professional along with the PowerPoint slides or any other medium.
* Report Format should be Times New Roman (12 Font Size & Justified) with Bold Headings along with the Table of Contents.
* 20-25 minutes for each group presentation.
* All groups’ members must be present on the day of presentation.
* Students must use formal language to present their material in English.
* All the Material in the report should be Plagiarism Free and would have minimum word count of 1500 to 2000 words.
* Only one Group Member would send softcopy of the report to the Class Representative a day before presentation.
* January (Tentative Date), 2023 is the Presentation day along with the submission of Final Report.
* Good Luck and enjoy.

## Introduction & Business Overview of the Company

This section of your report will cover various features of the company, including the following:

* Company’s Introduction
* Value Preposition
* Mission
* Vision
* Brand traits
* Management of the company including all the departments.
* CSR initiatives (if any)
* Marketing Philosophy

**What are they selling? /Product Industry**

* Physical products: Clothing, shoes, home goods
* Digital products: Software as a Service products, ecourses, ebooks
* Services: Consulting services, home cleaning, Education etc.
* The product industry section is where you summarize their main niche. For example, “Vegan Skincare Products.” Or any other service they are offering.

**Who are they selling to?**

* Business to Business (B2B): You are selling to organizations, corporations, and non-profits rather than individual customers
* Business to Consumer (B2C): This means you are selling to individual consumers rather than businesses
* Marketplace: You act as a middleman by bringing businesses and (B2B or B2C) customers to one website.

**How are they sourcing the product?**

* Manufacture in-house: You make your product or service in-house
* Third-party manufacturer: You outsource the manufacturing of your product or service to a third-party manufacturer.
* Dropship: You partner with a dropship manufacturer. Basically, this means that they make your product, package it and ship it directly to your customer while your company handles the entire customer relationship.
* Wholesale: You buy goods or services from other companies in bulk and re-sell those products on your online store.

## Marketing Management Orientation of the Company

Explain which management orientation the company is following.

**Current Business Portfolio**

Analyze the business portfolio of the company with the help of BCG matrix.

## Micro & Macro Marketing Environment of the Company

Describe the environmental forces that affect the company’s ability to serve its customers including external and internal factors.

Identify the major trends in the firm’s natural, technological, political and cultural environments. Also how the company responds to these changes and trends.

**Competitive Market Analysis**

With the competitive analysis portion of your market analysis, you want to list your market leader and direct and indirect competitors.

After you mention who these entities are, you need to list the characteristics of each one, such as domain name, business model, monthly traffic, price range, competitive advantage etc.

Create an Excel spreadsheet of all competitors. In your Excel spreadsheet, you should have the following columns:

● Competitor Name

● Website

● Price point

● Product Description

● Competitive advantage/Key Features (e.g. fabric, waterproof, slimfit, etc.)

What is the competition missing? Is there a gap the company is filling out?

#### Target Market & Market Segmentation of the Company

Give the details of the target market and the segmentation of the company.

## SWOT Analysis of the Company

Make SWOT of the company. Analyze what the company does best now, and to devise a successful strategy for the future.

## Marketing Mix of the Company

The marketing mix consists of the four key elements of a marketing strategy: product, price, place and promotion.

## Products/Services

Explain Product & services attributes including the product quality, branding, packaging, labelling and other product mix & product line decisions of the company.

## Pricing

Explain the Pricing strategy of the product or service of the company. How they set the prices of the product that maximizes the profit from the total product cost? How they respond to the price change or any change in inflation rate?

## Place

## How they are selling? Where they are selling? Which channels they are using. Is it retailing or wholesaling etc.

## Promotion (Marketing Plan and Operations)

### How they set the total promotion Budget? How much they spend to acquire a new customer? Explain the company’s integrated marketing communication along with the blended mix of promotion tools (if any) for example advertising, personal selling etc. How they offer any discounts or promotional activities etc.?