 

# MARKETING MANAGEMENT SBS MBA/MSc

**Assignment – Bahrain 2020**

STUDENT ID

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| **1** | **0** | **4** | **7** | **5** |

UNIT TITLE / CODE: **MKT 501**

NAME (in Full): **MAALI ALI AL JISHI**

## GENERAL INSTRUCTIONS

* All assignments are to be submitted **7th May 2020** on to [examinationboard@atmsedu.org](mailto:examinationboard@atmsedu.org) and cc to [azrafatima@atmsedu.org](mailto:%20azrafatima@atmsedu.org), [assignmentsubmission2019@gmail.com](mailto:assignmentsubmission2019@gmail.com)
* If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
* Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS
* Assignment once submitted to exam board is final for marking.
* Total 100 marks

## GUIDELINES FOR ASSIGNMENT

* 1. If assignment is Question & Answer based then.
     + Introduction is needed for each question.
     + Question has to be answered based on the mark allotted for each question with references if any idea or information is taken from other source.
  2. If assignment is case based then,
     + Executive summary
     + Table of content
     + Body of assignment (questions related to case need to be answered)
     + Conclusion / Recommendation if any
     + References (in-text + citation) to be used

## Total Marks / 100

**PLAGIARISM**

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarised can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

* Copy information from any source (including the **study guide**, books, newspapers, the internet)
* Use another person's concepts or ideas
* Summarise or paraphrase another person's work.

## How do I avoid plagiarism?

To ensure you are not plagiarising, you must acknowledge with a reference whenever you:

* use another person's ideas, opinions or theory
* include any statistics, graphs or images that have been compiled or created by another person or organization
* Paraphrase another's written or spokenword.

## What are the penalties?

The penalties for plagiarism are:

* Deduction of marks,
* A mark of zero for the assignment or the unit, or
* Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

## Please note: claiming that you were not aware of need to reference is no excuse.

**Marketing Management Assignment Structure – Marketing Strategy (Brand)**

For your brand of choice please prepare a marketing strategy on the below guidelines. This should clearly reflect the marketing mix – product, place, price, promotion and packaging as discussed in the class. The learnings on Brand Equity in the class should be the emphasis of the assignment.

Please note the brand should have linkage in the UAE – must be an existing brand or a brand that intends to be introduced in the UAE.

1. Executive Summary – summarizing points 2-8.
2. Brand Overview – describe the current status of the brand with a brief historical background. Also define the brand’s current state on the Product Life Cycle.
3. Competition Overview – Define competition
4. Target Market – Define who is being targeted
5. Segmentation – Demographic, Behavior, Psychographic
6. SWOT – on brand or industry
7. Market Research if any carried out – if no research carried out then suggest a need if any
   1. Product – BCG matrix. Also include packaging plans if any.
   2. Place – Choice of retail strategy
   3. Price – penetrative or skimming or competitive
   4. Promotion – pull or push strategy including choice of medium – digital or traditional
8. Conclusions and Recommendations – suggestions for change in current practices if any to make it more effective should be discussed.
9. Appendix – Any other information you may provide.

**Introduction:- HUDA beauty is a restorative organization propelled in 2013, the brand has developed a solid notoriety more than 5 years on different of its corrective items, for example, a scope of eye conceals, establishments, face palettes, and bogus eyelashes. The organization was established by Huda Kattan, an Iraqi-American make-up craftsman and an agent. The organization is situated in Dubai.**

**Brand overview: HUDA beauty product**

**HUDA beauty is a restorative product offering propelled in the year 2013, the brand has assembled a positive notoriety in the range of 5 years on different of its corrective items, for example, an assortment of eye shadows, establishments, face palettes, and phony eyelashes arrangement. The organization was propelled by an Iraqi-American cosmetics craftsman and agent, Huda Kattan and it is a Dubai based organization.**

**Competition overview:**

**The Huda beauty has solid rivalry in the market, a portion of its top rivals are **Elf, Loreal, Stila, Kylie Cosmetics, and Fenty Beauty.** Indeed, in the year 2017 bits of gossip spread about a claim Huda magnificence was duplicating **Fenty beauty** items. The organization was reprimanded for duplicating its establishment assortment. Huda magnificence has developed to an overall brand that is perceived by everybody in the excellence business. It is perceived on the planet as a solid contender in light of its powerful advertising procedures.**

**Target market:**

**Huda Beauty is a cosmetics line and their fundamental objective market was at first females. On Instagram, they post pictures of ladies who utilize their items to be basic excellence influencers. Their point of utilizing female influencers is to engage them and to motivate their objective market to utilize the item. Their intended interest group has by and by extended to the guys too.**

**Segmentation:**

**Demographic: The segment division of Huda beauty is chiefly focused to the female populace. The organization focuses on the ladies populace of the age between 15 to 30 years of age with a center level salary. The female objective rate is around 98 percent, which isn't astounding since a large portion of the make-up item clients are ladies as it were.**

**Behavior**: Huda beauty partitions the absolute market into littler homogeneous gatherings dependent on shopper buying conduct, for example, male-female, center level pay gatherings, and significant level pay gatherings. It did its social division dependent on buying propensities from purchasers, for example, recurrence of utilization, brand faithfulness, benefits required at any event, etc. Besides, the most invited items are its phony eyelashes as indicated by its business volume and total compensation in all business sectors.

**Psychographic: Psychographic division recognizes the business as per qualities, convictions, practices, wants, and ways of life of the buyer. The organization propelled its variation item, for example, counterfeit eyelashes, eyeshadow palette, thirty-shades of establishments, excellence blenders and brushes as requested by its clients.**

**SWOT:**

**Strengths:**

**1.Brand chain of makeup stores established in Dubai (the quickest developing world market).**

**2. Things sold by Huda Beauty, Cult Beauty, Harrods, Selfridges and Brown Thomas on-line. also, shops as well: Harrods, Selfridges, Sephora, with more than 750 + stores situated in 17 nations.**

**3.High-esteem beauty brand in the client mind classification.**

**4. Has secretly held brands (HB).**

1. **Successful marking and showcasing exercises make it a solid player (Marketing itself through particular internet based life stages)**

**Weaknesses:**

**1. Brand review isn't as solid as some other boss brands like L'oreal and Avon.**

**2. Not sold in each area, similar to Finland.**

**Opportunities**:

1. Chances to work together with world-class cosmetics specialists, incredible brands, and some remarkable models and big names.

2. Chance to arrive at rising economies by adjusting to their way of life.

**Threats**:

1. There are a ton of rivals in the excellence classification and there's a great deal of cover.

2. Keeping up low costs is a significant worry because of higher crude material expenses because of high swelling.

3. Clients in the excellence part are specific so trust in the brand should be supported.

As I would like to think, there is no compelling reason to lead any statistical surveying.

**Product**: Huda Beauty is a restorative line organization which incorporates different items like lipsticks, eye shadow, establishment, eyeliner, brushes, fragrances, matte fixer, counterfeit eyelashes, reduced, lip liners, and highlighter. Therefore, it sells a wide range of excellence items from acrylics to brushes.

The bundling of Huda Beauty items pulls in and grabs one's eye on account of its shading, size, and shape. The bundling even has a picture of Huda Kattan blending the powder in a tub. This outline is planned to show to the watcher that it is so natural to heat the material. The case on the back contains a picture of Kattan holding distinctive Huda Beauty things on a plate.

**Place**: Place is likewise an essential factor in showcasing methodology development. It is basic that merchandise are put where the purchaser can undoubtedly get to them without confronting any dangers or impediments. By making Huda Beauty items accessible on their online channels, Huda Beauty has aced this. Notwithstanding the Huda Beauty site, the organization has another Instagram account: Huda Beauty Store. On one of their Instagram pages, individuals can look for cosmetics items and get them handily transported to their separate areas.

**Price**: Contrasted and comparable brands that share comparative markets, the cost of Huda Beauty's brands have been for the most part observed as reasonable. Despite the fact that the cost of Huda Beauty items is generally high among blog-to-mark beauty brands made by YouTubers or Instagram bloggers. The organization follows the serious evaluating procedure to disperse its item in the market and to increase an upper hand.

**Promotion**: The organization follows the force showcasing system which infers that actualized advertising technique will consequently draw shoppers towards its item. The organization follows both computerized and conventional showcasing techniques to advance their item. The organization advanced its item by media influencer advertising, for example, they recruited Kim Kardashian for the item dispatch. Additionally, they utilize advanced stages, for example, Instagram, YouTube, Facebook, and YouTube to advance their items.

**Conclusion and Recommendation:**

**All in all, the showcasing strategies actualized by Huda Beauty have been fruitful. By utilizing online networking to manufacture perceivability and brand unwaveringness, the organization has had the option to extend its purchaser base. They have in this way been well known in the Middle East. The organization ought to elevate its item to a spot like Finland.**

**Other Information:**

**Huda Kattan, the Dubai-based beauty blogger and cosmetics master, one of the world's most compelling beauty influencers, will present her image name Huda. Huda Beauty will be a piece of the extravagance beauty brands offered by Nykaa Luxe on their site. Nykaa Luxe deals have risen exponentially as buyers in India are spending more in their beauty system. Different marks in the Luxe classification incorporate among others MAC, Bobbi Gray, Estee Lauder and Forrest Essentials. Huda Beauty right now sells an assortment of things including Lip Strobe Metallic Liquid Lipsticks, Lashes, Faux Filter Makeup, Desert Dusk Eyeshadow Palette, 3D Highlighter Palette and Liquid Matte Lipsticks.**

## REFERENCES

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