



MARKETING MANAGEMENT

SBS MBA/MSc

Assignment – Bahrain 2020

STUDENT ID

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UNIT TITLE / CODE:

Marketing Management /501

NAME (in Full):

Louai Alassiri

GENERAL INSTRUCTIONS

- All assignments are to be submitted **7th May 2020** on to examinationboard@atmsedu.org and cc to azrafatima@atmsedu.org, 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 spoken word.

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
 - 7.1 Product – BCG matrix. Also include packaging plans if any.
 - 7.2 Place – Choice of retail strategy
 - 7.3 Price – penetrative or skimming or competitive
 - 7.4 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.

MKT 501

MARKETING MANAGEMENT

Assignment 2020

4/14/2020

Louai Alassiri

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Marketing Management of Honor Magic Earbud

Executive Summary

In this report, we have discussed several aspects that Honor Earbuds has to go through to get a good market place in UAE. The competitive overview of the Ear Buds of Honor among other companies prevalent in that country is discussed here. Also, certain market research has been conducted based on Honor's products, such as analysing target market, segmentation, and SWOT analysis. Pricing, Products, Placing, and Promoting of the Honor Magic Ear Buds have also been conducted. Certain recommendations have also been made such as, they should focus on providing quality service rather than emphasizing the low pricing of the product.

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Brand Overview

Honor has an age-old glory in the global market. It has expanded its horizons in more than 74 countries, including US A and India("Buy HONOR Magic Earbuds Price/Specs/Review | HONOR Official Site (Global)", 2020). The company provides several quality gadgets. Honour Magic EarBud has goodwill and positive customer reviews. It has certain special features such as- Noise Cancellation Technology, Adaptive triple Microphone technique for Noise-free Calls, and many more features.

Competition Overview

Honor Magic Earbuds has successfully installed its honour among other smartphone brands all over the world. They use advanced technology to provide the best and quality products to its customers. Many brands such as Samsung, Apple, and Realme have launched their quality earphones in the United Arab Emirates. But recent statistics aware of the positive review of the products and its sale in 2019 all across the world. In such a situation, it should not be difficult to compete with their technology and outgrow them. The new technology of Noise cancellation and intuitive touch control and a year-long warranty of those earbuds makes way for Honor to compete in the Gadget Market of the UAE("HUAWEI Community|Honor Magic Earbuds now available to purchase in Russia and some European markets", 2020).

Target Market

The fantasy of new technology is prevalent among youngsters. Students and college-goers have the most utilization of these types of Earbuds. However, it is also used for conference calls and essential meetings of any organization. So the target market is the organizational sector in the UAE where most of the e-commerce platforms and other office

workers have their workplace. Although the company is in association with Huawei, Honor Magic EarBud has its own technologically developed Voice calling system. The target market is the official workplace and schools and college students, and there is much chance of profit-maximizing by selling the technologically advanced Earbuds at a lower cost than other companies.

Segmentation

In the UAE, segments where these Honor Earbuds can be relevant are the workplace or among students. The fantasy of new technology is prevalent among students, so the segments of the UAE where students are present have much more market holding capacity of these products. According to the Boston Consulting Group Matrix, Honor Products has low growth and market share in the UAE based on other gadgets it produces in the Global market. So segmenting the market of Honor Earbuds and promoting it through several social media platforms or certain specific channels can be beneficial for the company.

SWOT

SWOT analysis of Honor Magic Earbuds in the UAE is essential for the company to understand its strengths and weaknesses. The analysis gives the company a clear idea of the pros and cons to gear up their product in the market of the country (Gürel, E., et al., 2017). The analysis is as follows-

- **Strengths-** The ability of Honor Magic Earbuds to provide technically advanced Earbuds at a low cost is the main strength of the Honor company to enhance their market and increase customers for maximizing profit. Also, the quality service that the brand provides in other countries is creating positive customer feedback and making the holding of the company much stronger before launch.

- **Weaknesses-** UAE is an economically developed country. The poverty level in such a country is much lesser. Customers here prefer to buy Apple AirPods than any other company providing earbuds to them.
- **Opportunities-** Lack of other companies making the customers predictable about the technology that these companies can provide. This opportunity to provide quality service of Honor Magic Ear Bud with new and advanced use of technology will excite the customers creating a high expectation from the new product launched by this company.
- **Threats-** Earbuds with lower costs can create queries among their customers about the quality of the product. Products with low costs are often assumed to be of lower quality. In the UAE where people put more strain on quality, these types of low-cost products will be a threat to the company's existence.

Market Research

Several market research states that an increasing number of customers using Honor products is providing the market with a positive attitude towards extending their horizons and providing products to several other countries(Pomering, A. 2017). UAE is one of them. Samsung, Apple, and Realme have its good hold of customers in this country. Providing customers with quality service is earning customer satisfaction and enhancing their superiority in the markets.

- **Product -** Product at such a lower cost is very fantasizing in underdeveloped countries such as India. But in UAE where any product is judged on its quality, providing customers with low-cost material will become less emphasizing for them. Honor Ear Bud to make its room in the UAE market needs to deliver quality products

and put less emphasis on low pricing. So, according to the BCG matrix, it has low market growth and shares in this country (Mohajan, H. 2017).

- **Place** -According to Boston Consulting Group Matrix, the place for such a low-cost product is almost absent in the UAE Places where the marketing of such products can be possible is limited (Torquati, B., et al., 2018). Yet, it can promote its brand in the gadget market to get proper feedback on their products and providing students with low price Earbuds at Gadget market, and increasing retail margin for the sellers will lead them to sell more Honor products.
- **Price** - Honor has good growth in the global market due to the use of advanced technology at a much lower cost. The price range at which Honor provides such a range of products is making the company attract more customers with its shiny design and low price range. This attracts customers who are unable to buy Apple AirPods at such a costly range. Therefore, Honor providing Earbuds at such a low cost is making the customers available to these products and use them accordingly.
- **Promotion** - People of the UAE are much more technologically advanced. Their increasing usage of Facebook, Instagram, Twitter is providing a method of promoting their brands through promotional videos and advertisements. According to the Boston Consulting Group Matrix. Their promotional style can be enlisted among the products in high growth in other markets but also has a low market share. But due to SEO by the technical experts in the UAE, which is enlisted among the high market growth along with the high market share of the company. Honor Company can make their launch of Earbuds successful as they are both of the Matrix of the Boston Consulting Group.

Conclusion and Recommendations

Honor can have several positive aptitudes, but in a country like the UAE, where people are much more concerned about the quality of products. So certain recommendations which can provide a good market push in UAE for Honor Magic Ear Bud are-

- Providing quality products and increasing the price of the Ear Buds.
- Promoting brand quality and working on customer feedback through surveys.

References

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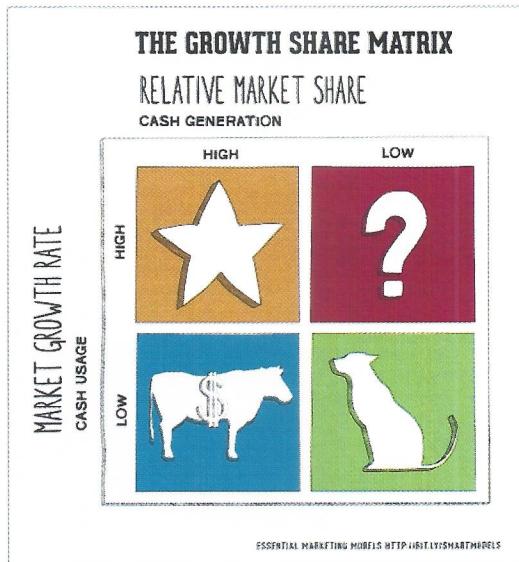
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Appendix



Source - Smart Insights Digital Marketing