

# Marketing Proposal

( 10% of total grade)

## Submission Instructions

This document does NOT replace Prof Lim 's instructions but to supplement it . So please read Prof Lim's handout in addition to this document.

Please follow EXACTLY the instructions below. **Any deviation would incur a deduction from your final grade.**

### A. Contents:

#### **1. PRODUCT FEATURES & BENEFITS**

- > Based on your understanding of the market, your team is to come up with a brief description (features) of the kind of product that will help serve your intended target market segment better.
- > You are also required to translate each feature into benefit(s) or advantage(s) to your customer

#### **2. MARKET ENVIRONMENT ANALYSIS**

- > Using the PESTLED framework provide a brief market analysis of the marketing environment which your product is operating in.
- > You may or may not use all 7 factors . Use only those that are relevant & have a huge impact on your product . However you will need to justify the factors that you have left out .
- > Your team is to provide clear convincing evidence, data & statistic to support each factor & show how each factor favours the marketing of your product.

#### **3. SEGMENTATION & TARGETING (Positioning & Differentiation are NOT required )**

- > Your team is required to identify an appropriate market segment to target based on the process of segmentation and targeting discussed in the lecture & class.

> It is extremely important that you study the document titled : “ Steps in Segmentation& Targeting” where specific requirements of each step are spelled out .

> Show clearly the sequence & steps with relevant justification and supporting evidence /data .

> You only need to target **ONE** market segment .

**IMPORTANT :**

1. You need to indicate the audience you are making your presentation to .
2. To do well you need to convincingly “sell” your proposal to your audience.

## B. Format of Submission ( Slide Deck)

- Only soft copy is required .
- Document Format: PDF – 1 slide per page with brief description for each slide.
- Layout: Portrait NOT Landscape . Any deviation would NOT be accepted .
- Explanation must accompany EACH slide  
Use the Notes Page feature for Power Point - slides at the top of the page and notes below the slides. ( refer to sample below). .  
Explanation need to be adequate so that if the reader does not view your recorded presentations, he or she can still have a good grasp of the contents of each slide
- Number of Slides to Submit  
Keep your presentation slides within what your team will be presenting. In other words, submit the same set of slides as the ones you had used in your presentation (even though you are permitted to submit more )
- Indicate the official name of the presenter on the top right hand corner of each & every slide she/he is presenting

- Cover page - please see sample below.  
Must be a full A4 size page; to be the first page of your slides.  
Please use only your official names. They are to be spelled EXACTLY like your names in the class attendance; including the order/sequence
- File naming:  
Tutorial Gp No.\_\_ Team No.\_\_ PropPres  
Example: TG5\_\_T2\_\_PropPres

### C. Submission Dates & Destination ( Slide Deck & Video Recording) :

Week 6

Day & start time of your tutorial class

Submit to MS TEAM in your team's Proposal & Marketing folder

### D. Team Presentation ( to be recorded)

ALL members of the team are required to present.

Sequencing :

1. Product & Benefits - 1 speaker
2. PESTLED - 1 speaker
3. Segmentation - 1 or 2 speakers
4. Targeting - 1 or 2 speakers

Avoid having speakers moving in & out of the presentation at short interval which can be disruptive. Each speaker should cover one section/topic - not a few speakers , e.g, Product & Benefits covered by 3 speakers should be avoided .

Duration:

Maximum of 10 minutes per team. Equal time per speaker as much possible . Penalty will apply for every 30 seconds exceeded.

## Requirements in Recording :

- When presenting, not having a mask on is ideal . However if your filming locations requires wearing of mask & safe distancing, the team must comply strictly to the rules.
- Film 3/4 of your body height ( half body is NOT acceptable ) with slides next to the presenter.
- Ensure that there is NO ECHO in the room when recording .
- Make sure that the resolution of your recording is minimally 720 by 1280 pixels & the audio is clear and crisp.
- Provide a link to another source like YouTube in addition to your uploaded recording. This is a contingency in case something should go wrong with MS TEAM.
- You must UPLOAD your recording to your team channel in MS Team. Providing just a link to YouTube alone is NOT adequate and acceptable .
- Attire ( to be professional)  
Men - formal office attire - tie, long sleeve, pants, formal shoes  
Ladies - formal office attire - blouse & skirts , or dress, formal shoes)

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## **Slide Deck Report Sample**

## Printing in Notes Pages

Name of Speaker

- ▢ Slides printed in **Notes Pages** will display the speaker's notes for making the presentation.
- ▢ These notes do not show on the screen during the presentation

These are my notes for this slide.

Printing in this view is a way for the speaker to write his own jot notes about his talk while this slide is on the screen.

The notes will print out when the slide is printed in **Notes Pages**. These notes do not show on the screen during the presentation.

**S**

**Provide enough explanation so that without viewing your recorded presentation, the content of each slide can be adequately understood**

# **SAMPLE COVER PAGE:**

## **AB1501 MARKETING**

### **Proposal Presentation Slides**

**Name of your Product**

**Tutorial Group No. 19**

**Team No. 3**

**Names of Group Members:**

***(use your official names, so follow exactly that of the class attendance including the order/sequencing )***

**Gwee Chin Chye (U1310112L)  
Lim Siu Ling, Carolyn (U1310132F)  
Ong Hoo Tan (U1310619A)  
Ong Chi Yin, Gina (U1311025J)  
Vena Ramah (U1310200D)**