

## CASE STUDY WRITING TASK: MODEL ANSWER

**Marketing meeting action minutes: *Physique***

Date: 3 November  
 Venue: Room 13, Head Office, Grasse  
 Present: Pierre Martin (Chief Executive), Carla Fernandez (Global Marketing Manager), Anne Dumont (Marketing assistant)

	Action	By
1, 2 <b><u>Target countries and product name</u></b> It was agreed that original target countries are suitable. Various alternative product names suggested, but no better name found.	—	—
3–5 <b><u>Positioning and packaging</u></b> Planned positioning of the product problematic – premium market overcrowded. We decided to go with mass market: men aged 30 to 55. Packaging design to be taken downmarket. We will take the brainstorming ideas that emerged at the meeting further in conjunction with our design consultancy.	AD	30 Nov
6, 7 <b><u>Price and distribution</u></b> Recommended retail price to be reduced by 40 per cent. Major Asian mass market retailers to be contacted.	CF	15 Dec
8 <b><u>Promotion</u></b> There are male French stars who are well-known worldwide. Our chief executive agreed to take personal charge of finding suitable ambassador(s) for <i>Physique</i> .	PM	31 Jan
9 <b><u>Slogan</u></b> Various suggestions made at meeting. AD to research linguistic and cultural acceptability of them in different languages and come up with a shortlist of four possible slogans, in conjunction with our advertising agency.	AD	15 Feb
10 <b><u>Manufacturing</u></b> It was agreed to keep manufacturing of <i>Physique</i> in Grasse, as originally planned, so as to keep control of the formula and the process despite lower costs elsewhere. PT to co-ordinate with production department on production requirements to build up product stocks for launch in September next year.	PT	15 Dec

**A** It's twelve months after the successful launch of *Physique*, with sales of more than twice the original targets. Write an e-mail from Pierre Martin to Anne Dumont, containing these points:

- Congratulate her on contributing to the success of *Physique*.
- Underline the importance of her work in helping to find the right internationally acceptable slogan.
- Offer her promotion to the new post of assistant marketing manager, working under Carla Fernandez.
- Tell her that the salary for this position will be €62,000 per year.
- Ask her to let you know as soon as possible if she accepts the offer.