Marketing assignent :

1. Conduct a situation analysis for Tom's new bubble tea shop (**12pts; open question**)
2. Discuss the pros and cons of each acquisition method. (**10pts**; open question; your marks will depend on the quality of your discussion).

Non personalized

* Pro
  + Attract new customers who weren’t interested in Bubble tea and be the first to attract them
* Con
  + High acquisition cost

Personalized:

* Pro
  + Cheaper acquisition cost
* Con
  + Targeting existing customers of other shops

*Tips: Nothing is perfect; target marketing may also have its disadvantages. Think carefully about the potential limitations of target marketing if Tom decides to buy the name lists from list brokers.*

1. Discuss which acquisition method Tom should choose and explain why (**10pts**).

* Tom should do both
  + Diversify sources to attract new customers
    - Try and attract new bubble tea people
    - Convert existing bubble tea users