**BPMM1013 PRINCIPLES OF MARKETING**

**GROUP ASSIGNMENT (20%)**

1. **WHAT YOU NEED TO DO:**
2. Each team is required to choose a company where you can easily obtain information through the company’s website
3. This company should be a company that produces product (e.g. smartphone, cloth, soft drink, watch, handbag, tv, etc) that operates in Malaysia.
4. Groups must discuss with the lecturer before choosing the company and the product it produces.(Remember: Choose ONE (1) product only and be specific for example uht chocolate milk dutch lady)
5. Students are required to discuss on the following :
   1. **INTRODUCTION (10%)**
      * Discuss about the company’s background - the company’s history and profile, its core business, its product portfolio, management team, organization structure, etc.
      * Describe the target market for the product under research (target customers for the product) and describe these consumers in relevant ways (demographics, lifestyles, knowledge of product, etc.)
   2. **PRODUCT DESCRIPTION (15%)**
      * Detailed description of **ONE (1) PRODUCT** in terms of:
        + 1. The product category (electronic, food, fashion)
          2. Core benefits of the product
          3. When the product was launched?
          4. Brand name
          5. Warranty
          6. Ingredients
          7. Color
          8. Size
          9. After sales service provided for the product
      * Discuss the strengths and weaknesses of the product
      * Discuss the opportunities and threats in offering the product by the company
   3. **PRICE STRATEGIES (15%)**

* Discuss the price approach used by the company (cost @ customer@ competitor)
* Is the price charged lower, at par, or higher than the competitors?
* Does the company offer discount or rebate for its product?
* Are there any specific pricing strategies utilized by the company?
  1. **DISTRIBUTION STRATEGIES (15%)**
* How the company distribute its product?

-Through intermediaries – Offline and online retailers – where?

-Without intermediaries – selling directly (online/telephone/tv)

* Distibution strategy currently used – intensive/selective/exclusive
  1. **PROMOTION STRATEGIES (15%)**
* How the company promotes its product by utilizing :

-advertisement

-sales promotion

-personal selling

-public relation

-direct marketing

* 1. **COMPETITORS ANALYSIS (10%)**
* List and describe competitor(s) that offers similar product in the market
* Differentiate in terms of the brand names and price
  1. **PROBLEMS AND SOLUTIONS (10%)**
     + Identify and discuss **TWO (2)** problem faced by the company
     + Provide solutions for the problem identified above.

**(10%** will be given for each problem and solution provided)

* 1. **CONCLUSION (5%)**
     + Conclude your assignment
     + You can also have a brief discussion or some recommendations to market this service effectively to the targeted customers.

**(Formatting and report clarity, etc. = 5%)**

**TOTAL MARKS FOR THIS ASSIGNMENT = 100 %**

1. **REPORT OUTLINE**

Table of Content

1. INTRODUCTION
2. PRODUCT DESCRIPTION
3. PRICE STRATEGIES
4. DISTRIBUTION STRATEGIES
5. PROMOTION STRATEGIES
6. COMPETITOR ANALYSIS
7. PROBLEMS AND SOLUTIONS
8. CONCLUSION

References

Appendices

1. **A REPORT FORMAT AND DATE LINE:**

Write a marketing report following the outline provided.

* Page Limit (15-20 pages).
* This report should have a Table of Contents, References, and Appendices.
* It should be neatly typed on A4 type of paper, using the 'font' Times New Roman, size 12, 1.5 Spacing, and page number on each sheet.
* Bind your report using the normal binding (comb binding).
* Assignments must be submitted in week 13. **ONE (1)** mark will be deducted for each day late submission.