UKS31982

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STRATEGIC MARKETING & ENTREPRENEURSHIP

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Introduction

In the present context, in order to promote the strategic marketing of HBS the idea of skill development workshops to the students and the community has been adopted. In the business field of any organisation, the success or target of the company will be achieved only when strategic marketing and practical entrepreneurship can be taken into consideration by Hello Brilliant Service (HBS).

1.0 Product/service recommendation

In the concept of skill development workshops there are several important aspects right should be focused on very minutely in order to gain success in the workshop. The workshop will be organised on the basis of some specific topics - digital marketing, entrepreneurship, coding and sustainable business practices. Another reason behind developing the workshop is to promote the commitment of HBS towards sustainability and community engagement in the market and also to gain revenue for the business. In this context, the design and features of this workshop will be discussed in order to conduct the workshop and understand the effective outcomes of that.

Design

In the beginning, the workshop will be developed as per the learning objectives of the students which are digital marketing, entrepreneurship and finally sustainability development. After that, the next step is about the delivery mode by following which way the message can be sent effectively to the dedicated people. Both the online and offline modes will be chosen in order to share the message with the audiences (open.lib.umn.edu, 2023). In the workshop, the young generation students are chosen as the ideal consumers of this workshop. A budget will be prepared beforehand to understand how much money is needed in order to conduct it successfully. the estimated budget for this workshop is $10,000. Next is the delivery style. In this workshop, an instructor-led delivery style will be followed. After that, the content will be prepared with its various aspects and it will be shared with the audiences by adopting the English language. The timeline will also be fixed at 3 hours. Better communication will also be followed to solve any kind of query from the side of the audience. Finally, after completing the workshop successfully the effectiveness of the programme will be measured to understand the outcomes of the workshop.

Features

The workshop will be very helpful for enhancing or optimising the skills of the interested students. It will provide them with a better understanding to optimise the several important skills needed for better performance in their working field of interest. It will increase their cognitive skills which are very important to understand complex ideas and cope up with the environment very effectively and also learn from the ideas to think critically for solving the problems in future (worldbank.org, 2023). The socio-emotional skills also will be optimised which will help them navigate social and interpersonal situations in an effective way. The technical skills will also be increased very effectively which is essentially required in the present context to deal with technological complications. Finally, digital skills will also be enhanced by this workshop which is the most important of all the above-mentioned skills that help an individual to communicate, manage, understand, integrate and evaluate information appropriately.

2.0 Business Model Canvas

Key Partners	Key activities	Value Proposition	Customer Relationships	Customer Segments
● Programme developer ● Workshop promotion	● Digital marketing ● Entrepreneurship ● Sustainable business practise	● Hosting the effective strategy ● Live streaming of program	● Online and offline mode of programme	● Aspirants of the programme ● Advertisers

	Key Resources	me	Channels	
	• sponsors hip • food & technolo gy company • charitabl e fund		• websites • online mobile app • google meet link	

Cost	Revenue Streams
• Platform • Food • Technological use	• Sponsorship • advertisers

Table: Business Model Canvas

Source: Self-created

3.0 Form of ownership

In the field of business, there are several forms of ownership which are being followed by the owner of businesses worldwide to reach their business goal in an effective way (irs.gov, 2023). The forms are respectively - sole proprietorship, partnership, corporation Small business corporation and limited liability company.

4.0 Stakeholders

In the workshop, the necessary stakeholders are

Managers

In the HBS business field their most necessary stakeholders are their programme developer managers who will make the relevant programme in which HBS will share their most necessary strategy with the young students.

Employees

The employees of the HBS are another important part of their business. They will share the data or guide the students according to the guidance of the programme developer manager.

CEO

The chief executive officer is the company who is also the owner of the company his motif is to provide young students such as school or college goers the most necessary data that will optimise their comprehension of the above-mentioned objectives.

Government

HBS has received a license from the government to execute its ideas in the market. The regulatory policies of the government are controlling the business of HBS.

5.0 Launch Plan

The workshop will be held in the next month as per the design mentioned above it will be conducted in both online and offline modes for each and every aspirant of the programme. The above-mentioned objectives will be discussed very effectively. The queries of the student also are solved in order to clear each and every doubt regarding the topics. The whole programme will be monitored by the media to spread it to all the people. After finishing the workshop, the effectiveness of the workshop will be analysed very minutely.

5.1 Proposed date and channel of communication used for the announcement

The date that has been chosen for the workshop is 25th September 2023. The information on the above-mentioned objectives will be delivered to the students by adopting both online and offline modes. HBS will conduct their programme online through their websites and the Android app. In offline mode, they will deliver classes daily in their classroom to share their information with the students. the programme will be conducted by an expert instructor who will solve the queries of the students regarding the topic.

5.2 Brand positioning

From the present demand of the market it is expected that HBS will gain a high level of profit from the market. the organisation will be able to provide its values in the market very effectively. The organisation is expected to help many students to reach their goals and by doing this the company will snatch the top level from other organisations like this..

5.3 Marketing objectives (SMART)

Objectives	Explanation
Specific	The organisation will be able to help more than 1 lakh students achieve their target.
Measurable	The target will be measured by the programme developer manager.
Achievable	HBS believes that they will achieve their target if the programme make the expected effect on the students.
Realistic	The organisation is always focusing on the current market issues in its programme.
Time Frame	HBS believes that they will achieve their target within 5 yrs.

5.4 Marketing Mix (7Ps)

The former 4 p's concept has been converted into 7p's of marketing. The 7p is basically the seven important things of business - product, price, place, people, packaging, process and promotion (Anjani et al., 2018). HBS makes its product very unique by adopting new techniques, the price of the product it has been fixed at $700 per month. The organisation choose its place to their classrooms, websites and Android apps. As its people, it chooses the young generation of school and college goers. There are relevant books that they will be delivered to the students by being packaged effectively. The process will be online and offline and their product promotion will be done through social media platforms and advertisements.

5.5 Budget

Necessary things	Cost
Advertising	$5000
Technological use	$3500
Instructor fee	$500
Food and others	$1000
Total	$10,000

Table 1: Estimated budget

(Source: Self-created)

5.6 Measures and controls

The risk management is the most important topic in order to manage the risk associated with the business of an organisation. In the present context, every necessary approach will be taken into account in order to manage any kind of risk that is associated with the successful presentation of the workshop.

5.7 Time-scaled plan (Gantt Chart)

Activities	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Planning						
Targeting the exact customers						
Launching product						
Advertising (Traditional & Digital)						
Controlling as per measurement						

5.8 Creative Promotional Message on social media platform

"We will help you to gain better knowledge about the necessary things to enhance or optimise your cognitive, socio-emotional, technological and finally digital skills to work in your future field very effectively and to achieve the peak of success."

5.9 Investment/Funding

There are some food and technology companies who provide sponsorship in order to organise the workshop successfully. Some charitable funds also raise their hands to make the workshop successful.

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