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**DATE: 05/22/17.**

**Assignment 3**

MARKETING – MARKETING Manager Analysis

**Due Date: Week 7**

*Note: While representative of possible situations faced by the Brookly Nets, all scenarios in this assignment are fictional.*

Real Business

For a large discount retail store like Target and Walmart, it can be difficult to get the marketing mix just right for a given product. There are so many products in the store fighting for the attention of customers. There is also the challenge of helping the suppliers of each product maximize their profits while making sure the store is making money. With so many things to consider, working in marketing for such a large business can be a challenge.

Your Role

This week, you’ll be acting as a Marketing Manager in the sporting goods section.

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| What Is a MARKETING Manager?  Marketing Managers are responsible for developing, implementing and executing marketing plans, either for an entire organization or for particular categories or products within the organization, in order to attract potential customers and keep existing ones.  Their day-to-day tasks include managing and coordinating marketing and creative staff, leading market research to improve existing products and services, working with advertising agencies, and determining the best way to get products in front of customers. |

As a marketing manager for a discount retail store in Brooklyn, you have been asked to evaluate a marketing plan for basketballs to ensure that the 4 P’s of marketing are being applied well. Using your knowledge of the 4 P’s and the best approach to generating sales, you’ll take a look at a number of marketing recommendations and choose the approach that you believe will sell the most products.

Instructions

Step 1: Product Life Cycle

In the Marketing Analysis Presentation provided by your marketing team, you’ll see three different basketballs that need to be included in the product display on Slide 2. Each product has unique features.

* Based on the information provided about the customers that shop at the store location on Slide 3, choose the basketball that you think will sell the most.

Underline your selection:

* Basketball 1
* Basketball 2
* Basketball 3

Write 2-5 sentences explaining the rationale for your decision.

The basketball which will sell the most is 2 because it can be used indoor and outdoor which put it on the advantage among others according to the data which was provided. There is a 60% number of people who like basketball but don’t support the local team which makes this ball more competitive. In addition, the YMCA is just nearby and there are about 14 outdoor basketball courts which is going to make it on demand. I can put like there is a 1 to 14 ratio of indoor and outdoor respectively. Therefore, basketball 2 will sell more because it is used for outdoor. Moreover, the price is high enough to be afford by many people because there are in the middle class and most of them makes about $55 000.

Step 2: PLACE

On Slide 4 of the Marketing Analysis Presentation, you’ll see the results of a survey that asked potential buyers about where they are most likely to purchase these products.

* On Slide 4 of the Marketing Analysis Presentation, you’ll see the results of a survey that asked potential buyers about where they are most likely to purchase these products. Underline your selection:
* Traditional Stores
* Online

Please explain the rationale for your decision.

According to the data on the survey, many people love to shop at the shop where they can touch and feel the product before buying it. In addition, they don’t like to wait for a product for a long time before buying. Many people love to investigate numerous options before buying the product which will be an encouragement for them to go to the store, see and know the product which put this of going to the store at an advantage. Therefore, many people will buy product on the Store than online.

Step 3: PROMOTION

Slide 5 of the Marketing Analysis Presentation shows three recommended advertisements, including a special deal promotion, for the product that is expected to sell the best.

* Based on the information provided about the customers that shop at this store location on Slide 3, determine which promotional activity will sell the most product at this particular store. Underline your selection:
* Promotion 1
* Promotion 2
* Promotion 3

Please explain the rationale for your decision.

Promotion 3 will sell the most because it is promoting the local youth program by donating money for every ball the sell which is better for the local who like the sport of basketball. They will go for that because of what it does to their local program. This is an ongoing thing which will continue until further notice. Therefore, many people will be encouraged going for that promotion which invest in their community.

Step 4: PRICE

Look at the pricing options available for each of the three products together on Slide 6.

* Based on your knowledge of Pricing Strategies,choose the option that has the best pricing mix for all three products. Refer to the customer information on Slide 2, if needed. Underline your selection:
* Pricing Mix 1
* Pricing Mix 2
* Pricing Mix 3

Please explain the rationale for your decision.

Price Mix 1 will work best because it combined all the basketball fan and those who support the local NBA team which is the Net. This makes most of the basketball fan in Brooklyn to buy the product. The price is reasonable according to the economic statistics of the area.

Note: You should complete Step 5 after reading the material in Week 7.

Step 5: BRAND & SALES PITCH

The company that makes one of the basketballs is looking to rebrand the product. They have asked for your input on possible brands ideas.

* First, read the Brand Vision statement which summarizes the goal for the new brand. Then, look at the logo, name, and tagline recommendations. Which of the two brand directions do you think best meets the goals of the brand vision? Underline your selection:
* Brand Direction 1
* Brand Direction 2

Please support your decisions.

I would go for Brand Direction 2 because it answers most of the question which is in the vision. Looking at this vison and pick some words in this sentence like” this vision is to be the leading brand for outdoor, street ball “The log itself make someone who is at a distance to come nearby and see. It shows someone playing the ball which is an attraction to most of the youths. It is a way of attacking street and outdoor basketball. In addition, it shows a youth with the ball which is in the vision statement and that is the age group which this log inspires. As it is attracted to them, this log is appropriate for the brand.

* Second, write a sales pitch that you would use to try to convince someone to purchase this product.

I would start by explain the problem with the basketballs brand which are made mostly for indoor and light outdoor. There is a shortage of outdoor basketballs which is bad for the street who spend most of the time outside. Moreover, some places are expensive to practice there and not everybody can play indoor. Most of the youth like to spend some time in the street across the country. Some of them like to bounce the ball while walking in the street and going to the store

Therefore, this brand is made for the outdoor basketball. It is a solution to the increase in the outdoor basketball which allow most of the youth who spend most of the time outside after spending a lot of time in the house to have some fresh air and have fan.

This ball is going to be the solution to all these solutions. It is an outdoor and suitable for the street

basketballs.