

Marketing Management Assignment (20% weightage)

Last date of submission: 31st October 2021

Choose one particular company and prepare a report on various aspects of Marketing Management. The report should have:

- 1) Cover page
- 2) Table of Contents
- 3) Introduction of the company (1 page or more)
- 4) Objectives/Why we choose this particular company?
- 5) Details of the company with elaboration along with mission and vision of the company (minimum 2 pages)
- 6) This section should be regarding the market position of the company in Indian market and international market. If the company is Indian and if they do not have international marketing activities then giving details about their position in Indian market would be enough. Names of its competitors in the Indian market should be specified (Minimum 2 pages).
- 7) Company's relationship with various stakeholders
- 8) Case study of marketing success (min. 2 cases). [2 pages per case]
- 9) On 4Ps of marketing of the company (if dealing with goods), or 7Ps of marketing of the company (if dealing with services/ services for goods as well).
- 10) On STP (Segmentation, Targeting and Positioning) strategies in detail (if applicable).
- 11) SWOT analysis of the company.
- 12) PESTEL analysis of the company
- 13) Porter's 5-force analysis of the company
- 14) List the problems which you feel the company might be facing or will face in the near future.
- 15) One questionnaire related to an important problem or multiple problems
- 16) Give recommendations towards solving those problems
- 17) Conclusion.
- 18) References.