



EMPLOYER PROJECT WITH MAYBANK

Title: Business Marketing Plan

Field: Business

Level: Bachelor's Degree

Project Description:

To generate ideas in constructing a detailed business plan designed to analyse the prospects of successfully introducing a new consumer product to the Malaysia market. This project will not only enable you to learn 'marketing' by doing, but also provide concrete evidence of your ability to manage the marketing process. This project provides the opportunity to develop skills to work effectively in a group and offers experiences that you can add to your resume, or use in a job interview.

All of the tools you will need will be introduced. One common mistake in this project is that students identify the existing positioning, target market, distribution, pricing, promotion, etc. rather than setting these elements with their own creativity. The expectation is that students will pay close attention to related tools and concepts covered in the related readings that are applicable to the project. Please keep in mind that the goal of the project is to see how capable you are in applying the concepts/tools from the lessons to your analysis in order to improve the marketing activities of the selected organization rather than identifying what they are currently doing.

Strategic Plan/Focus:

- Mission/vision
- Core competency/values
- Top three existent financial goals
- Top three existent non-financial goals

sample signature

Supervisor's signature

Date: May 1st, 2021