

Marketing Management - Individual Assignment

Select a product or service being marketed in Hong Kong which you are familiar with, and then illustrate the roles of the marketing mix in the distributor's holistic marketing program.

Your answers should have at least the following sections:

Section 1 (20%)

- Company (Distributor) background (e.g. brief history, nature of business, etc.)
- Marketing objective(s) on the Chosen product/service
- S.W.O.T Analysis
- Target customers
- Product Positioning in the market

Section 2 (60%)

- Describe the current marketing mix:
 - Product
 - Pricing
 - Distribution
 - Marketing Communications (Promotion)

Section 3 (20%)

- Evaluate whether the company is currently doing good marketing work.
- Marketing Recommendations for improvement

Length: Around 2000 words

Font size: 8, 10 or 12

Spacing: single-line spacing

Remarks: please focus on only 1 product or service Also justify all the answers.

Answers should be presented in point form. The use of headings and sub-headings is highly recommended

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銷售管理 - 個別的任務

基於公司，你工作為，選擇一種產品或者服務然後說明行銷組合在你的公司的銷售努力上扮演的角色。

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- 使命書
- 公司和銷售客觀的(s)
- S.W.O.T
- 競爭者
- 目標客戶確定的位置

第 2(60%)部分

- 行銷組合
- 產品
- 定價
- 分發 提升

第 3(20%)部分

- 公司正做好銷售工作嗎？ 為什麼？
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- **特別的暗示**
- 研究銷售& 銷售材料(例如 公司的小冊子,目錄,網頁,等等) 你的公司 [試試從你的公司的銷售/市場開發部得到這些材料] 有一些理解你的公司的競爭者

-----END -----

St Clements University
MBA Program
Marketing Management (Intake 6)
October 2008

Course Assignment:

You are required to write a report in **2,000 words** in response to the following question:

QUESTION

To be successful the company must do a better job than its competitors of satisfying target customers. Thus, marketing strategies must be geared to the needs of consumers and also to the strategies of competitors.

Once a company has decided on its overall competitive strategy, it is ready to begin planning the details of the marketing mix.

Evaluate and detail the marketing mix of a company of your choice determines how the marketing mix affects the demand on the company's products and/or services.

請撰寫約二千字的報告回應以下問題：

成功的公司必須比競爭對手更能滿足目標顧客，因此，市場營銷策略應該適合消費者的需要和針對競爭者的策略。公司於制訂其整體的競爭策略後，就可計劃其市場營銷組合的詳情。

試選擇一間公司，詳述其市場營銷組合及評價此組合如何影響此公司之產品和/或服務的需求。

--- END OF ASSIGNMENT ---

Submitted date before : 19-Nov-2008

Marketing Management - Individual Assignment

Based on the company which you work for, select a product or service and then illustrate the role the marketing mix plays in your company's marketing effort.

Your answers should have at least the following sections:

Section 1 (20%)

- Company background (e.g. brief history, nature of business, etc.)
- Mission statement
- Company & sales objective(s)
- S.W.O.T Analysis
- Competitors
- Target customers
- Positioning

Section 2 (60%)

- The marketing mix
 - Product
 - Pricing
 - Distribution
 - Promotion

Section 3 (20%)

- Is the company doing good marketing work? Why?
- Marketing Recommendations

Length : Around 2000 words

Font size: 8, 10 or 12

Spacing: single-line spacing

Remarks : please focus on only 1 product or service Also justify all the answers.

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Special hints

- study the sales & marketing materials (e.g. corporate brochure, catalogue, web page, etc.) of your company [try to get these materials from your company's sales/marketing department]
- have some understanding of your company's competitors

----- ENF OF PAPER -----

Marketing Management - Individual Assignment

Select a product or service (產品或服務)being marketed in Hong Kong (在香港本土市場行銷)which you are familiar with, and then illustrate the roles of the marketing mix (市場策略的功能)in the distributor's holistic marketing program (全面市場活動)

Your answers should have at least the following sections:

Section 1 (20%)

- Company (Distributor) background (e.g. brief history, nature of business, etc.)-公司及行業背景
- Marketing objective(s) on the Chosen product/service –產品/服務市場目標
- S.W.O.T Analysis (SWOT 分析)
- Target customers (目標顧客)
- Product Positioning in the market (產品定位)

Section 2 (60%)

- Describe the current marketing mix: (市場策略)
 - Product (產品)
 - Pricing (訂價)
 - Distribution (分銷)
 - Marketing Communications (Promotion) (市場傳播)

Section 3 (20%)

- Evaluate whether the company is currently doing good marketing work. (評估公司現有市場活動的成效)
- Marketing Recommendations for improvement (市場策略的建議)

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