

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.

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

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

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