

## Assessment

Marketing Strategy Document- individual assignment

**Weight:** 100%

**Word count:** 3500 words (+/- 10%) excluding references, executive summary, tables, appendices, footnotes, etc.

The following topics are real examples of export opportunities for British companies. **You must select only one of them** and develop a marketing strategy document, based on the outline given below. These topics were extracted from <https://www.great.gov.uk/export-opportunities/>, which is the official UK government export hub, at the time of writing the assessment brief. You don't need to use this website to complete your assignment; it is only for you to know that the topics are real, and you are doing a practical assignment.

**Please select only one of the following topics:**

### **1- Japan - Black tea**

You should be able to supply black tea (not herb tea).

They must:

- be in available as tea leaves and in tea bags
- have tradition and a long history

### **2 - Pakistan - Education Qualifications**

A leading education network is looking to partner with top tier UK universities.

It is looking for a partner to provide undergraduate and postgraduate education in:

- Accounting
- Management
- Engineering
- Fashion design
- Computer science
- Business studies
- accounting
- Law

### **3 - India - Meat Products**

You should be able to supply good quality meat products.

It needs, but is not limited to:

- Fresh meats

- Meat rolls, burger meat, sausages, and chilli sausages

- Halal foods

#### **4- India - Drinking Sparkling Water**

You should be able to supply sparkling water. You need to research the right target market for it.

#### **5- India - British Beer**

You should be able to supply premium beers and lagers from independent producers.

#### **6 - UAE – Fish and Seafood**

You should be able to supply premium seafood products.

#### **7- Philippines - Healthy Snacks**

This would include things like crisps, nuts, and biscuits.

#### **8- Japan - Plant based meat products**

The products must be suitable for the vegan market.

**This is the outline of your document, but you can modify it if you wish**

- 1- Executive Summary**
- 2- Macro Environmental Analysis. This includes political, economic, sociocultural, regulatory and any other factors that might influence your business.**
- 3- Analysis at micro level. This includes more detailed analysis of the market, such as competitiveness of the market, market trends, consumer behavior data etc.**
- 4- After completing section 2&3, what would be the overall assessment on attractiveness of the market? Summarize the risks, and opportunities.**
- 5- Market entry strategy**
- 6- Action plan to sell the products. Depending on the market entry strategy, how should the company sell the products?**

The company you are representing can be a hypothetical (imaginary) company in the UK or a real one.

The text of your assignment must be typed in Times New Roman/Arial/Calibri font-12, and 1.5 spaced.

Graphs and diagrams may be used where appropriate.

You should also make use of relevant theories/concepts in your analysis. When you submit the marketing strategy document.

Some useful sources for your assignment

Market Research Resources:

You have access to Euro monitor, which is a great source for market intelligence.

Other sources are:

World Trade Organization (WTO): [www.wto.org](http://www.wto.org)

International Monetary Fund: [www.imf.org](http://www.imf.org)

World Bank Group: [www.worldbank.org](http://www.worldbank.org)

CIA World Fact book: <https://www.cia.gov/library/publications/the-world-factbook/>

Official website of Geert Hofstede: <http://geert-hofstede.com/>

UK government website: [www.gov.uk](http://www.gov.uk)

Finally, you are expected to utilize current material from relevant broadsheet newspapers (such as the Independent, FT etc. ) and the journals such as The Economist.

This is very important, as it will enable you to position what you are learning in the context of current real-world developments in the international marketing context.

## Assessment Two Criteria: Marketing Strategy Document

	Fail (0-39%) Poor quality	D (40-49%) Satisfactory quality	C (50-59%) Sound quality	B (60-69%) Good quality	A (70-84%) Excellent quality	A+ (85-100%) Outstanding quality
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<p>Market Analysis (25%)</p>	<p>There is no meaningful analysis of the market. The purpose of the report is not clear. No market data exists or they are not relevant.</p>	<p>There is evidence of presenting data from some resources in copy and paste fashion. Market analysis exists but it is very naïve.</p>	<p>There is evidence of analyzing data but could be of more detail. There is a combination of wrong and right facts in the report.</p>	<p>There is good market analysis. It has covered the key points and detailed them. Minor shortcomings exist.</p>	<p>There is an excellent market analysis with detailed information, which is factually correct. Clarifications exist on how the analysis will be used.</p>	<p>There is an outstanding market analysis supported by a strong effort of research. There is strong evidence of self-independent thoughts.</p>
<p>Use of international marketing concepts (25%)</p>	<p>There is no or little application of international marketing concepts covered in this module.</p>	<p>There is general satisfactory evidence on how a product/service should be marketed internationally but numerous errors exist.</p>	<p>Some useful concepts/frameworks for marketing a product abroad are used but still some errors exist.</p>	<p>There is good understanding of international marketing concepts in the report but need to be reflected on recommended strategy.</p>	<p>There is an excellent application of international marketing concepts and are clearly linked with recommended strategies.</p>	<p>There is excellent application of international marketing theories and evidence of originality exists.</p>

<p>Proposed marketing strategy and action plan (25%)</p>	<p>The proposed marketing strategy is not relevant to market analysis and it is not viable.</p>	<p>The proposed marketing strategy is relevant to market analysis at times but it is not detailed and contains major errors.</p>	<p>There is a sound marketing strategy developed as a result of fair effort of research, but it requires more details.</p>	<p>Good marketing strategy is developed as a result of good market analysis. The strategy needs minor modifications though.</p>	<p>Excellent marketing strategy is developed as a result of excellent market analysis. It is very practical.</p>	<p>Outstanding marketing strategy is developed which has managerial implications.</p>
<p>Use of references and research effort (15%)</p>	<p>Use of reliable academic and professional sources is very limited or non-existent.</p>	<p>Some citations exist but many of them are not traceable or not reliable/current. There is evidence of 'making up' at</p>	<p>There is a sound effort of using current sources for this report, but it needs more elaborations and research.</p>	<p>There is good use of academic and professional sources for discussion.</p>	<p>Excellent use of references leading to excellent analysis and conclusion.</p>	

<p>Presentation (10%)</p>	<p>There are numerous major errors in sentences, which make it very hard to understand the full intent of report.</p>	<p>There is a mixture of informal and formal language in the report. Overall following and understanding the argument is satisfactory.</p>	<p>Few errors exist in presentation and writing but overall it is of sound quality.</p>	<p>Good evidence of making a professional presentation and language.</p>	<p>Excellent/outstanding writing and presentation. The document is written in a professional fashion.</p>
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