

Final Report

- You have to write a “Marketing Plan” as a team for the final report.
- Assume that your team is working for a business that is launching a new product in the market. To begin with, you have to come up with a product or service for your imaginary company. Upon approval, you have to create a complete marketing plan along with supporting information.

Marketing Plan

- Include these topics if applicable (if not, exclude)-
 - **Executive summary**
 - **Introduction**
 - **Company Summary**
 - Proposed start-up plan
 - Mission
 - Goals and objectives
 - **Marketing Environment analysis**
 - Macro
 - Micro
 - **Market Analysis**
 - Segmentation & targeting
 - Market size, growth, market trend, SWOT etc.
 - Target customer buying behaviour
 - **Marketing Strategies**
 - Positioning
 - Marketing mix
 - Marketing intermediaries/channels
 - **Financial Forecasting**
 - **Conclusion**
 - **Appendices**

Instruction for Writing the Report

- Word Limit: 3500 words.
(Executive summary, Table of content, Appendices etc do not count)
- Use proper heading and numbering.
- Include charts, graphs, tables etc, if applicable.
- Use standard font, font size: 12/13, Line Spacing: 1.5 and justify.
- You have to submit a spiral or ring bind hard copy and a soft copy (word or pdf format) via e-mail.
- Make sure, you include all the group members name and ID.

Instruction for Presentation

- Time: 13 (± 2) minutes for presentation and 5 minutes for Q&A for each team.
- All the team members have to participate.
- Dress code: Business attire.
- All the teams must be present in other team's presentation and participate in the Q&A.

Deadlines for the Final Report

- **Date of Submission:**
 - Last week of the semester.
 - Specific date and time will be announced in due course.
- **Presentation:** TBA