

Marketing Project Guideline

The Cover Page: should be like the one below:

COMPANY NAME

Product kind

Brand Name

Section No ()

Group No ()

Serial No	Student name	Student No

First of all each group should Identify a well known company that has a clear line of products or services that are available or well known to our local Saudi Market. **Then, select one of many the brands of a product then, try to apply what you have studied through:**

1. **Company's mission statement:** write mission statement.

2. Company **SWOT** Analysis:

1. Strengths: a. b. c. d.	2. Weaknesses: a. b. c. d.
3. Opportunities: a. b. c. d.	4. Threats: a. b. c. d.

3. **Microenvironment.**

Only provide information about the Competitors. Who are your competitors? Make a list of companies you consider to be the top five competitors in your industry. Consider both direct and indirect competition. Add information such as size, how long they have been in business and estimated revenue...etc.

4. **Segmentation:** Write the **definition of Segmentation**. How the company segments the market. Bases (variables) have been used to segment the market.

5. **Target Market (s):** Write the **definition of Target Market** and describe it.

6. **Product Positioning Statement:** Write the **definition** and mention the product positioning statement.

7. **The value proposition:** (*The full mix of benefits on which a brand is differentiated and positioned*). What is (are) the **value proposition** the company offer?

8. **Marketing Mix (4Ps):**

a) Product:

Write the **definition of a product** and then mention the features of the product and the number of versions offered for that product.

How many product lines the company carries, what are they?

Which Brand strategy does the company implement?

b) Pricing:

Write the **definition of the price**, and show the product selling price. Which pricing strategies does the firm follow? *Look at the list* below if any. Is the product selling price below, match, or above the prices of competing products.

c) Place (distribution):

Write **the definition of a distribution channel**. Does the company use a single channel to sell to a single market segment or multichannel distribution" two or more marketing channels to reach one or more customer segments", explain how?

Which distribution strategy does the company use: intensive, exclusive or selective distribution and explain why?

d) Promotion:

Write **the definition of a promotion mix**, and describe the mix of promotion tools the company uses to communicate customer value? Which strategy does the company use push or pull, explain

how? Does the company use digital tools to promote the product,
Demonstrate?

.....**End**.....

The following list is about pricing Strategies you may need to know for pricing a product.

Product Mix Pricing Strategies:

1. **Product line pricing** Setting the price steps between various products in a product line based on cost differences between the products, customer evaluations of different features, and competitors' prices
2. **Optional product pricing**
The pricing of optional or accessory products along with a main product
3. **Captive product pricing**
Setting a price for products that must be used along with a main product, such as blades for a razor.
4. **Product bundle pricing**
Combining several products and offering the bundle at a reduced price

Note: products which should be excluded from the list:

- **Electronic devices**
- **Soft drinks**
- **Fast food**

Best Wishes,