MARKETING PLAN GUIDELINE

The objective of this project is to provide you with a hands-on experience in applying the concepts and methods of marketing to a problem.  As such, the groups will use the concepts that we discuss and learn in class.  The project will involve creating a marketing plan for a new product or service from the following categories and designing specific tools to implement the plan.

* Power Bank
* Mineral Water
* First Aid Box
* Rickshaw
* Nursery

Each team will be required to make a “new” product or service from the above-mentioned categories for which they will develop a marketing plan. Assume that you are a consultant hired by the company to develop and launch this new product -for the betterment of the society.

**Proposal:** A *brief description* of the particular product/service should be discussed for approval by **August 7, 2018.** Students are required to specify their *target market* and justify how this product or service is going to win the mind of the customer with its *USPs*.

**Report:** Your report should include the following components:

* A brief situation analysis where the focus should be on Macro and Micro environmental factors
* Segmenting, targeting & positioning- Identify the target consumers for the specific product or service and describe these consumers in relevant ways (demographics, lifestyles, knowledge of product, etc.).  Explain why the new product/service would be appropriate for your target market.
* Develop a marketing strategy for the new product/service using the 4Ps mix.  This discussion should include
  + Product strategy
  + Pricing strategy
  + Promotional strategy
  + Distribution strategy

Each group will have to do a presentation about their marketing plan to the rest of the class on the very last class of the semester.  The presentations will be for about 10-12 minutes for each group + 5 minutes question answer. All the members of each group will have to present. Marks will be given on an individual basis for the presentation. The presentations will have a grade component of 5% out of the 20% for the group project. Each group will receive a single grade for the written report.

The final date to submit the ***written report and presentation handouts*** for all groups is **again the very last class of the semester** (In the beginning of the class).