**Marketing/Business Proposal**

**Assessment type:** Group assessment – Students are form groups of no more than 4 students to write a 2500 word (+ 10%) marketing / business proposal in report format. The main elements of the report will be presented to the class as if presenting to a funding source.

**Groups are to advise their tutor in writing, no later than week 4, of the group members’ names and the product chosen.**

**Value Report = 20% Presentation = 10% = 30% in total - all group members will be awarded the same marks.**

Due date Report **5.00 pm September 20th, 2013**

Presentations In class Week 11



**Please note that while this assessment is not due until the end of term, groups should start working on the assessment as early in term as possible to maximize their chances of obtaining a good mark. Groups that leave the assessment until week 9 or later are unlikely to do well**.

Report Submission sent by

**Step 1 – upload to Turnitin for similarity checking**

Teams need to upload 1 copy of their REPORT submission to Turnitin for similarity checking – you will receive an email from Turnitin regarding access to the email given to KOI when enrolling. If you have not received this email the end of week 4, please contact your tutor immediately.

**Step 2 – upload to Moodle for marking**

Once you are happy with the level of similarity, the assessment needs to be uploaded to Moodle for marking.

**Reports not submitted to both Turnitin and Moodle as required might not be marked.**

One copy only of the report should be uploaded to Moodle and to Turnitin – please see the Assessment submission instructions in Moodle - i.e. groups are to nominate 1 member to upload any drafts plus the final submissions.

**Presentation Submission:** Presentations will take place in class in week 11 – see below for details.Groups do not need to upload visual aids to Turnitin or Moodle.

**Topic:** A new entrepreneurial venture.

**Task Details:** Student teams are to choose from one of the following new products/services:

Convenient & Removable Hanger Kit:  A convenient and removable hanger kit that can store shoes, clothing and other belongings. After being dismantled, various parts and components can be put into the wooden square box, when the hangers are assembled, the free square boxes can become an article storage space http://www.inewidea.com/2013/03/28/53960.html





Paper Plate : This plate is formed by ten layers of paper plate, after enjoying the food for each time, the leftover rice residues can be easily disposed by tearing the paper. http://www.inewidea.com/2013/04/05/54099.html

HOTELLO:  Hotello is a portable space, packed into a trunk. Hotello contains all the necessary elements needed to work and rest. It consists of a metal structure that supports a translucent and sound absorbent curtain. http://www.conceptualdevices.com/2013/03/hotello-somnia-et-labora-a-portable-office-hotel- room-designed-with-roberto-deluca-for-daskonzept-at-fuorisalone-2013/

Deformed Plastic Board for Drying Bowls:  If your small kitchen has no space to place cutlery dryer, you can replace by using this deformed bowl dry plate. You only need to pull out an intermediate layer, cutlery holder will rise accordingly http://www.inewidea.com/2013/01/22/52441.html

For the products where information has been provided, teams may use the basic product information available, **but all marketing – packaging, pricing, promotion and distribution MUST BE ORIGINAL** – i.e. you need to provide your own ideas. Teams that simply copy the information available will not pass the assessment task.

Product information is provided in the “**Group Assessment Product Information”** document in the Assessments folder in Moodle.

As new entrepreneurs launching a business with your chosen product, you need to get some start-up capital from your local bank as a new business loan. You have $50,000 already and are applying for a $50,000.00 new business loan from the bank. Assume you are ready to start production and marketing.

**Presentation**

**Report**

Your proposal needs be in short report format to indicate the following as a minimum:

* Title Page (consider the design – it needs to look attractive and professional)
* A 1 page message map – see content from week 8
* Table of Contents,
* Introduction, including a brief, clear explanation new product and opportunity it presents
* Target Market & Competitor Comparison :
* Description of potential customer segment(s) that will be interested in innovative product/service and why
* How does the innovative product/service better meets customer need than available alternatives? – you will need to identify and compare your product to the current alternatives
* Marketing mix

Product/service – description of the product, its features/benefits, packaging (if relevant) - include suitable images where possible

Promotion:

Main message (unique selling position)

Promotion forms to be used with ideas and scenarios, including a  1 page mock-up of a print ad or other advertising image

Distribution / delivery

Pricing – include pricing strategy (explain it), retail selling price / price range and how this compares to the most probable competition

Operating plan for the business Include in the assignment a description of the:

Legal form of the business

* + Most likely sources of risk and how the risk will be managed.
  + Operating procedures e.g. hours of operation, location, number of  employees, production of the product (outsourcing or make  yourself) etc.
* a correctly constructed Reference List
* appendices if needed



**Presentation**

Presentations should be a “sales pitch” covering the main elements as below – detail should be contained in the report. Information can be covered in any order in the presentation, but should contain all main elements of the Report.

All group members must participate in the presentation. While it is not expected will “dress” for the presentation, students should make an effort to look clean and least.

You will need to present your product marketing proposal to the class in a lasting **NO LONGER THAN 10 minutes. Groups exceeding 10 minutes will be asked stop**. It is strongly recommended that groups prepare their presentations well in of the presentation date, and make some effort to practice their presentation. This improve the presentation overall, and give groups a chance to improve and time their presentations.

The class represents the funding source that will authorize funding for your group to proceed if they are persuaded your ideas and product-marketing proposal will be effective.

Groups should use any visual aids they need to “SELL” their ideas to the managing more involving (better) presentations use more than just a set of power-point slides.