

MK 333/326

International Marketing

Final Project Guidelines

By Ajarn Suwalya K.



MK 333 Final Presentation – May 5th

Your team role is a division of an International Trading Company handling new products for successful Imports and Exports

Ajarn Suwalya's role is the CEO of this company looking for attractive investment opportunities. I will give high scores to teams that will be most impactful and create profit for the company. 9 Teams are competing for the account.

- 1. Create a new innovative product from Thailand to export to your project country aimed to be highly successful (B2C)**
- 2. Create a new innovative product from your project country that will be imported to Thailand aimed to be highly successful. (B2C)**

MK 333 Final Presentation – Guidelines

Here are a few guidelines:

1. Analyze both your project country and Thailand to understand in-depth consumer needs/ country needs
2. Conduct SWOT, situational and competitive analysis, trends, etc. to create a solid background
3. Develop a clear and measurable STP for each country(to include clear target and positioning statement)
4. Create 2 innovative products, but must take consumer in-depth interview research results to fine-tune your new product
5. The product must have new branding and strong 4Ps- Product, Price, Placement and Promotion on an international level. New Advertising for IMC in any form
6. For packaging development please use the View Model (I provided in last session of this briefing) to create your local packaging. Remember language, symbol, design, and details are vital to your product point of sales.
7. Remember to “Think Global but Act Local”

MK 333 Final Presentation – Tips

Additional tips:

1. Review all the material and group work that you have completed and use the models and lessons wisely
2. You need shift your mindset to an “International Marketing Manager” and best to fully understand each culture
3. Since it is online presentation, the challenge is how to make the presentation “Experiential and Wow” the audience.
4. Go out of your way to research information to support your rational for the product launches
5. Creativity is Key to different your products from the local ones in the market but at the same time , a clear target group and positioning could be a strong strategy for executing the 4Ps
6. No matter how good your products are, if you fail to communicate in each country, it is also considered a failure

MK 333 Final Presentation – Expectations

What I expect:

1. The presentation for each group should be maximum 15 minutes. (plus 5 mins Q &A)
2. Maximum 10 slides excluding front cover page of your team name/member names and appendices.
3. Each team to submit slides before 12 pm on May 5th. No changes after the deadline.
4. Everyone in the team needs to present and all students to open camera and be present in class. This will be counted in Team your team work scores
5. The presentation should be professional, experiential, could be compared to a “Pitch” for the account
6. You are required to “Theme” your overall presentation
7. Figures, Facts and Forecast are to be included and how you could justify your KPI (Key Performance Indicators)
8. Creativity is key so each team is competing for the company investment ...your scores will be scaled

MK 333 Final Presentation- Criteria for Judgement

This final presentation will contribute as 16% to your project grade of 30% (the other 14% covers all your previous group presentations)

I will be giving scores based on the following 4 criteria for the presentation section:

Strategy: How well you introduce the marketing plan in terms of idea, integration, and rationalization. (4 pts)

Purchase Intent: How high would be your purchase intent?
Would I as a consumer want to purchase your new brand or not?

(4 pts)

Creativity: You should let your imagination run wild since you want to stand out in the market. So design your new brand to be impactful and memorable. (4 pts)

Teamwork: Everyone present should present on that day and be able to answer the Q&A questions professionally – with support and confidence. (4 pts)



**Think Global
Act Local**

RESEARCH GUIDELINES

Required to conduct this research

Concept Test Questions

1. How unique is the concept? Why?
2. How believable is the concept ? Why?
3. Does the concept solve your problem? How ?
4. Is this concept interesting ? Why?
5. Is this concept realistic, practical or useful? How?
6. If It us sold atbaht/ ml, will you buy?
7. What problems do you see in the concept ? Please Explain
8. How do you think about packaging ? Why do you like or dislike ?
9. Any suggestions for improvements ?

Please use likerd scale 1-5

Preparing the Interviewing Sequence - Qualitative

One to one interview or focus group to understand and interpret comments about the new concept.

1. Uniqueness of the concept
2. Believability of the concept
3. Importance of the problem
4. Their interest in the concept
5. Is it realistic, practical and useful?
6. Their reaction to the price
7. Problems they see in use



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6. *Their reaction to the price*
7. *Problems they see in use*



RESEARCH GUIDELINES

- Each group is to conduct a one on one consumer in-depth interview on the concept (visual with packaging)
- One interviewee per member
- Half of interviewee should be from Thailand, the other half from your project country (if possible)
- When you ask the questions, please make sure that the product concept , packaging , etc. has to be UNBRANDED
- Use the next page questions as provided- Exactly
- Please use the research results to modify your final products
- The Research Results (Analyzed Data) should be in Appendix

Review of Past Presentation Assignments

Your Practice on developing presentations that should be helpful

MK 333/326 Group Homework

Group Project Mini-presentation 1

1. Prepare a 10 minute presentation in the country you are interested in doing business with....the country should have potential to export, import, invest, with Thailand....an interesting country will be more fun as the focal for your company. Also this is **market analysis...culture also plays a big role**....Please make your presentation interesting by adding facts, visuals, vdo clips for the international feel. As a marketer...creativity is in every part of your journey...HAVE fun!!!

2. Presentation due Tuesday January 21, 2019



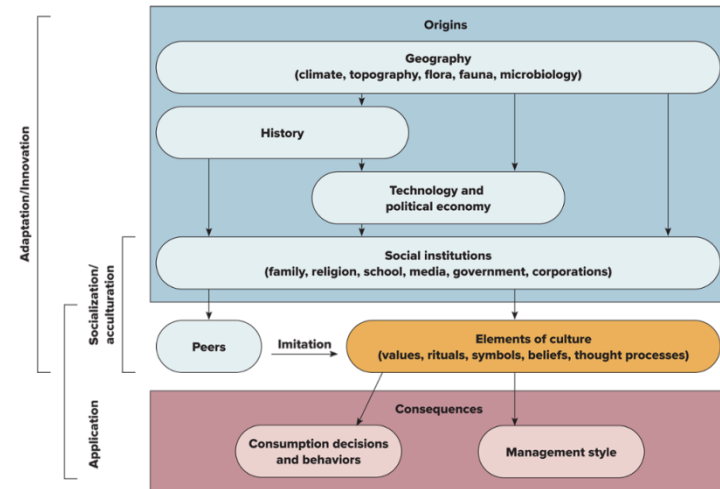
In class Exercise on Project Country and Thailand Trade Relations

- 1. Please submit a 5 page powerpoint pre. indicating the highlights of your findings. You are encouraged to use graphs, charts and illustrations... be creative in communication.
- 1. What are the main exports of Thai product to your project country?
- 2. What are the main imports of your project country to Thailand?
- 3. How have the government of both countries influence international trading?
- 4. What are the laws and regulations for foreign investment for both Thailand and your project country.
- 5. What are interesting products for trade?
- CEO please submit your ppt slides by 4:55 pm in our group messenger...have fun... 😊

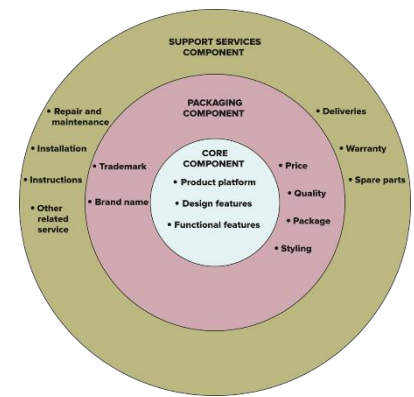
Process:

1. Each country has to share info.
2. Know consumers for each country
3. What are needs and wants
4. What is the STP for that product?
5. How large and substantial is the target market?
6. How much sales and profit will you make for each product (financial estimation)

Exhibit 4.4 Origins, Elements, and Consequences of Culture



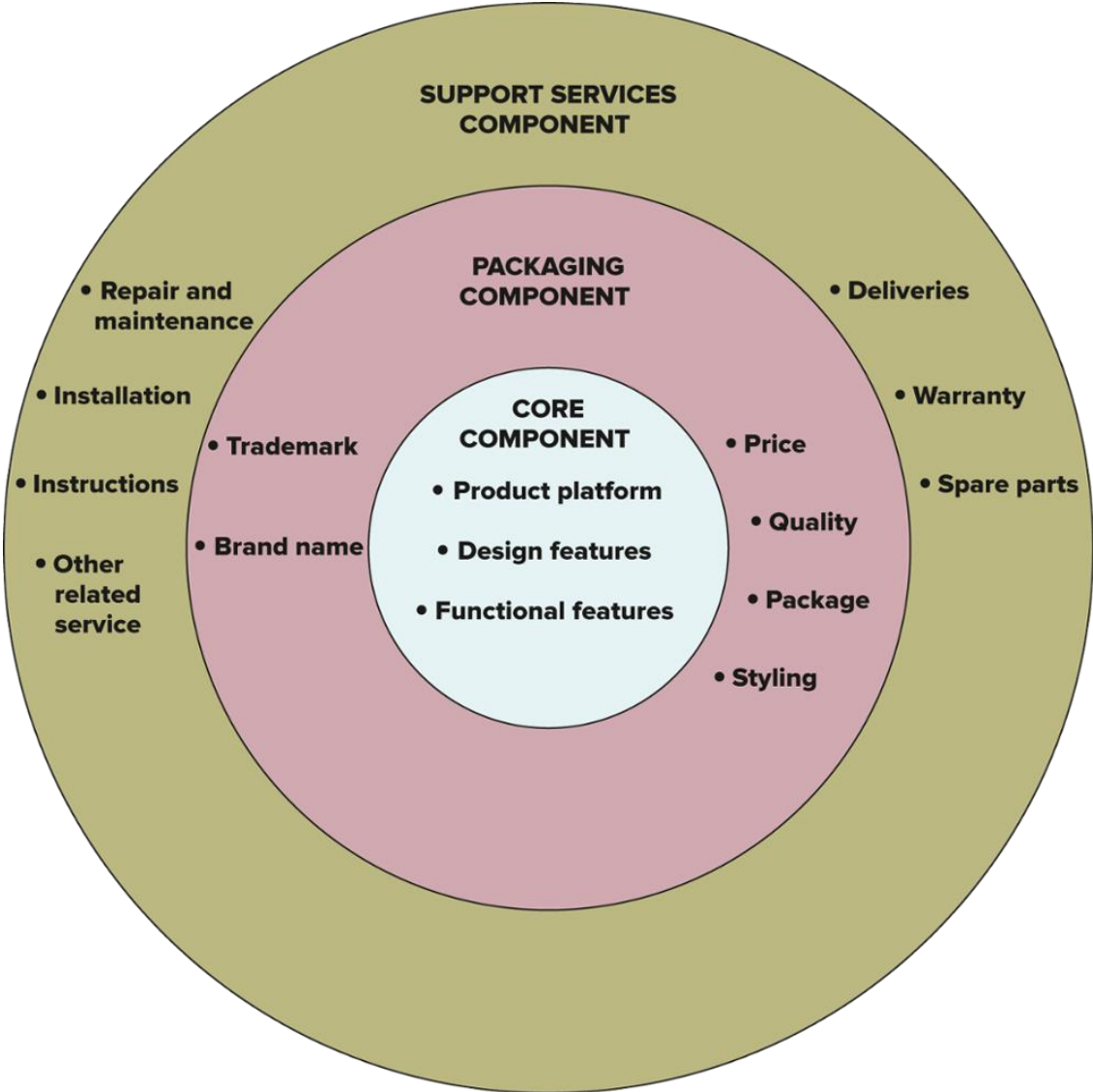
2nd Online MK 333 Group Assignment – Product Component Model



- Please find the information for your project country
 1. One Product or Service from an international company in your project country.
 2. Analyze each element of this model of its adaptation from its original country to your project country.
 3. Explain how successful your product/service (i.e. facts, figures, market share) what are 3 major elements in the model that strongly contribute to this?

Please create max. 10 PPT slides and submit to me in an hour.
We will have mini group presentations in group messenger ..have fun 😊

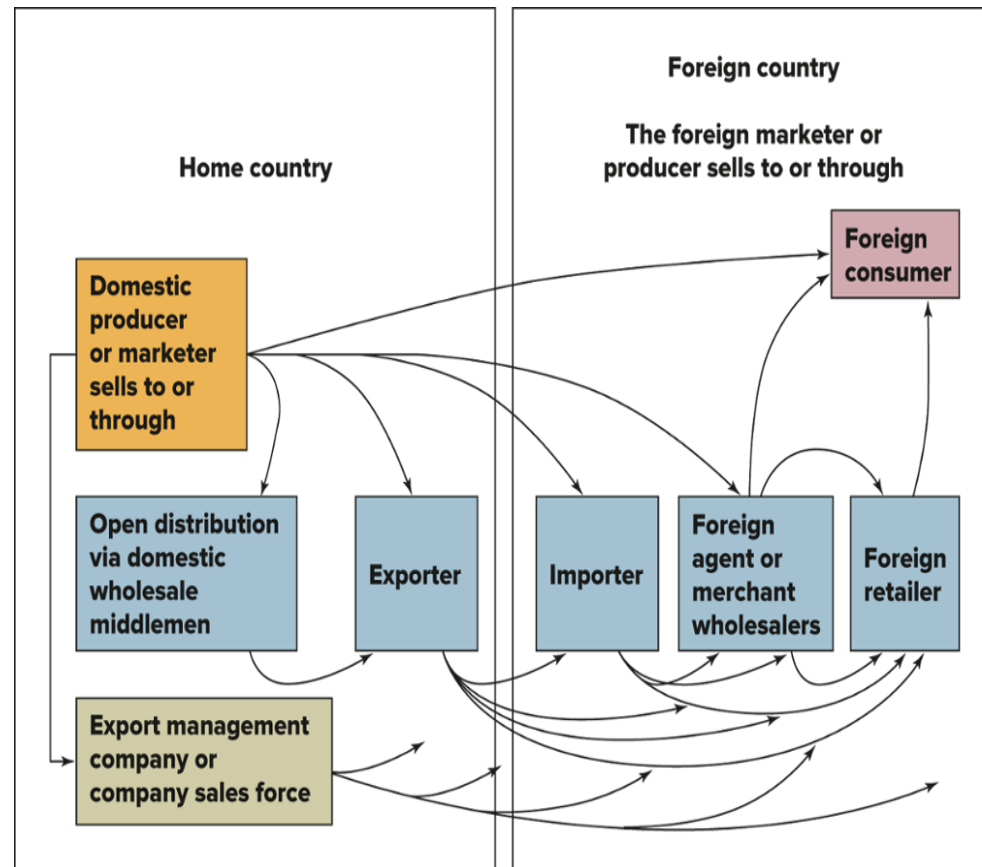
Exhibit 13.3 Product Component Model



MK 333 Online In-class Assignment #3

International Channel-of-Distribution Alternatives

1. Please identify the elements of the chart in relation to Thailand with your project country. You are to research and analyze the elements in the flow chart and share specifically which company(s) and how it operates this way.
2. Why are the companies very successful?
3. What could they have done better?



Maximum 10 PPT slide pages, excluding cover page and appendix.

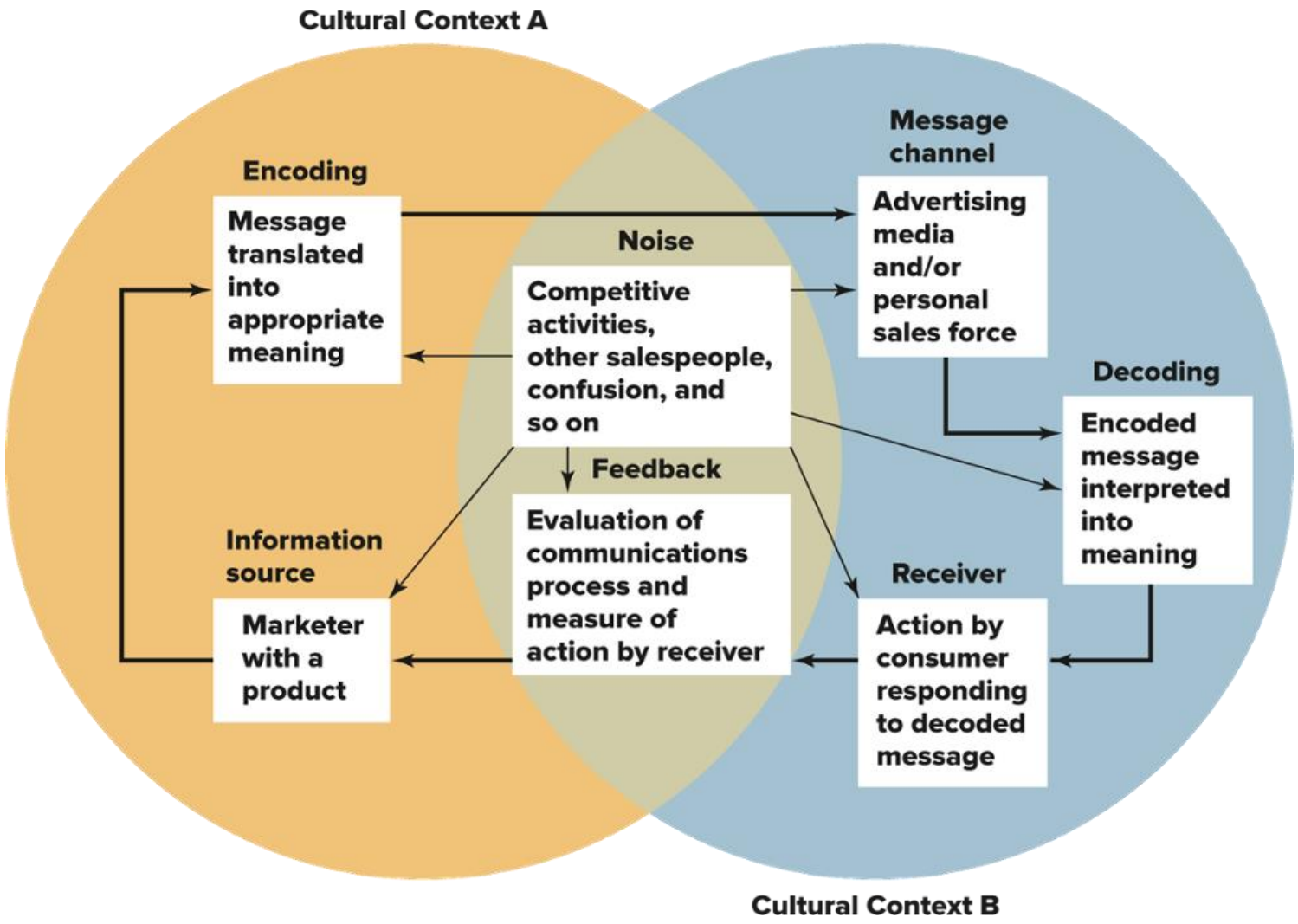
Countertrade as a Pricing Tool

Countertrade

- A pricing tool that international marketers should employ
- Willingness to countertrade is a competitive advantage
- Also known as a barter



Exhibit 16.4 The International Communications Process



Additional Material

On STP, Positioning Statement, Packaging and SMILE for advertising

Slides that should be helpful – Revisiting MK
201/202

STP Process



Preparing and Integrated Marketing Plan and Program

- The marketing program builds customer relationships by transforming the **marketing strategy into action.**
- It consisted of a firm's marketing **mix(4Ps)**, the set of tools the firm uses to implement its marketing strategy
- The firm must blend each marketing mix tool into a comprehensive **integrated marketing program that communicates and delivers** that intended value to chosen customers.

Example of the toothpaste market

Four main segments:



Criteria

Segmentation Criteria

- **Identifiable:**
 - The differentiating attributes of the segments must be measurable so that they can be identified.
- **Accessible:**
 - The segments must be reachable through communication and distribution channels.
- **Sizeable :**
 - The segments should be sufficiently large to justify the resources required to target them. A very small segment may not serve commercial exploitation.
- **Profitable:**
 - There is no use in locating segments that are sizeable but not profitable.

Total Available Market, Served Available Market, Target Market



Market Size



Total Available Market

- Sports nutrition market

Served Available Market

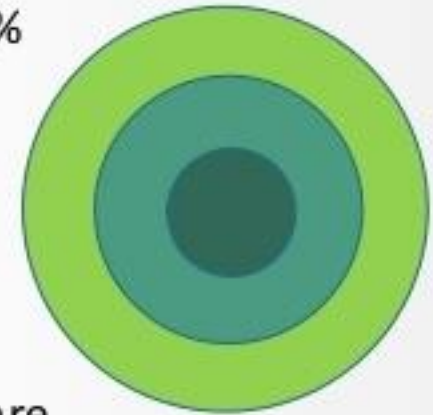
- Energy bar market

Target Market

- Endurance athletes




TAM, SAM, Target Market?

- **TAM** (Total Available Market) ~ When you get 100% of the market share (Pet Food / Mobile Apps / Elearning)
- **SAM** (Served Addressable Market) ~ Part of TAM which receives your main VP. (Dog Food / Healthcare Mobile Apps / Mobile Learning)
- **Target Market** ~ Where do you start? Demographic? Geographic? (Puppy Food / Healthcare mobile App for Elder Female / Mobile Learning for Engineers)



Criteria

Market Targeting Strategies

Undifferentiated (Mass) Marketing	Differentiated (Segmented) Marketing	Concentrated (Niche) Marketing	Micromarketing	
			Local Marketing	Individual Marketing
Whole market with one offer → Ignore segments	Decide to target several different market segments, separate offers for each	Concentrate on one or a few segments or niches	→ cities, neighbourhoods, specific stores	→ 1 person

Targeting broadly

Targeting narrowly

Examples

AMAZON CONSUMER SEGMENTATION

DEMOGRAPHIC SEGMENTATION



- People with Internet access
- Age group of 25 to 50 years, as 45% of online buyers belong to the 35-49 age group
- Focusing on a younger audience

SITUATIONAL SEGMENTATION



- Convenience as a major reason for online purchases
- Interest in new categories
- New lucrative deals every day, every hour
- Low pricing as a major factor for purchasing online

PSYCHOGRAPHIC SEGMENTATION



- Customers segmented by loyalty
- Customers who like innovations and changes to the website
- Those who value customer care first
- People who click on recommended and suggested products the most

GEOGRAPHIC SEGMENTATION



- International appeal
- Digital sales over 'real-world' sales
- Focuses on developed areas
- For rural areas - smartphone use crucial

Example

Market Segmentation:

SEGMENT	Starbucks	Cafe Day Express (CDX)	Costa Coffee	Barista
GEOGRAPHIC	Metro cities and Tier I cities, Urban	Metro cities, Tier I & Tier II cities, Urban, Semi-Urban	Metro cities, Urban	Metro cities, Tier I cities, Urban, Semi-urban
DEMOGRAPHIC	24 to 60+ years, Single, Married	16 to 34 years, Single, Married	18 to 49 years, Single, Married	18 to 49 years, Single, Married
PSYCHOGRAPHIC	Employees of corporate houses, Busy office goers, coffee lovers, coffee addicts	College students, Busy office goers, coffee lovers, coffee addicts	Frequent shoppers at malls, frequent flyers at airports, coffee lovers	Frequent shoppers at malls, frequent flyers at airports, coffee lovers
BEHAVIOURAL	Loyal customer, Positive attitude	Regular customer, Quick service, economy	Regular customer, medium loyalty	Regular customer, positive attitude

Positioning & differentiation

Positioning Statement:

We are *(name of brand)*.

We produce *(type of offering)* for *(target consumer)*

This market offering provides benefits that satisfy *(consumer needs)*

Our offering uniquely attracts our target consumer

Because *(source of competitive uniqueness)*.

Our benefits differ from competitors' benefits in the following

Way(s): *(points of differentiation)*.

Positioning & differentiation



Gatorade

We are Gatorade. We produce sports drinks for physical activity enthusiasts who consider themselves to be accomplished, but not necessarily competitive, athletes.

This market offering provides benefits that satisfy our Consumer's need to quench thirst in a healthy and fun (but not frivolous) way. Our offering uniquely attracts

Our target consumer because it is absorbed in the body 12 times faster than water and because it is heavily promoted

Using imagery of everyday athletes working up a sweat.

Our benefits differ from competitors' benefits in the following ways: fun, scientifically-backed quenching.

Functions of Packaging

TO PRESERVE



- Foods are packaged to prevent them from going rotten.
- It also keeps them hygienic and allows them to be bought conveniently.

TO PROTECT



- The packaging protects the contents, allowing the contents to arrive at the shop or at home undamaged.

TO INFORM



- Labels provide information about the product to the customer or shop.
- They can be used as a marketing tool.
- They can make claims to a customer.
- They can carry information for shops in barcodes.

TO TRANSPORT



- Items are packed into boxes or trays called 'Outers' so that they can be moved, and stacked easily.
- Packaging usually tessellates to allow more to be transported in a smaller lorry, reducing costs.

- **Packaging View Model**



2. A product's package is often referred to as a "silent salesperson" and is the last marketing effort before consumers make a selection in the store. One model used to evaluate a product's package is the VIEW model: *Visibility*, *Information*, *Emotion*, and *Workability*. *Visibility* refers to the package's ability to stand out among competing products on the store shelf. *Information* is the type and amount of data included

on the package. Some packages try to simulate an emotional response to influence buyers. Finally, all product packages perform the basic function of protecting and dispensing the product. Select two competing brands in a product category and evaluate each brand's packaging on these dimensions. Which brand's packaging is superior? Suggest ways to improve the other brand's packaging. (AACSB: Communication; Reflective Thinking)

How to evaluate good advertising?

The “SMILE” APPROACH



S = simple, easy to understand

M = memorable, stick to consumer's mind,
measures by a day after recall

I = interesting, employ new story, has new
information to tell

L = linked to the brand, cannot be mistaken to other
brands/products

E = emotionally involving

GANTT Chart

Tactics	Jan.	Feb.	Mar.	April	May.	June	July.	Aug.	Sept.	Oct.	Nov.	Dec.
Print												
Business Magazines												
Ads in Magazines that appeals to business individuals.												
Social Media												
Youtube												
Blogs												
Instagram												
Twitter												
Face book												
Outdoor												
Billboards displaying StorkStand												
Guerilla Advertising												
Transit												
Ads on/in buses, & on the sides of bus stops												
Digital Media												
Website: StorkStand.com												

