

MK 326 International Marketing Final Project Presentation Guidelines Semester 2/2021

By Ajarn Suwalya K.



MK 326 Final Presentation – May 5, 2022

Your team role is a division of an International Trading Company handling new products (no industrial products, could be consumer products, beauty, furniture, etc.) 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. All 8 Teams are competing for the account. Therefore all scores will be scaled.

- 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)**

8 Countries for MK 326

1. France
2. Canada
3. ENGLAND
4. Chile
5. Germany
6. Italy
7. Australia
8. Belgium



MK 326 Final Presentation – Guidelines

Here are a few guidelines:

1. Analyze both your project country and Thailand to understand in-depth consumer needs/ country needs. The Cultural Framework will be very useful! (Exhibit 4.4)
2. Analyze both Countries: Conduct Situation and competitive analysis, SWOT, trends, etc. to create a solid background (Exhibit 1.3)
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 (I prefer if you could ask someone living in your project country..if possible ka to get first hand information).
5. The product must have new branding and strong 4Ps- Product, Price, Placement and Promotion on an international level. New Advertising (any form) and IMC plan.
6. For packaging development please use the View Model 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”



Think Global
Act Local

Exhibit 4.4 Origins, Elements, and Consequences of Culture

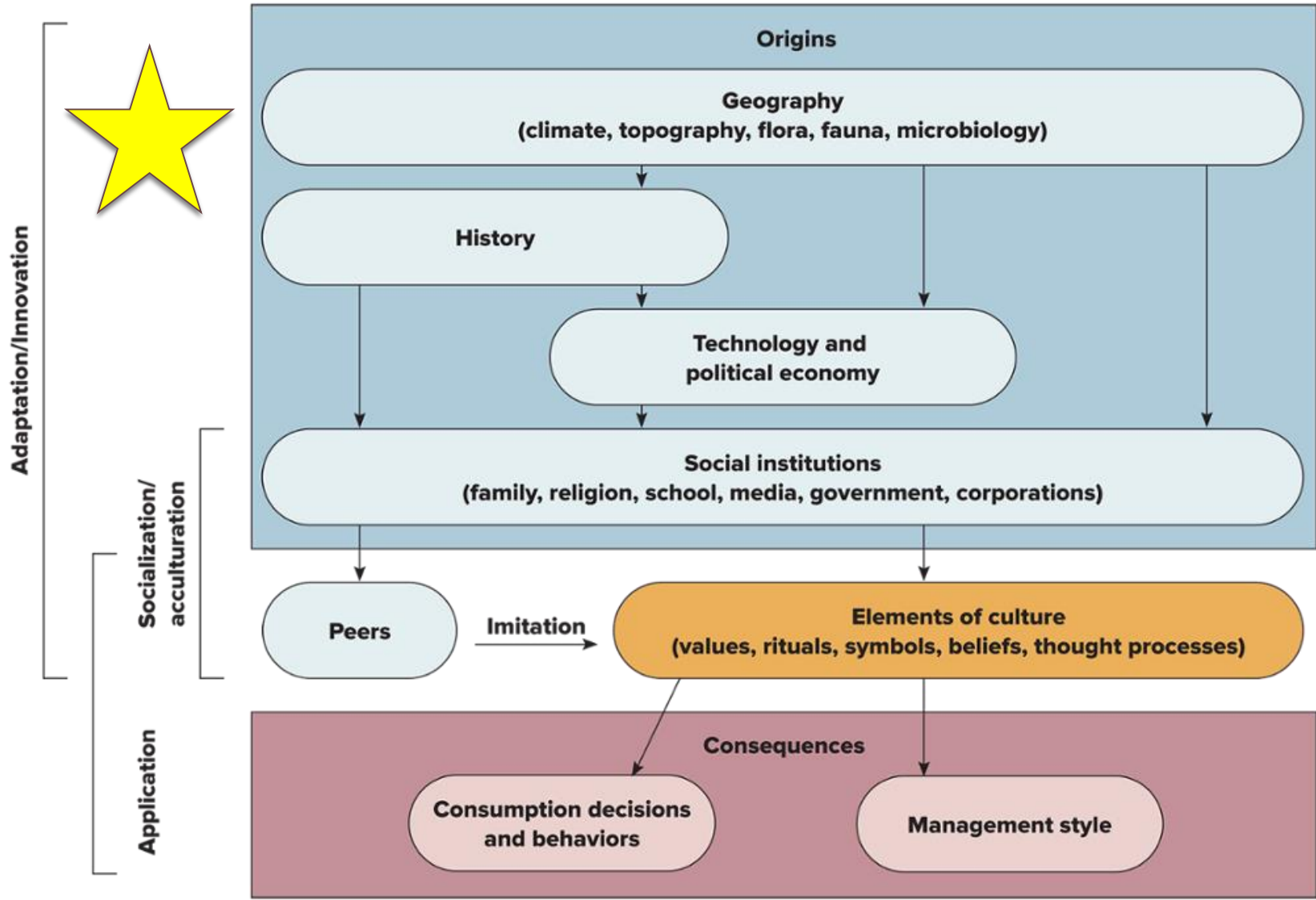
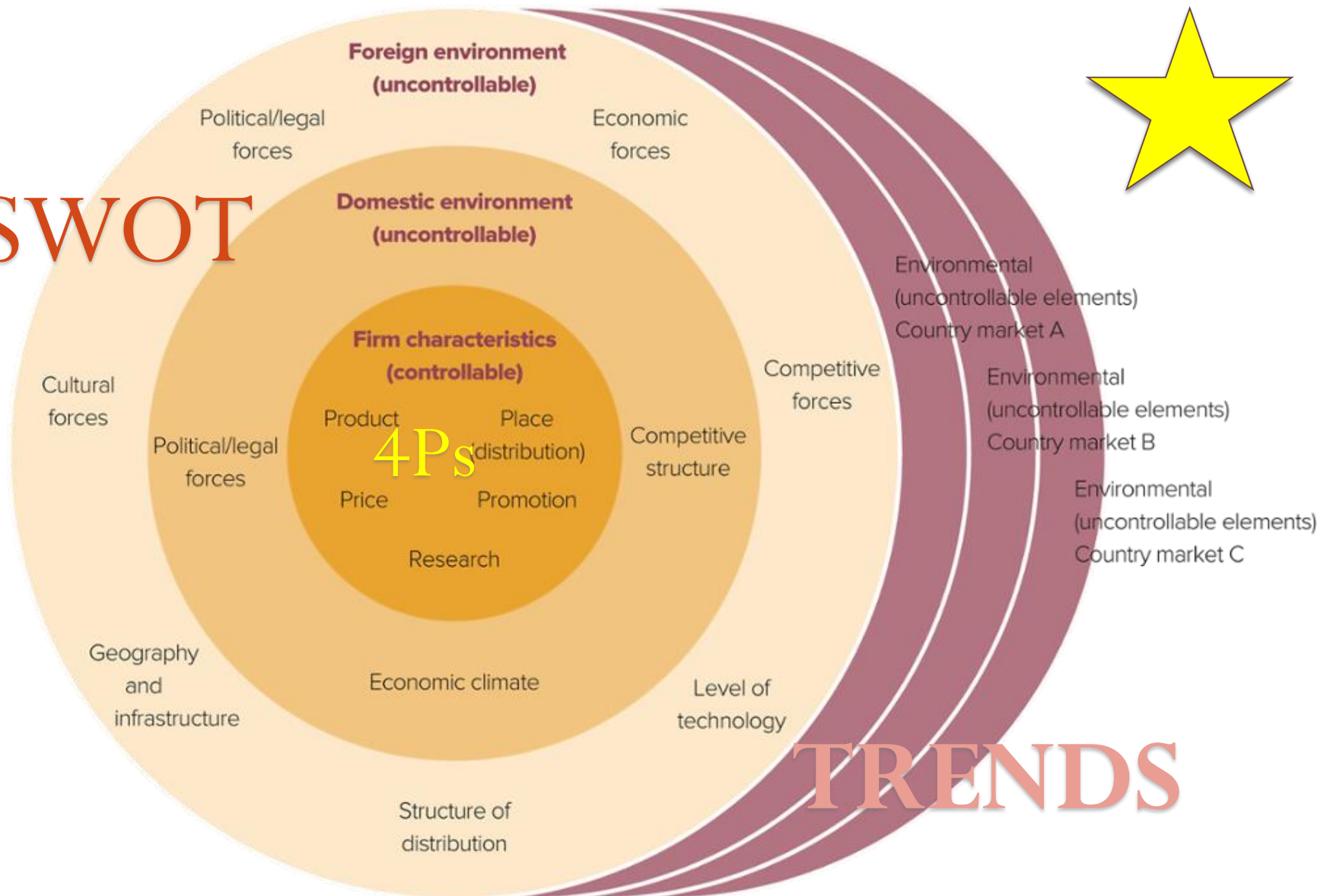


Exhibit 1.3 The International Marketing Task

SWOT



MK 326 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 to 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 rationale for the product launches
5. Creativity is Key to differentiate 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 326 Final Presentation – Expectations

What I expect:

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

MK 326 Final Presentation- Criteria for Judgement

This final presentation will contribute as 20% to your project grade of 35% (the other 15% 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. (5 pts)

Purchase Intent: How high would be your purchase intent? Would I as a consumer in that country want to purchase your new brand or not?(5 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. (5 pts)

Teamwork: Everyone is required to attend class that day, have a role in presentation and be able to answer the Q&A questions professionally – with support and confidence. (5 pts)

RESEARCH GUIDELINES

Required to conduct this research

RESEARCH GUIDELINES

- Each group create maximum 2 slides of your import and export product (one concept/page – visuals with packaging)UNBRANDED
- Each group is to conduct a one on one consumer in-depth interview on the 2 concepts .One interviewee per member
- Half of interviewee should be from Thailand, the other half from your project country or similar culture (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

Example: Concept Generation



Courtesy of Samurai Cats Group MK 312 Ajarn Suwalya K.

Concept #1: Powder Shampoo



Benefit

- Light-weight – easier to carry around; reducing the hassle when shopping for grocery
- Save costs for customers as the package is smaller and travel-size friendly
 - Eliminating the cost of having to buy small package when on vacation
- Better results of hair condition – powder form is more concentrated with vitamins when compared to liquid form

Form

- Powder – turns into liquid when mixed with water

Technology

- Ability to solidify liquid shampoo into powder without diluting the shampoo's quality

Concept 1: Statement (English)



Have you ever found it troublesome to carry your heavy shampoo bottles around? Or that you just cannot find a travel-sized shampoo product when you go on vacation?

We provide you the concept of powder shampoo. Quick, easy, and hassle-free new and innovative method for your daily hair care! Using nano-technology, the traditional liquid shampoo is solidified into powder. This is done without diluting any of the shampoo's quality. This powder form of shampoo is so easy to use—just mix it with water, and the powdery solution will turn into liquid, giving you a more concentrated solution with nutritious vitamins to your hair problems.

Coming in a powder solution, your new shampoo has lighter weight, providing you with more convenience of carrying your hair-care products around, especially when you travel or leave for your holiday getaway! The product will come in many sizes, ranging from little jars to bigger bottles.

And now, your problem of inconvenience has disappeared with our new product of powder shampoo!

Concept 1: Statement (Thai)



คุณเคยพบกับปัญหาที่จะต้องพกขวดแชมพูของคุณไปทุกที่หรือไม่ หรือคุณก็ไม่สามารถหาแชมพูขนาดพกพาเวลาคุณจะไปเที่ยวต่างจังหวัดได้

เราเสนอ แชมพูผง เร็ว ง่าย ไม่ยุ่งยาก สำหรับการดูแลผมประจำวันของคุณ โดยการใช้นาโนเทคโนโลยี แชมพูในรูปแบบของเหลวตามปกติทั่วไป จะถูกเปลี่ยนเป็นรูปแบบผง กระบวนการสร้างนี้จะไม่ส่งผลให้ความเข้มข้นและคุณภาพของแชมพูลดลง แชมพูในรูปแบบผงนั้นใช้ง่าย เพียงแค่ผสมน้ำ ผงแป้งจะกลายเป็นแชมพูแบบเหลว สร้างแชมพูสูตรที่เข้มข้น มีวิตามินบำรุงเส้นผม และสามารถตอบปัญหาเส้นผมของคุณได้

ด้วยสูตรผงแป้ง แชมพูจะมีน้ำหนักเบาทำให้คุณได้รับความสะดวกสบายในการพกพา โดยเฉพาะอย่างยิ่งเมื่อคุณ อยู่ในช่วงวันหยุด แชมพูผงแป้งของเราจะมาในหลายขนาด

และตอนนี้ปัญหาความยุ่งยากของคุณจะหายไปด้วยผลิตภัณฑ์ของเรา

Example : Diet Egg

New product concepts: Form, Technology, Benefit or Need



- English Version

Can't seem to loose weight again? The challenge remains tough for women to both loose weight and maintain it. We have a Diet Egg that doesn't only help you loose weight but also satisfies your appetite. Packed with White beans and Green tea. White beans are low in calories, high in fiber and the best part release fiber slowly into your blood stream, making you fuller longer....As for Green tea, it contains a powerful antioxidant known as epigallocatechin gallate (EGCG), which has been shown to elevate metabolic rate for increased lipolysis, or fat burning. So with a superb combination of White beans and Green tea both natural and safe you could loose weight faster and be beautifully fit! Why not loose weight with a deliciously natural tasting Diet Egg to satisfy your hunger pains as its protein and fiber enriched ingredients will become part of your life. You could choose to buy eggs that come both in raw form so you to cook according to your recipes and hard boiled to be readily eaten. The egg costs 29 Baht each.

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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