# Principles of Marketing – MKTG 210

**Fall 2015-2016**

**Marketing Plan Project**

**Group Project**: This project is to be conducted in groups of 5 students.

**Scenario**: You are a recent graduate of AUB and you have decided to get together with some of your classmates to start your own business in Lebanon. In order for your entrepreneurial venture to succeed, you need to create a comprehensive and well thought-out marketing plan.

Your group has been given the opportunity to submit a well-crafted and persuasive written marketing plan to a potential investor (a venture capitalist or banker) whose opinion is important. This investor may decide to provide you with the necessary funds in order for you to launch your new business. In addition to a written marketing plan, you and your group members will also be expected to make a 15 minute oral presentation to the potential investor.

You have learned that the potential investor is very interested in the application of proper marketing concepts to the current situation. Their decision, on whether or not to invest in your business, is largely dependent on the creative application of course concepts to your proposed new business.

Your proposed business can be an all-new product or service. Alternatively, you may decide that you want to franchise a product or service that already exists outside of Lebanon. If you decide on an all-new product or service, and for increased realism, your concept must be based on currently available technology, not on science fiction.

The initial budget for your start-up business must be modest (a maximum of $600,000) since you cannot realistically expect an investor to provide unlimited funds to recent graduates who have not yet proven themselves.

**Guidelines**: Evaluation of the plan will consider four elements:

* The quality and originality of the product or service concept.
* The presentation and writing quality of your written document.
* The depth and thoroughness of the written content.
* The quality of your oral business presentation

Emphasis should be on practical, well-thought out analysis, using the concepts and tools you have learned in the course in addition to your own creative ideas. Your document should be well-organized, with relevant sub-headings. The first element to include in your document is a ‘**Table of Contents**’. Following the Table of Contents should be a brief ‘**Executive Summary**’. This is summary of the main goals and recommendations of the plan for management review. The executive summary helps top management to quickly learn about the plan’s most important points.

For additional details on the sections to be included in your marketing plan, please refer to the “Marketing Plan Template” available on Moodle. You may also wish to refer to **Appendix 1** on pages **A1-A10** of the **Principles of Marketing Arab World Edition** textbook (Kotler/Armstrong/Tolba/Habib). The appendix includes a “Sample Marketing Plan for Sonic” (A2-A10) providing information on all of the sections of a Marketing Plan that you must include in your own project. Please note, that this sample is just a summary guide for all the sections that must be included, feel free to provide more details in your own project. Also, any actual implementation of one or more parts of the project will be considered as a creative application of the course concepts by your potential investor!

Regarding research, extensive use should be made of relevant secondary research material gathered through the Internet and from other sources. This information should be properly cited. While, conducting primary research is not required for this project, collecting some primary data in the form of a small survey to gain some understanding of market preferences or other necessary information might be helpful.

The overall length of your marketing plan should not exceed 20 double-spaced pages, excluding any appendices. Your document should include numbered pages. It is expected that each group will submit a document that is well written (**avoiding spelling and grammatical mistakes as well as colloquialisms**), well organized (**providing headings and subheadings**), professionally packaged (**utilizing laser printing, proper binding and colour charts**), and carefully thought out (**utilizing marketing concepts correctly**).

Team members will all share the same grade. Individuals must contribute their fair share and everyone in the group will be held accountable for the quality, originality and proper sourcing of the entire group product. Your document should have the following statement on the front cover page, “We the undersigned are collectively responsible for this document and certify that we have not plagiarized. Furthermore, we have each contributed our fair share to this group effort.” **Please note that all group members must sign below this statement.**

Regarding the in-class presentation of this project, each group will have **a maximum of 15 minutes** for their presentation. Keep in mind that this is a **marketing** presentation! **Creativity, dynamic delivery,** and the **ability to engage** the audience will be valued in your oral presentation. *Your presentation should not simply be a repeat of your report; instead it should convince the audience of the attractiveness of your business idea, why you believe it will be a success using solid arguments. For example, you do not want to repeat every minor point made in the section on the marketing environment or in your SWOT analysis, you only want to highlight a few of the most important points.* You should prepare PowerPoint slides that are attractive and **not heavy with text**. It is highly recommended that you practice your presentation in advance so that you can speak naturally and make eye contact with your audience. **You should not simply read your notes**.

It is most important that you decide on your team members and start gathering materials as soon as possible, since doing this will certainly improve the quality of the final product.

A hard copy of the final report should be submitted to your instructor in class on:

For T/Th sessions: Thursday, November 26, 2015

For M/W sessions: Monday, November 30, 2015

This date is subject to change by your own instructor. Note that late submission will be penalized. Your instructor will also schedule dates for your oral presentations.

In addition to the submission of a hard copy, one individual from each group should also upload a soft copy of your Microsoft Word document on your MKTG 210 Moodle webpage. This soft copy is due on the same date as the hard copy. Please note that this document will be checked for plagiarism by Turnitin.

We hope that you enjoy working on this project.