|  |
| --- |
| http://ontarget-group.com/images/project-management-diagram.jpg  |
| *BSBMKG414* |
| *Undertake Marketing Activities* |
| ***PROJECT TASK TEMPLATE*** |
| ***Student Name:*** |
| ***Student ID:***  |
| ***Trainer:*** ***Date:***  |
|  |

|  |
| --- |
|  |

**Declaration of Authenticity:**

**The above named student, confirm that by submitting, or causing the attached assignment to be submitted, to Lonsdale Institute Pty Ltd, I have not plagiarised any other person’s work in the assignment except where appropriately acknowledged, this assignment is my own work, has been expressed in my own words, and has not previously been submitted for assessment. I do understand and accept the consequences of academic misconduct according to Lonsdale’s Policies and Procedures**

|  |
| --- |
| Marketing Report for Business  |

Business (description of the business)

Explain about the current scenario or your own workplace if you are choosing that for this assessment

|  |
| --- |
| **SECTION A** |

* Identify any problems with Business current marketing activities (List down the problems with the current situation of the business)

| **Previous/Current marketing activity** | **Effectiveness- Reasons** |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| * Identify CMR’s/(Business) target market

| **Target Market and characteristics** |
| --- |
| Who is the key target Customer? |  |
| Demographic characteristics | Age:Gender:Income:  |
| Where does the client come from? |  Local Regional National |
| Psychographic characteristics | Social class:Lifestyle:Values: |
| Benefits sought by the client |  Safety Performance Aesthetics Social Economic |

* Plan new marketing activities for Business (Remember 4ps of Marketing – Product, Price, Place, Promotion, Examples like takeaway menus, Brochures, loyalty cards, online media, other advertisements , changes in prices, introducing different menu items, etc)

|  |  |
| --- | --- |
| **New Marketing Activities** | **Explanations** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

* What are the expected outcomes of these marketing activities? Use SMART strategy
 |
|  |

|  |
| --- |
| MARKETING GOALS – S.M.A.R.T |
| EXAMPLE ONLY.- To increase the awareness of the new product/service among the 10 to 14 year olds |
| - To attract 5000 people on the open day of the business |
|  |
|  |
|  |
|  |
|  |
|  |

|  |
| --- |
| **SECTION B**  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Determine required resources (Human Resources, Technical, Physical and any other resources) to implement the marketing activities and how will you monitor these activities

|  |
| --- |
| **RESOURCE REQUIREMENTS** |
| **MARKETING ACTIVITIES** | **PERSONNEL REQUIRED** | **RESOURCES REQUIRED** | **BUDGET** | **MEASURE OF SUCCESS (MONITOR)** |
| Example: Print Media –local newspaper | Personal Assistant to arrange media briefing and/or press release to three local newspapers  | Press Releases | $ 2,000.00 | Number of impressions - 10000 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **TOTAL**  |  |  | **$** |  |

 |

 Create an action plan, timeline or Gantt chart.. This should include all the marketing activities. It is recommended that you use a GANTT chart to do this. You may use the template below or use http://smartsheet.com or MS Excel to make your GANTT chart

|  |
| --- |
| **GANTT CHART FOR MARKETING - CMR** |
| **Marketing Activities** | **Person(s)Responsible** | **WEEK1** | **WEEK2** | **WEEK3** | **WEEK4** | **WEEK5** | **WEEK6** | **WEEK7** | **WEEK8** | **WEEK9** | **WEEK10** | **WEEK11** | **WEEK12** |
| *Website - up and running* | *Website Designer* |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **SECTION C** |

* Provide an evaluation report of the marketing activities for the relevant stakeholders. (How will you evaluate marketing activities? What statistics and feedback will you look at)

| **Marketing Activities** | **How it will be evaluated** | **When it will be evaluated? Any Comments** |
| --- | --- | --- |
| *Facebook page*  | *- Likes on the facebook page by looking into the insights**-Surveys will be conducted* | *The trends in the page will be measured using statistics from facebook and will be evaluated every months by the owner of the business* |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

* Compare the marketing activity results to the expected outcomes that you listed in Section A and identify any improvements

**References**