

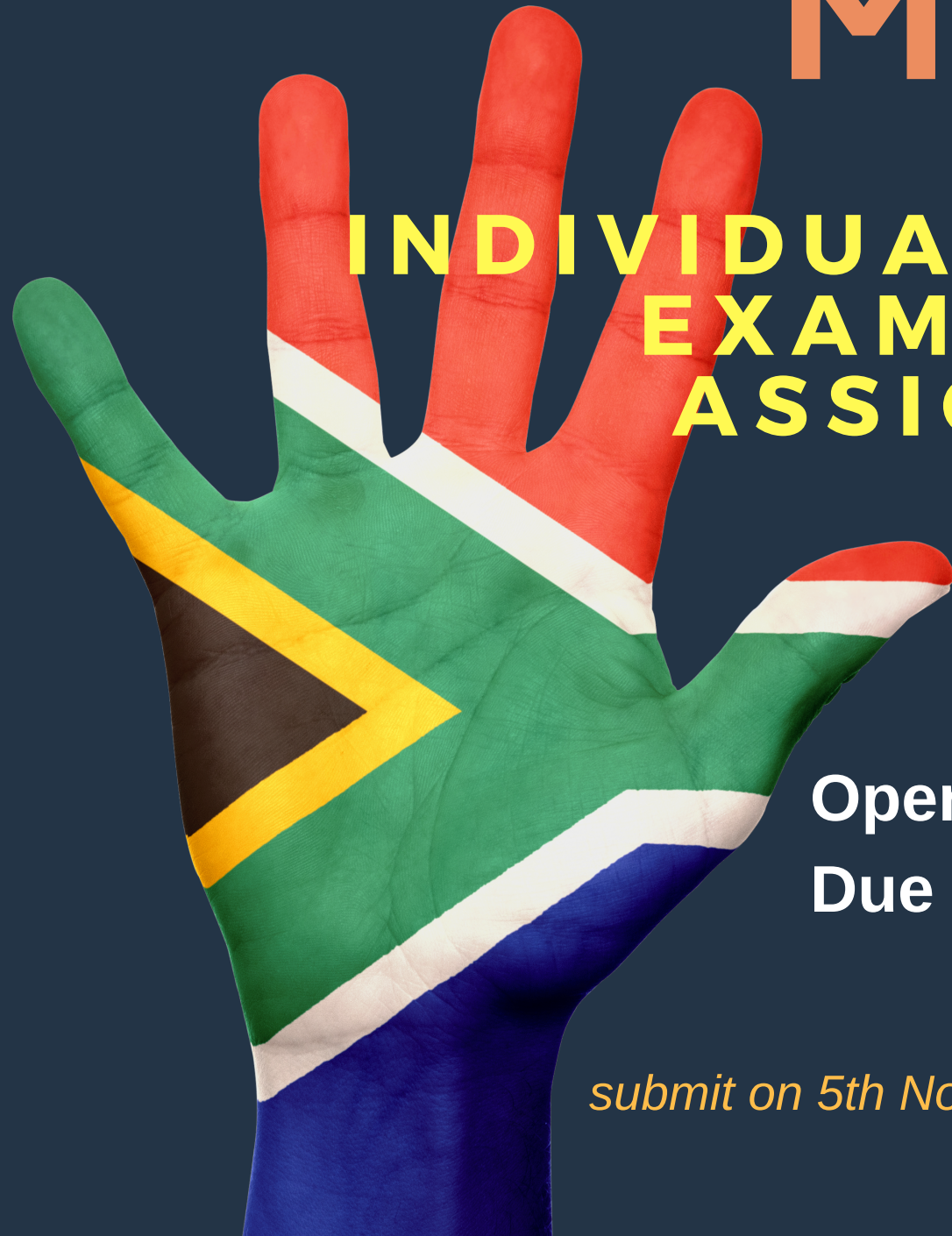
MKTM 521

INDIVIDUAL 72H EFUNDI EXAMINATION ASSIGNMENT

Opens: 2 November @ 09:00

Due date: 5 November @ 09:00

submit on 5th November @ 09:00 on Efundi / email)



Critically evaluate your group's (group assignment) marketing plans' suitability for the following market:

Scan QR code to view on Google Maps or copy the link below:

<https://www.google.com/maps/place/Sandton/@-26.0594097,27.9875976,12z/data=!3m1!4b1!4m5!3m4!1s0x1e957398cbf40517:0xdf8bd21bf1eb74c!8m2!3d-26.1075663!4d28.0567007>



You will be required to analyse each section of your groups' marketing plan, and evaluate whether the specific product/strategy/price etc. will work for the Sandton market. (see the next page).

You need to motivate why it would or would not work, as well as, recommend an alternative product/strategy/price etc. for the Sandton market.

It is important to address the following sections of the marketing plan and do research about the new target Sandton market.

Critically evaluate the following sections:

1. Market Analysis (20 Marks)
2. Business Environment (20 Marks)
3. Recommended marketing strategy (20 marks)
4. Marketing mix strategies and tactics (40 marks)



You do not have to copy and paste each section of your group's marketing plan to your examination assignment - you can only refer to the section of your final marketing plan that you are evaluating (e.g. refer to section 3.1 in the marketing plan p. 11).



Remember

- You have 72h to complete the examination assignment.
- Do not add too much detail – get straight to the point in each section of your plan.
- This is an individual assignment – so please do the work on your own.
- No late assignments will be accepted.
- No plagiarism will be allowed.



**GOOD LUCK and thank you
for a great semester!**

THANK
you