

TUTORIAL ONE

Introductions, Group Formation,
Understanding the Business

kiriana.welsh-phillips@vuw.ac.nz
marketingatvic.rocketspark.co.nz

Introductions



Welcome to MARK 303!

This paper is all about **understanding** the chosen business.

1. Where are they now? (Strategic Analysis)
2. Where do they want to be? (Match Problems and Opportunities to Internal Capabilities)
3. How we are going to get there (Strategy and Value Mix)

Group Assignment is Steps 1 and 2, Individual Report is Step 3

Assessments



Assignment	Weighting	Due Date
Tutorial Research (Qualitative Research)	10%	1st December 12am
Market Analysis (Group)	15%	8th December 12am
Strategic Marketing Plan Presentation	20%	19th December 9.30am (Slides due, Presentations In Class)
Strategic Marketing Plan Report	45%	8th January 5pm

Presentations are expected to be done in-person between 19th - 23rd of December, let me know if this is an issue



Group Formation

- Groups must have 4 or less students
- One submission per group
- Your group members will assess your contribution to the assignment and you will be graded accordingly
- Consider grouping up with students who think differently to you
- Nominate a group leader



Situational Analysis

1. Business Definition and Scope
2. Analysis of the external environment
 - a. Remote Environment (Macro)
 - b. Near Environment (Micro)
3. Critical Success Factors
4. Internal Capabilities

Today's tutorial focuses on Business Definition and Scope

Business Definition and Scope

Mission and Vision Statements

Market Definition

Product Definition

Competitors

Scope - Both Geographic and Time

MISSION

STATEMENT

A single sentence or very short paragraph that is used by an organisation to **explain its existence, what it does** and **for whom**.

What problem are they solving?

VISION

STATEMENT

A single sentence that defines the **desired image or legacy** of an organisation **at a point, far into the future**.

What does the business dream about becoming?



Does not necessarily have to be one sentence

Mission and Vision

RENEWABLE FREEDOM

Creating sustainable solutions to move that are better for people and the planet.

What do we think about this mission statement?

Why does this business exist?

What does the business do?

Who is this business for/ who do they cater too?

Last Trimesters business “FTN Motion” was operating in the electric urban micromobility market (classified as a moped, marketed as a bike/motorbike)

**TO DESIGN THE WORLD'S MOST BEAUTIFUL
MOPEDS & MOTORCYCLES**

By designing timeless, minimalist and beautifully designed electric bikes that promise a better way to move, we'll inspire more people to ditch their car and choose sustainable mobility.

What do we think about this vision statement?

What does this business dream of becoming/doing?

A good way to test your mission and vision statements is to show them to someone who has no prior knowledge of the business or product and ask them:

Why does this business exist?

What does the business do?

Who is this business for/ who do they cater too?

What does this business dream of becoming/doing?

What is their overall goal.

As a group, answer the above questions to help create your mission and vision statements, remember to avoid marketing myopia/myopic thinking

Market Definition

Who are “Be Happy” chocolates customers?

What do these customers value?

Complete market segmentation (Demographics,
Geographics, Behavioural and Psychographics)

Consider creating a persona

At the end when you have defined the market, ask yourself “if I was a genuine customer for this product, what am I in the market for?”

**As a group, answer the above questions to help define the market,
remember to avoid marketing myopia/myopic thinking**

Product Definition

Generic Need	Product Class	Product Form	Sub Product Form	Brands
Transportation	Electric Vehicle	Two-wheeler	Sustainable, urban, commutable, modern, innovative, cost-effective, NZ made	UBCO, Go Charged, Super Soco, CINECO

Follow a similar structure

What categories does “Be Happy” Chocolate operate in?

As a group, create a similar table or use the oral care “tree” example from
Lecture 1

Competitors

Two Levels

Product Level Competitors
Primary Demand

Brand Level Competitors
Selective Demand

Who is selling similar products?

**What businesses operates
similarly to us?**

As a group, research potential competitors, define a set of attributes (symbolic and functional) and determinant attributes of all these competitors (why are people buying). Consider making perceptual maps to help “Be Happy” Chocolates position themselves

Scope

Timeframe = 3 years

Geographic = Predominantly New Zealand, alternative choices need to be justified and aligned with the companies internal capabilities

Prepare for Fridays Lecture

Please make sure you go to the lecture on Friday

The business will be attending to answer any questions you may have, this is an important time to be prepared as the right questions will lead to better insights and overall a better grade.

Think about the 4/8 p's


Product, Price, Place (and Distribution), Promotion, Partnerships,
Performace, Positioning and Processes

Prepare for Next Weeks Tutorial

Write up the Business Definition and Scope section after today's tutorial

Continue researching the company, and both the macro (remote) and micro (near) environments

Use PESTLE Analysis for the Macroenvironment, split this up so each group member gets a different factor to research over the next week



Any Questions or if you're wanting to revisit
the slides

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