Tutorial Two

Checking where we are, what we still need to know, PESTLE Analysis, Environmental Scanning Tool, Interviews

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T2 Grades are out tomorrow!

Assignment 1

Format for Submission *(what you should turn in)*

The sections of the report (with page guidelines) should be noted as follows:

1) **Title page** **(see report writing information)**
2) **Executive Summary**
3) **Table of Contents**
4) **Introduction**
5) **Situational Analysis**
   a) Business Definition and scope
   b) Review of the external environment
      i) Remote environment
      ii) Near environment
   c) Critical success factors
   d) Internal capabilities
   (This section will include your market research findings)
6) **Statement of problems and opportunities**
7) **References:**
   Use APA referencing style to list references (you should have at least 10 references)
8) **Appendices:**
   In the appendices include any data you have gathered to assist with the situational analysis.
9) **MARK 303 PEER ASSESSMENT FORM**

Please sign the confidentiality agreement

Business Definition and Scope

Mission and Vision Statements

Market Definition

Product Definition

Competitors

Scope

Discuss with another group your findings, and ask any questions you may have (5 - 10 minutes)
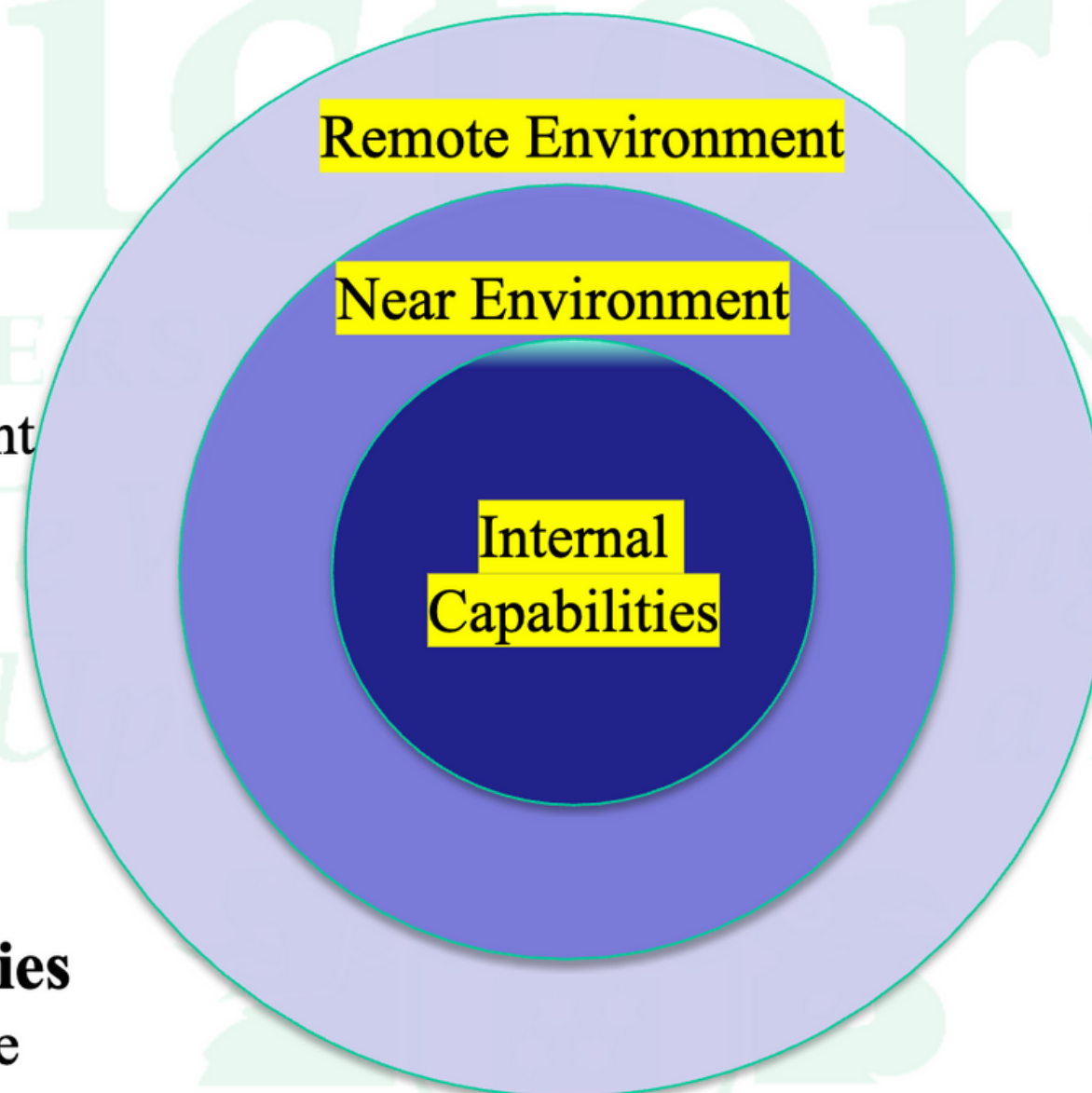
Review of the External Environment

Remote environment
- Economy
- Sociocultural
- Political-legal
- Technology
- Natural environment

Near environment
- Market review and market attractiveness
- Competitive review
- Distribution channels
- Customers
- Supply

Remote Environment

Near Environment

Internal Capabilities

Internal capabilities
- Organisation-wide
- Marketing

Macroenvironment (Remote)

Everything within the macroenvironment should affect the business within the defined scope

Utilising the environmental scanning tool: **marketingatvic.rocketspark.co.nz**

P	E	S	T	L	E
POLITICAL	**ECONOMICAL**	**SOCIAL**	**TECHNOLOGICAL**	**LEGAL**	**ENVIRONMENTAL**
Example: • Current tax policy • Brexit • Trade policies • Political stability • Government policy	Example: • Inflation rate • Exchange rates • Economic growth • Interest rates • Disposable income • Unemployment rate	Example: • Lifestyle attitudes • Cultural barriers • Population growth • Population age • Health consciousness • Target demographics	Example: • Level of innovation • Automation • Technological awareness • Cybersecurity • Technological change • Internet availability/speed	Example: • Employment laws • Discrimination laws • Health and safety • Copyright protection • Consumer safety	Example: • Weather • Climate change • Environmental policies • NGO pressure • Recycling • Pollution • Sustainability

Environmental Scanning Tool

Environmental scanning tool: **marketingatvic.rocketspark.co.nz**

The environmental scanning tool is an efficient way of identifying events in the macro environment that will affect the operation of a business

Environmental Scanning Tool

T = Technology

P = Political

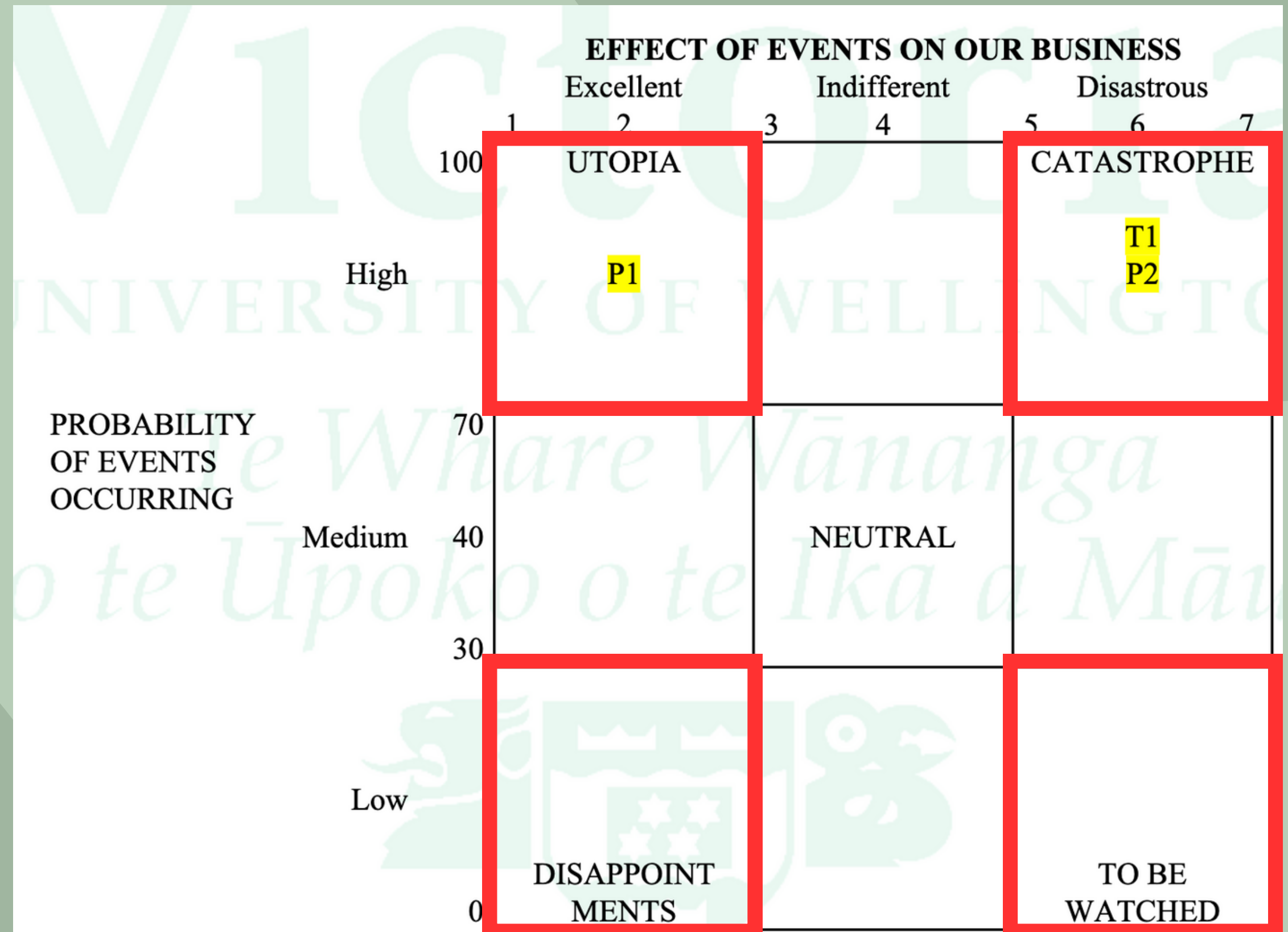| Event	Probability	Impacts	Effect
T1 Growth in the Internet as a delivery mechanism	High (70-100)	Greater perception of information as a 'commodity' Further downward pressure on Reuters NZ prices	5/6
P1 Defranchising of Banking Services (non banks competing for traditional banking business	High (70-100)	Growth opportunities for existing products to new customers (insurance companies, fund managers, retailers)	2/3
P2 Increasing Merger Activity in the Banking Sector	High (70-100)	Significant decrease in $revenue	6

Environmental Scanning Tool

Using your calculation for probability and effect place into the tool

Utopia = Act quickly and fast, make the most of it

Catastrophe = Prepare, Overcome try to counter balance

Disappointments = Avoid marketing these events in case they do not occur

Macroenviroment Analysis

As a group, read through the environmental scanning tool instructions and apply to information you've already found (remember to use secondary sources)

If you want to, discuss with another group to expand on your macro environment analysis.

Any questions please ask (15 - 25 minutes)

Tutorial Research

Due 1st of December 12am

Information sheet and consent interviews
FILL THEM IN! They should be placed in the appendices of your report

Use the example as a guide only, further elaborate your questions, think back to consumer behaviour (Consumer Decision Making Process) and market research (Qualitative Analysis, Probes + Codes)

You will need to transcribe (Otter.Ai, descript, google text-to-speech)

Interview Guide

For the rest of the tutorial, as a group, start to create your interview guide, the length is completely up to you but make sure you have enough information to come to an informed analysis

Interviewee should be part of the market that you identified **or** part of a new segment you have identified.

What to do now

1. Continue analysing the macro environment and using the environmental scanning tool
2. Write up the business definition, scope and macro environment sections of your report
3. Complete your interviews and start your analysis
4. Begin to look at the micro environment (near environment) **slide 4 shows the headings that need to be written about in your report (competitive review could be shown with perceptual maps)**

Thanks!
Any Questions?

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