**Assignment 2: Marketing Plan (30%)**

**Date of submission: 1/12/2023 (before 5pm)**

**Method of submission: Send to instructor’s email address: kn.tang@nilai.edu.my**

**Guidelines:**

1. This project is designed to assess students in creating a marketing plan for a product or service.
2. You decide on an existing product or service you wish to establish in the marketplace.
3. Elements of the marketing plan should be as follow:
   1. Executive summary
   2. Environmental analysis:

* Marketing environment
* Target market
* Current marketing objectives and performance
  1. SWOT analysis:
* Strengths
* Weaknesses
* Opportunities
* Threats
* Matching strengths to opportunities / converting weaknesses and threats
  1. Marketing objectives
  2. Marketing strategies:
* Target market
* Marketing mix (7Ps)
  1. Marketing implementation
* Marketing organization
* Activities, responsibilities, and timetables for completion
  1. Evaluation and control
* Performance standards and financial controls
* Monitoring procedures
  1. You are required to present your entire marketing plan to the class at the end of the semester (29-11-2023).
  2. Minimum of five quality references from sources such as credible websites, books, articles, journals, newspapers, magazines and etc.
  3. Please do proper in-text citation and references as according to APA styles
  4. The assignment must be kept not more than 2000 words, excluding footnotes, references, and appendices.
  5. Assignment must be typed in 12-sized Times New Roman with 1.5 spacing.
  6. All pages must be numbering excluding Assignment cover page.
  7. Assessment criterions include:
* Presentation of assignment (15%)
* Referencing (15%)
* Content and range (40%)
* Reflection/evaluation (30%)
  1. Extension of assignment submission can only be granted where medical or other circumstances justify mitigation.