BAFS Elective Part - Business Management Module – Marketing Management

Topic M06: Role of Marketing

Activity 1: Opening a Japanese Trendy Shop – Roland needs your advice

Possible suggestions from students for reference:

advertising, promotion, using well-known spokespersons, offering discounts, choosing a location close to teenagers, special decoration, reasonable pricing, buy 3 get 1 free and a loyalty programme, etc.

(or other reasonable answers)

Potential customers’ needs of the Japanese Trendy Shop:

* Japan product items which people still cannot find in local stores
* Fitting to select a proper size / to mix and match a desirable look

(or other reasonable answers)

Activity 2: What are their market segments?

Illustrated examples for reference:

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| **Product Markets** | **Brand/Product 1 and its target market segment** | **Brand/Product 2 and its target market segment** |
| **Smartphone** | (Brand) "Apple": tech-savvy middle and upper class individuals | (Brand) "Samsung": individuals with diverse preferences  |
| **Mobile telecom services provider** | (Product) "Student data plan": students, mostly young users | (Product) "APAC data plan": frequent travelers in the Asia Pacific region |
| **Fashion retailing** | (Brand) "Levi's": Jean lovers / (Brand) "Zara": price-sensitive fashion lovers | (Brand) "6ixty8ight": young women aged 15-30 |
| **Shampoo** | (Brand) "Pantene": mainly individuals who look for shiny, healthy and beautiful hair | (Brand) "Head & Shoulder": mainly individuals who experience scalp and dandruff issues |