



a.r.u. | Anglia Ruskin
University

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Principles of Marketing Management Assignment

Assessment Task Detail and Instructions:

Task: You are required to prepare a company and market situation analysis report for a company of your choice operating in the Chocolate (confectionery) industry. You can focus on either a UK or a non-UK company.

Some of the sub-markets in the chocolate industry are as follows: Chocolate confectionery, Chocolate assortments, Seasonal chocolate, Chocolate biscuits, Chocolate cakes and cake bars, Cocoa powder, Chocolate drinks, Chocolate chilled desserts, Chocolate ice-cream, Chocolate spread, and Cereal bars. Some chocolate manufacturers also provide services in the form of factory tours/ attractions, or have their stores/ e-commerce sites. Your report should focus on one sub-market within the chocolate industry.

The report should be **4,000 words (maximum)** and must be completed individually. The assignment must contain the following components:

1. Internal environment analysis – 30% of the total mark

The company's current situation and the key challenges it needs to overcome (if any)
Any existing purpose statements the company has, e.g. vision and mission statements, core values and strategic objectives and how the purpose statements inform the company's challenge(s).

Using appropriate marketing models such as McKinsey's 7S Framework or Barney's VRIN Framework to conduct the company's internal environment capability analysis, including resources, core competencies, and sustainable competitive advantage. These analyses should point to the company's **strengths and weaknesses**.

2. External environment analysis – 30% of the total mark

Using appropriate marketing models, such as PESTLE, Porter's Five Forces- Benchmarking, competitor analysis, to include the analysis of:

MACRO environment analysis:

- *PESTLE analysis to identify key drivers of change (based on the possible level of impact)*

MICRO environment analysis:

- *Industry Five Forces analysis to understand the intensity of competition and the relative attractiveness of a market.*
- *Customer Segmentation analysis to share a summary of current customers/ users utilising segmentation variables.*

These analyses should point to the company's **opportunities and threats**.

3. Recommendation – 30% of the total mark

Taking into account the analysis of the internal and external environment conducted, **recommend a new product or service or modification/ improvement or expansion of an existing product/ service for the chosen company.** You need to discuss the following:

SWOT analysis, which summarises the main findings from your internal and external analyses.

The SWOT analysis will facilitate the identification of key marketing opportunities.

New marketing idea, which includes details of the new proposed product/ service, the opportunity this is responding to, the target market, and the marketing activities best suited to reaching the intended target audience/s.

Presentation – 10% of the total mark

Range and quality of sources, use of Harvard style referencing, correct spelling and grammar, clarity of writing and presentation, and quality of discussion.

Final notes

Remember, this is a practical assessment. You should critically apply theory, models, and frameworks to inform your analysis and provide insights. All assertions and arguments should be clearly justified. This material should be referenced according to the Harvard referencing system – in-text and in the final reference list.

- Guidance on how to correctly use the Harvard referencing system can be found on the University Library website: <https://libweb.anglia.ac.uk/referencing/referencing.htm>
- Appendices should be used sparingly. The detailed analyses (such as PESTLE and SWOT) should be included within the main body of the assignment. References list and Appendices are excluded from the word count.
- Your assignment should be submitted in a .doc file (Word).