Assessment 2 – Workplace Project Assessment

Workplace Assessment

Assessment Overview

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| This workplace assessment requires you to develop at least one organisational marketing strategy.  This assessment is divided into four tasks:  Task 1: Establish Strategic Direction and Marketing Performance  Task 2: Evaluate Marketing Opportunities  Task 3: Develop Draft Marketing Strategy  Task 4: Finalise Marketing Strategy  You are required to complete the assessment tasks in a real workplace, or in an environment with conditions similar to that of a workplace.  Each task comes with a set of instructions. You are to follow these instructions to complete the assessment. Each task will require you to either:  Submit completed workplace templates and/or any required documentation; or  Demonstrate task requirements while being observed by the assessor.  Before starting this assessment, your assessor will discuss with you these instructions, resources, and guidance for satisfactorily completing the tasks. |
| Resources Required for Assessment  Resources you need to access to complete the workplace assessment are outlined in the [Resources Required for Assessment](#3znysh7) section of this workbook, and in the corresponding *Assessor’s Checklist and/or Observation Form* of each task.  Forms and Templates  Generic forms and templates to be used for the assessments are specified for each task, unless otherwise stated. These can be accessed from the following link:  [BSBMKG621 Forms and Templates](https://bouncefitness.precisiongroup.com.au/supplementary-files/technical-skills-bsbmkg621/)  Username: albrightlearner Password: albright@123 |

Task 1: Establish Strategic Direction and Marketing Performance

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| ASSESSMENT INSTRUCTIONS |
| This task will require you to establish strategic direction and marketing performance of your organisation by completing a situational analysis report.  Use your workplace/organisation’s template to complete this task, or use the Situational Analysis template provided at the Bounce Fitness website.  To complete this task, you must:  Access and review the following:  Organisational documents/resources and policies and procedures, including:  Documents with information about the following:  Organisational mission, vision, purpose, goals, objectives and values.  Legal and ethical rights and responsibilities of the organisation.  Regulatory requirements to be met by the organisation.  Documents relating to marketing direction and performance.  At least one latest available marketing strategy.  At least one latest available marketing analysis.  At least one latest available marketing plan.  Sales/trend data.  Performance data on relevant metrics/key performance indicators to track progress on organisational and marketing objectives.  Printed and/or online sources of information related to:  Factors impacting marketing direction and performance.  Strengths, weaknesses, opportunities and threats for current key products, services and major markets. |

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| Identify the following information for your organisation from the documents accessed:  Vision  Mission  Purpose  Values  At least two marketing objectives  Outline the following compliance requirements applicable to the organisation:  At least one legal right.  At least one legal responsibility.  At least one ethical right.  At least one ethical responsibility.  At least two regulatory requirements.  Conduct situational analysis to identify factors impacting each of the following, by gathering relevant information from research:  Marketing direction of the organisation.  Marketing performance of the organisation.  *Factors can be internal and/or external influences on the organisation.*  Conduct SWOT analysis for at least two of each of the following, by gathering relevant information from research:  Current key products.  Current key services.  Major markets.  Assess the current marketing performance of the organisation against identified objectives. You must identify at least two of each the following:  Critical success factors for marketing performance.  Areas for improvement of marketing performance.  Complete the situational analysis incorporating the information identified above. |

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| SITUATIONAL ANALYSIS | |
| Learner Name | Mohammed imtiyaz |
| Workplace/Organisation | Bounce fitness |

VERSION CONTROL AND DOCUMENT HISTORY

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| --- | --- | --- |
| Date | Summary of Modifications | Version |
| 01/04/2024 | Organizational documents | 1 |
| 01/04/2024 | Organizational and marketing objectives | 1.0 |

ORGANISATIONAL INFORMATION

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| --- | --- |
| Vision  *Big-picture statement of where the organisation wants to be in future.* | Bounce Fitness is committed to an expanding role as a premiere provider of wellness integrated services. Through the evolvement of an empowered employee culture and the creative acquisition and use of resources, we will develop and implement comprehensive programmes and services appealing to all. |
| Mission  *Statement of what is the business and how the organisation aims to serve its key stakeholders.* | The Centres will serve the community with quality, comprehensive, unique, and distinctive health  programs and services. The employee team will expand upon the preventive services while improving  the quality of life among participants through health and fitness services utilising state of the art  equipment and practices. These programs will reflect members’ needs and be financially viable for all  stakeholders |
| Purpose  *Core reason of the organisation’s existence, the underlying idea that drives all actions and decisions of the organisation.*  *The Service and Holistic Approach- Page 5 of Business Plan* | Bounce Fitness was originally created for the sole purpose of providing personal training services in the  Cairns area. The popularity has encouraged expansion in the services offered and locations.  Holistic approach  One method that Bounce Fitness uses to distinguish itself from others is through the holistic approach  developed by Ms House. The support on specific concerns of clients, focused attention and follow  up of staff, interesting and exciting new classes coupled with innovative new concepts were the keys  to Bounce’s early acceptance |
| Values  *Fundamental beliefs by which the organisation strives to abide, irrespective of the circumstances.* | Integrity, accountability, team work  We hold ourselves and co-workers accountable for building trust with our members and each other by  being honest, ethical and consistent in what we say and do. |

MARKETING OBJECTIVES

*Objectives are overall SMART results set for the marketing function of the organisation.*

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| *The focus of substantial research was on the growth of holistic life management including personal training and fitness and*  *on the geographic markets she planned to serve* |
| Bounce Fitness also intends to continue with the tender processes, approach medical centres and aged care centres to offer special arrangements for their people to improve their mental and physical health through diet, exercise and companionship |

*Add more rows as necessary.*

COMPLIANCE REQUIREMENTS (side no. 28-37 of PPT)

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| --- | --- |
| Legal Rights  *Interests of the marketing function of the organisation protected by federal and/or state/territory legislation. Add more rows as necessary.* | |
| *Legal rights that can affect the marketing direction and performance of the organization must be checked. Legislation consists of Acts of parliament and can refer to a single law or a collection of laws. Regulations are rules for making legislation practical and actionable.* | |
| Legal Responsibilities  *Obligations of the marketing function of the organisation governed by federal and/or state/territory legislation. Add more rows as necessary.* | |
| Competition and consumer Act 2010 Must be followed by all Australian businesses across all states/ territories selling products and services to consumers, except financial products and services. Must not breached by agents of an organization, including marketing, public relations, or advertising agencies. | |
| Ethical Rights  *Justified entitlements of the organisation while carrying out its marketing activities within accepted ethical and societal norms. Add more rows as necessary.* | |
| The Australian association of National Advertisers has adopted a self-regulating code of ethics applicable to all advertisers across all marketing communication channels.  It ensures marketing communication is within legal and ethical boundaries, to avoid harm to consumers, society and competitors. | |
| Ethical Responsibilities  *Self-regulating guidelines to ensure that marketing is within accepted ethical and societal norms. Add more rows as necessary.* | |
| Supplementary codes and guidelines ensure a high level of social responsibility while:  • Marketing to children  • Making claims on the environment  • Marketing certain sensitive product lines such as wagering and food and beverages. | |
| Regulatory Requirements  *Compliance conditions set by regulatory bodies. Add more rows as necessary.* | |
| 1. Legal obligations and Avoidance of penalties | 1. Protection of stakeholder interests |
| 1. Reputation and trust | 1. Risk mitigation and operational efficiency |

SITUATIONAL ANALYSIS (please browse the Learner Guide for the relevant information for each of the factor)

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| Types of Factors | Analysis |
| Budgets and finances | Budget is a formal process of planning, monitoring and evaluating expenditure on activities pertaining to any organisational function such as marketing. Marketing activities can include cost heads which require a significant allocation of financial resources |
| Customer preferences and demands | Marketing is a truly customer-centric function. Therefore, an organization’s marketing strategy must be geared towards meeting the preferences and demands of the target customer. |
| Resource and supplier availability | Besides budgets and finances, other resources are also required by the marketing function. These include manpower, specialists, equipment, tools, and technologies, depending on the organisational context. The organisation may plan and allocate resources across different departments or work practices on a need basis. |
| Organisation structure | The way an organisation is structured and how the roles and responsibilities of personnel at various levels are defined deeply influence strategy formulation and implementation for the overall  Organisation as well as its business and functional units. At a basic level, the organisation structure is a tool to help management achieve the organisation’s objectives. Hence, it can be said that structure and strategy are closely linked. |
| Policies and procedures | Policies are general statements, rules, and principles to guide thinking and decision making across the organisation. Procedures are guides to action or performance in compliance with organisational policies. |
| Competitive | A particular type of product or service is offered to the same  target market by many different organisations. Each organisation is  competing for the same share of wallets of prospective consumers |
| Political | The political stability and government policy of a country can have a  direct influence on its economy or specific industries. It is important to assess the extent to which the political environment of the country impacts business operations. |
| Economic | There are several determinants of an economy’s performance, such as growth, inflation, and per capita income. As consumer behaviour varies depending on how the economy is faring, your marketing strategy, especially the promotional mix and marketing communications, would need to be tailored accordingly. |
| Social | Social factors cover cultural norms, values, beliefs, and current trends in the population. It is especially significant for organisations to analyse these factors to design their marketing strategies better |
| Technological | Innovations in technology may affect a market or industry favourably or unfavourably. The advent of digital technology has disrupted traditional marketing strategies extensively. |
| Environmental | Growing awareness of environmental factors such as climate change  and industrial pollution is affecting how organisations operate and  project themselves in the marketplace. |
| Legal | Although there might be some overlap with political factors, these  factors largely relate to specific legal obligations and standards that  must be complied with. |

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FACTORS IMPACTING MARKETING DIRECTION (From the above factors, list the factors what you think may impact of designing your Marketing Strategy and how)

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| Technological – it is an important factor towards next Gen development and to be applied in every organization will impact the marketing direction to adopt new changes.  Legal- is the another factor which impacts marketing direction, where new laws are revised with stricter penalties on regaining access to private sectors with the political agenda. Marketing direction should be followed with the proper legal norms, and should be aligned with company’s obligations mission, vision, objectives. |

*Add rows as necessary.*

FACTORS IMPACTING MARKETING PERFORMANCE

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| Resource availability- This factor I think is crucial in measuring the marketing performance, as financials, resources, and its availability matters the most to allocate resources in every department consistently, if not provided and balanced there is high chances of a project failure and may bring bad reputation in the market.  Customer preferences and demands- Mostly observed in every part of business, maintaining the customer centric function is a complex thing to be maintained while designing, making changes, and the product or service deployment. This factor should be considered at all times. |

*Add rows as necessary.*

SWOT ANALYSIS OF CURRENT KEY PRODUCTS AND SERVICES AND MAJOR MARKETS

(Please browse slide no. 39-45 in PPT and select two Key Services of Bounce Fitness and two new Market segments where the 2 services can be promoted)

|  |  |
| --- | --- |
| Key Product 1: N/A | |
| Personal training service | |
| STRENGTHS | WEAKNESSES |
| The facilities are easily accessible, have child care, a coffee shop, substantial parking, and are serviced by public transportation. | The expectation is that when not involved in delivering classes, or consulting with those for whom they are the personal  Trainers, they will be volunteering their training services to schools, hospitals and other community initiatives to raise the profile of Bounce Fitness. |
| OPPORTUNITIES | THREATS |
| Bounce Fitness recognises sustainability as an opportunity to improve all aspects of the business. We believe that once strategies are in place to address environmental issues; any concerns regarding economic and societal sustainability, will also be improved. | Based on the above-mentioned study done by The Journal of Fitness, market research shows that the number of clients participating in training January through March will increase by 10% to 25%. During the months of May through August, the number of clients drops off by approximately 20%. |

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| Key Product 2: N/A | |
| Less costly membership options | |
| STRENGTHS | WEAKNESSES |
| Bounce Fitness has been able to negotiate favourable leases for facilities and equipment and has relatively low overheads, it is able to offer customers a less costly membership option. | Bounce Fitness will offer deferred monthly billing and a 25% discount to corporate clients with 10 or more employees taking corporate memberships. |
| OPPORTUNITIES | THREATS |
| Bounce Fitness can expect to generate  120 new clients and continue with 30 previous clients every month. | Information gathered from the target market group could be a threat if it’s not taken into proper consideration. This is usually done when a new product or service is to be rolled out by the organisation, or when they want to learn about their effectivity. |

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| Key Service 1: | |
| Lifestyle magazines | |
| STRENGTHS | WEAKNESSES |
| Each bounce fitness Centre will run a half-page ad in each weekly or monthly edition depending on frequency of publication. After the initial six-month period, Bounce Fitness is also considering running a full-page ad for $350 per month, per Centre. | Bounce Fitness will try to counter the ‘holiday slump’ is by increasing tendered  classes and those for special interest groups |
| OPPORTUNITIES | THREATS |
| Bounce Fitness will focus on quality of staff,  equipment and Centres, all the while emphasising the ‘add-on’ benefits of the various other holistic disciplines and motivation offered by its services. Particular focus will be in the corporate sector. | Following an exhaustive analysis of the financial and other implications of buying, renting, or leasing, Bounce Fitness has decided to lease its equipment. |

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| Key Service 2: | |
|  | |
| STRENGTHS | WEAKNESSES |
|  |  |
| OPPORTUNITIES | THREATS |
|  |  |

ASSESSMENT OF MARKETING PERFORMANCE

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| --- | --- |
| Marketing Objective (as set in 1st Section) | Current Performance (Actual performance) |
|  |  |
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*Add rows as necessary.*

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| Critical Success Factors *(Slide 45-50 of PPT)* |
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*Add rows as necessary.*

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| Areas of Improvement *(Slide 45-50 of PPT)* |
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|  |

*Add rows as necessary.*

END OF SITUATIONAL ANALYSIS

Task 2: Evaluate Marketing Opportunities

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| ASSESSMENT INSTRUCTIONS |
| This task will require you to identify and evaluate marketing opportunities on various aspects relevant to the organisation.  Use your workplace/organisation’s template to complete this task, or use the Marketing Opportunity Evaluation template provided at the Bounce Fitness site.  To complete this task, you must:  Access and review the following:  Situational analysis completed in *Workplace Assessment Task 1*.  Organisational documents with information about the following:  Organisational goals.  *Organisational goals refer to the overall financial and marketing targets set by the organisation.*  Current organisational capabilities.  *Organisational capabilities refer to distinctive skills and resources of the organisation which cannot be readily acquired by its competitors, including budget and human capital.*  Sales/trend data.  Identify at least two marketing opportunities for the organisation based on the critical success factors and areas of improvement identified in the situational analysis report from *Workplace Assessment Task 1*.  Identify the following from relevant organisational documents:  At least two organisational goals.  At least two current organisational capabilities. |

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| Complete the marketing opportunity evaluation template for each identified opportunity. This includes evaluating each identified marketing opportunity on the following aspects:  Viability  Contribution to the business  External factors, including:  Costs  Benefits  Risks  Business opportunities  *Business opportunities refer to opportunities for the organisation as a whole that would arise from the identified marketing opportunities.*  Compatibility with each organisational goal.  Compatibility with each organisational capability.  Impact on business performance.  Impact on customer base. |
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| MARKETING OPPORTUNITY EVALUATION | |
| Learner Name |  |
| Workplace/Organisation |  |

VERSION CONTROL AND DOCUMENT HISTORY

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| Date | Summary of Modifications | Version |
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DESCRIPTION OF THE MARKETING OPPORTUNITY

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ORGANISATIONAL GOALS AND CAPABILITIES

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| --- | --- |
| Organisational Goals  *The overall financial and marketing targets set by the organisation. Add more rows as necessary.* | |
| GOAL | SOURCE/REFERENCE  *Organisational document referenced to identify the goal.* |
|  |  |
|  |  |
| Organisational Capabilities  *Distinctive skills and resources of the organisation which cannot be readily acquired by its competitors, including budget and human capital. Add more rows as necessary.* | |
| CAPABILITY | SOURCE/REFERENCE  *Organisational document referenced to identify the capability.* |
|  |  |
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VIABILITY

|  |  |
| --- | --- |
| Strategic analysis  *Analyse whether the marketing opportunity is worth evaluating further to be included as part of the marketing strategy.* | |
| Name of the Technique Used |  |
| Analysis |  |
| Is the Marketing Opportunity Viable? | YES  NO |

CONTRIBUTION TO THE BUSINESS

|  |  |
| --- | --- |
| Tactical/Operational analysis  *Analyse the projected earnings of the business attributable to the marketing opportunity, after meeting all direct costs.* | |
| Name of the Technique Used |  |
| Analysis |  |
| Is the Marketing Opportunity Attractive in terms of its likely Contribution to the Business? | YES  NO |

EXTERNAL FACTORS

|  |  |
| --- | --- |
| Cost-benefit analysis  *Analyse projected costs versus estimated gains of the marketing opportunity.* | |
| Name of the Technique Used |  |
| Analysis |  |
| Estimated costs |  |
| Estimated benefits |  |

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| --- | --- |
| Risks  *Analyse the marketing opportunity on potential undesirable consequences on implementation.* | |
| Risks Identified |  |
|  |
| Analyse the Marketing Opportunity Against the Risks Identified |  |

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| --- | --- |
| Business Opportunities  *Analyse the marketing opportunity in terms of creating favourable conditions or chances for the organisation on implementation.* | |
| Business Opportunities Identified |  |
|  |
| Analyse the Marketing Opportunity with Respect to the Business Opportunities Identified |  |

FIT WITH ORGANISATIONAL GOALS AND CAPABILITIES

|  |  |  |
| --- | --- | --- |
| Organisational Goal | Analysis of Marketing Opportunity to Check Fit with the Goal | Does the Marketing Opportunity Fit with the Goal? |
|  |  | YES  NO |
|  |  | YES  NO |

*Add rows as necessary.*

|  |  |  |
| --- | --- | --- |
| Organisational Capability | Analysis of Marketing Opportunity to Check Fit with the Capability | Does the Marketing Opportunity Fit with the Capability? |
| Budget |  | YES  NO |
| Human capital |  | YES  NO |

*Add rows as necessary*

IMPACT ON CURRENT BUSINESS AND CUSTOMER BASE

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| Business Performance  *Describe how the marketing opportunity can improve business performance* *on relevant business key performance indicators (KPIs) such as revenue or profit.* |
|  |

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| Customer Base  *Describe how the marketing opportunity can improve customer base* *on indicators such as number and/or type of customers for the organisations.* |
|  |

END OF MARKETING OPPORTUNITY EVALUATION

Task 3: Develop Draft Marketing Strategy

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| ASSESSMENT INSTRUCTIONS |
| Your assessor will observe you as you consult with key internal stakeholders to develop marketing strategy according to prepared research and evaluation of marketing opportunities in *Workplace Assessment Task 2*.  Part A: Formulate Marketing Strategy and Related Key Performance Indicators  Use your workplace/organisation’s template to complete this task, or use the Marketing Strategy template provided at the Bounce Fitness site.  To complete this task, you must:  Access and review the marketing opportunity evaluation documents created in *Workplace Assessment Task 2*.  Develop at least one marketing strategy for your organisation based on at least one of the marketing opportunities evaluated in *Workplace Assessment Task 2.*  *Marketing strategy is the route map to be followed to achieve marketing objectives of the organisation.*  Formulate at least two objectives for the marketing strategy.  *Objectives must be SMART and include quantifiable key performance indicators (KPIs) to track progress and measure success of the marketing strategy.*  Complete the marketing strategy document with principles and concepts of marketing.  Use appropriate formats and grammatical structures to present the components of the marketing strategy logically for different stakeholders.  Part B: Consult with Stakeholders  You will be assessed on your practical skills to:  Present the marketing strategy to at least three key internal stakeholders in your organisation, using appropriate language and non-verbal features to explain and present information.  *Relevant key internal stakeholders are personnel within the organisation who can impact or get impacted by the marketing strategy, such as marketing managers, brand and product managers, and supervisors.*  Seek feedback from the stakeholders on the marketing strategy during the presentation, using active listening and questioning to elicit feedback and clarify or confirm understanding.  Discuss at least two potential risks on implementation of the marketing strategy. |
| Submit the draft marketing strategy to your assessor.  You must also submit visual aids as evidence of consultation with at least three relevant stakeholders of the organisation.  Evidence must be at least one of the following:  Email correspondence  Meeting minutes | |
|  | |

Part A:

|  |  |
| --- | --- |
| MARKETING STRATEGY (Draft) | |
| Learner Name |  |
| Workplace/Organisation |  |

VERSION CONTROL AND DOCUMENT HISTORY

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| Date | Summary of Modifications | Version |
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BASIS OF MARKETING STRATEGY

|  |
| --- |
| Selected Marketing Opportunity |
|  |

OBJECTIVES OF THE MARKETING STRATEGY

*Objectives are SMART results that the marketing strategy aims to achieve.*

|  |
| --- |
|  |
|  |

*Add rows as necessary.*

MARKETING STRATEGY

|  |  |
| --- | --- |
| Product  *The product or service on offer, that fills a gap in the marketplace or fulfills a need that consumers seek.* |  |
| Price  *The amount that a customer will pay for each product or service.* |  |
| Place  *The placement of each product/service and the distribution channels that will be used in delivering the product/service to the end customer.* |  |
| Promotion  *Methods of communication that must be used to provide target consumers with compelling reasons to buy each product or service.* |  |
| Branding  *A distinct image or impression of the product/service in the minds of consumers.* |  |
| Customers  *The target segment or group of likely buyers with shared characteristics.* | |
| Demographic profile |  |
| Customer needs |  |
| Motivation for buying product/service |  |
| Willingness to pay |  |
| Positioning  *Activities to be undertaken for the brand’s image to occupy a distinctive place in the mind of the target market.* |  |
| Packaging  *Guidelines for outer wrapping of the product including the brand’s logo, colour-scheme and distinct look.* |  |
| Public relations  *Marketing communication activity done by a third party to create goodwill and a favourable image about each product or service.* |  |
| Online presence  *The digital aspects of the marketing strategy of each product/service including use of own website and social media.* |  |

END OF MARKETING STRATEGY

Part B:

Meeting Minutes Template

Meeting Details

|  |  |
| --- | --- |
| Meeting called |  |
| Date of meeting |  |
| Time of meeting |  |
| Location of meeting |  |

Meeting Participants

|  |  |
| --- | --- |
| Facilitator |  |
| Note-taker |  |
| Attendees |  |

Agenda Item 1

|  |  |
| --- | --- |
| Discussion point 1 |  |
| Discussion point 2 |  |
| Discussion point 3 |  |

Agenda Item 2

|  |  |
| --- | --- |
| Discussion point 1 |  |
| Discussion point 2 |  |
| Discussion point 3 |  |

Agenda Item 3

|  |  |
| --- | --- |
| Discussion point 1 |  |
| Discussion point 2 |  |
| Discussion point 3 |  |

Agenda Item 4

|  |  |
| --- | --- |
| Discussion point 1 |  |
| Discussion point 2 |  |
| Discussion point 3 |  |

General Discussion

|  |  |
| --- | --- |
| Discussion point 1 |  |
| Discussion point 2 |  |
| Discussion point 3 |  |

Action Items

|  |  |  |
| --- | --- | --- |
| Action Item | Assigned | Due Date |
|  |  |  |
|  |  |  |
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End of Meeting Minutes Template

Task 4: Finalise Marketing Strategy

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| ASSESSMENT INSTRUCTIONS |
| This task will require you to complete the marketing strategy developed in *Workplace Assessment Task 3,* formulate risk management strategies and contingency plan.  Part A: Complete Marketing Strategy  To complete this task, you must:  Access and review the following:  Draft marketing strategy developed in *Workplace Assessment Task 3*.  Organisational policies and procedures relevant to documenting the marketing strategy.  Revise and edit the marketing strategy document by incorporating the feedback received from stakeholders in *Workplace Assessment Task 3* according to organisational policies and procedures.  Part B: Risk Management and Contingency Plan  Use your workplace/organisation’s template to complete this task, or use the following templates and document provided at the Bounce Fitness site:  Risk Register  Risk Rating Matrix  Contingency Plan  To complete this task, you must:  Enter at least two potential risks identified in *Workplace Assessment Task 3* in the risk register.  Develop at least one risk management strategy for each potential risk identified in the risk register.  Develop at least one contingency plan.  This must include plans to manage at least two contingencies or situations which can materialise if the marketing strategy does not achieve desired results.  Append your risk register and contingency plan to the marketing strategy. |

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| Submit the following to your assessor:  Final marketing strategy  Completed risk register  Completed contingency plan  You must also submit the following as supplementary evidence:  Organisational policies and procedures referenced to document the marketing strategy.  Risk rating matrix used for this task.  *Submit this only if you used a risk rating matrix different from what is provided at the Bounce Fitness site.* |

Part A:

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| MARKETING STRATEGY (Final) | |
| Learner Name |  |
| Workplace/Organisation |  |

VERSION CONTROL AND DOCUMENT HISTORY

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| --- | --- | --- |
| Date | Summary of Modifications | Version |
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BASIS OF MARKETING STRATEGY

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| --- |
| Selected Marketing Opportunity |
|  |

OBJECTIVES OF THE MARKETING STRATEGY

*Objectives are SMART results that the marketing strategy aims to achieve.*

|  |
| --- |
|  |
|  |

*Add rows as necessary.*

MARKETING STRATEGY

|  |  |
| --- | --- |
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| Price  *The amount that a customer will pay for each product or service.* |  |
| Place  *The placement of each product/service and the distribution channels that will be used in delivering the product/service to the end customer.* |  |
| Promotion  *Methods of communication that must be used to provide target consumers with compelling reasons to buy each product or service.* |  |
| Branding  *A distinct image or impression of the product/service in the minds of consumers.* |  |
| Customers  *The target segment or group of likely buyers with shared characteristics.* | |
| Demographic profile |  |
| Customer needs |  |
| Motivation for buying product/service |  |
| Willingness to pay |  |
| Positioning  *Activities to be undertaken for the brand’s image to occupy a distinctive place in the mind of the target market.* |  |
| Packaging  *Guidelines for outer wrapping of the product including the brand’s logo, colour-scheme and distinct look.* |  |
| Public relations  *Marketing communication activity done by a third party to create goodwill and a favourable image about each product or service.* |  |
| Online presence  *The digital aspects of the marketing strategy of each product/service including use of own website and social media.* |  |

END OF MARKETING STRATEGY

Part B 1:

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| RISK REGISTER |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Prepared by | |  | | | | | Date Prepared | |  |
| Organisation Name | |  | | | | | | | |
|  | Risk Description | | Risk Assessment | | | | Control Measure | | |
| Likelihood (L) | Impact (I) | Severity | Priority Level | Action | Strategy | |
| External Risk |  | |  |  |  |  |  |  | |
| Internal Risk |  | |  |  |  |  |  |  | |

END OF RISK REGISTER

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| RISK RATING MATRIX |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Likelihood (L) | Impact (I) | | | | |
| Insignificant  1 | Minor  2 | Moderate  3 | Major  4 | Severe  5 |
| Severity | | | | |
| Almost certain | High (H) | High (H) | Critical I | Critical I | Critical I |
| Likely | Moderate (Mo) | High (H) | High (H) | Critical I | Critical I |
| Possible | Low (L) | Moderate (Mo) | High (H) | Critical I | Critical I |
| Unlikely | Low (L) | Low (L) | Moderate (Mo) | High (H) | Critical I |
| Rare | Low (L) | Low (L) | Moderate (Mo) | High (H) | High (H) |

RISK RATING INTERPRETATION

|  |  |  |  |
| --- | --- | --- | --- |
| Likelihood (L) | | Impact (I) | |
| Almost certain | Is expected to occur in most circumstances | 1. Insignificant | Nearly negligible but does not really affect the overall operation of the business |
| Likely | Will probably occur in most circumstances | 2. Minor | Results into damage but will not likely affect the overall operation of the business |
| Possible | Could occur at some time | 3. Moderate | Results into damage but do not pose a great threat to the business |
| Unlikely | Not likely to occur in normal circumstances | 4. Major | Risks are significant and can lead to a great amount of loss |
| Rare | May occur only in exceptional circumstances | 5. Severe | Business may be completely unproductive and unfruitful |

|  |  |  |
| --- | --- | --- |
| Risk Priority Scale | | |
| Risk Severity | Risk Priority | Description |
| 1 – 3 | L | Low: May require consideration in any future changes to the work area or processes, or can be fixed immediately. |
| 4 – 6 | M | Moderate: May require corrective action through planning and budgeting process. |
| 8 – 12 | H | High: Requires immediate corrective action. |
| 15 – 25 | E | Extreme: Requires immediate prohibition of the work process and immediate corrective action. |

END OF RISK RATING MATRIX

Part B 2:

|  |
| --- |
| CONTINGENCY PLAN |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Prepared by | |  | | | Date Prepared |  |
| Organisation Name | |  | | | | |
| S.No | Contingency Description | | Contingency Assessment | | Action plan | |
| Likelihood | Impact |
|  |  | |  |  |  | |
|  |  | |  |  |  | |

END OF CONTINGENCY PLAN

Record of Assessment

|  |  |
| --- | --- |
| Assessment Details | |
| Learner |  |
| Course Code |  |
| Unit of Competency | BSBMKG621 - Develop organisational marketing strategy |
| Assessor Name |  |
| RTO |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Assessment Activity | | Satisfactory | Needs more evidence | |
| Short Answer Questions | | | | |
| Short Answer Question 1 | | ☐ | ☐ | |
| Short Answer Question 2 | | ☐ | ☐ | |
| Short Answer Question 3 | | ☐ | ☐ | |
| Short Answer Question 4 | | ☐ | ☐ | |
| Short Answer Question 5 | | ☐ | ☐ | |
| Short Answer Question 6 | | ☐ | ☐ | |
| Short Answer Question 7 | | ☐ | ☐ | |
| Short Answer Question 8 | | ☐ | ☐ | |
| Short Answer Question 9 | | ☐ | ☐ | |
| Short Answer Question 10 | | ☐ | ☐ | |
| Short Answer Question 11 | | ☐ | ☐ | |
|  | | Workplace Assessment | | |
|  | Task 1: Establish Strategic Direction and Marketing Performance | | ☐ | ☐ |
|  | Task 2: Evaluate Marketing Opportunities | | ☐ | ☐ |
|  | Task 3: Develop Draft Marketing Strategy | | ☐ | ☐ |
|  | Task 4: Finalise Marketing Strategy | | ☐ | ☐ |

|  |  |  |  |
| --- | --- | --- | --- |
| Context Details | Satisfactory | Needs more evidence | |
|  |  | ☐ | ☐ |
|  |  | ☐ | ☐ |
|  |  | ☐ | ☐ |
|  |  | ☐ | ☐ |
|  |  | ☐ | ☐ |
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| --- |
| Assessor’s Comments |
| Remarks/feedback |
| Details of further evidence required |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Please tick the appropriate box. | | | Yes | No |
| Comments and further action required are noted in the Learner Assessment Pack | | | ☐ | ☐ |
| Results discussed and agreed to by the learner  You have the right to appeal the outcome of your assessment. | | | ☐ | ☐ |
| The Learner is | | | ☐ Competent  ☐ Not Yet Competent | |
| Assessor’s signature | | | Date signed | |
|  | I further confirm that I have verified the learner’s submissions by contacting the learner’s supervisor and/or observer whose names appear in the Supervisor/Observer Verification Log above. | | | | |
|  | After reassessment, the Learner is: | ☐ Competent | ☐ Not Yet Competent | | |
|  | Assessor’s signature | Date signed | | | |