AMB359 Individual Strategic Marketing Audit

**Assignment 1**

**Due date:** Friday 23rd Aug. 2019 (Week 5)via **Turnitin 11:59pm**

**Weighting:** 30 marks

**Individual or group:** Individual

**Word limit:** 1200 Words

**Format**: Written report using size 12 Arial or Times New Roman font with 1.5 line spacing. APA Referencing required.

**Title** **Assignment 1 Individual Strategic Marketing Audit**

**Purpose:** To assess students’ ability to prepare a professional business report analysing the current market environment and identifying the long term strategic objectives they have planned for their client.

Students are to prepare a professional business report (Strategic Marketing Audit) analysing the current market environment and identify preliminary strategic objectives they plan for their client. Students are required to evaluate the market in relation to the product and company. Not all elements of a Strategic Marketing Report will be included in this initial audit (See the instructions below) but the core elements will be covered. These core elements are used for formative purposes so that students can make corrections for the next assessment.

**Instructions:**

1. Executive summary
2. A brief overview of the business or product. (100 words) – Do not count in word limit.
3. Customer Analysis (200 words)
4. Competitor analysis. (300 words)
5. Market Analysis (300 words)
6. Environmental Analysis (200 words)
7. Preliminary strategic options. (200 words)

World limits for each section are a guide only, however the report should be no longer than 1,200 words.