



American College of the Middle East

Group Project Deliverable 3 (10%)			
Semester	:	Spring	Year : 2021
Course Title	:	Retailing and Merchandising	
Course Code	:	MKT380	
Instructor(s)	:	Mrs. Marouchka Boustani	
Submission Date	:	18 May 2021	

To be completed by the student

Student Name	:			
Student ID	:		Department	:
Major	:		Section	:
Integrity Statement	:	<i>"I affirm that I completed my assignment on my own, abiding by the rules in ACM Student Handbook. I did not receive any external help, use any unlawful resources or commit plagiarism."</i>		
Signature	:			

Grading Scheme

Question	Earned Points	Max. Points	Question	Earned Points	Max. Points
A		20	skills		20
B		20			
C		20			
D		5			
Format		15			

Total Earned Points	Total Available Points	Instructor Name
	100	

Important Notes:

- Any attempt at plagiarism will be reported. All ACM handbook academic misconduct rules will be applied.
- It is the responsibility of the student to submit this online exam paper to the instructed online platform (Moodle, Turnitin)

MKT380 – Retailing and Merchandising
Spring 2021

Group deliverable 3 guidelines (10%)

Project Title: New venture retailing strategy formulation

Project Description

The main purpose of this project is to develop a **Retail strategy** for *imaginative company* that you would like to start in Kuwait.

Deliverable 3: Group report- Pricing strategy (10%) Ch.13

A. Price sensitivity: (20 points/10 points each)

1. Do your customers have high or low price sensitivity to your products? Justify your answers.
2. How does this translate for your products pricing strategy?

B. Pricing strategy 1 analysis: Value based pricing (20 points/10 points each)

1. If you were to adopt a value based pricing, which method would you use and why? (High/low pricing, everyday low pricing, etc...)
2. Apply this method giving concrete examples analysis for 3 products/services you offer.

C. Pricing strategy 2 analysis: Competition based pricing (20 points/10 points each)

1. After conducting a research about the competitors' price lists, present your findings in a table format for 3 products/services.
2. Present the reasons why you would decide to price: below, equal or higher than competitors.

D. After conducting the above research and analysis, which pricing strategy suits your business more and why? (5 points)

Grading Rubric (deliverable 3)

	Criteria	Unsatisfactory	Pass	Good	Excellent	Maximum score %
Format (15%)	Writing skills (Spelling, Narrative, grammar, clarity of ideas)	2	3	4	5	5
	Structure (Cover page, References, Titles and headers, spacing)	2	3	4	5	5
	Assignment requirement (length, format, content)	2	3	4	5	5
Skills (20%)	Creativity, ideas & knowledge of marketing concepts and techniques (LO6)	2	3	4	5	5
	Critical & Analytical thinking (LO9)	2	3	4	5	5
	Understanding of the marketplace and the customer needs (LO7)	2	3	4	5	5
	Teamwork & communication skills (LO 1& 2)	2	3	4	5	5
A- Price sensitivity:						20 (10 points each)
B- Pricing strategy 1 analysis: Value based pricing						20 (10 points each)
C- Pricing strategy 2 analysis: Competition based pricing						20 (10 points each)
D- Choice of pricing strategy						5
Total						100