

VZT1 – VZT1 TASK 1

MARKETING APPLICATIONS – C223

PRFA – VZT1

EVALUATION REPORT – ATTEMPT 1 – REVISION NEEDED

Overall Evaluator Comments

EVALUATOR COMMENTS

The work provides a specific description of the Coffee Maker. Evident in the work is a fully developed justification of each of the identified strengths including the discussion that a strong brand loyalty is a strength because the company has a set of an established consumer base that would readily accept any brand of product from the company. The paper develops three key marketing strategies for the product including meeting the unique needs to each of the target market segmentations. A revision of the marketing objectives for product, price, place and promotion is necessary.

Articulation of Response (clarity, organization, mechanics). null

Competent The candidate provides adequate articulation of response.

There are no comments for this aspect.

A1. Description of Appliance

Competent The candidate provides a reasonable description of the specific appliance the candidate has selected.

There are no comments for this aspect.

A2. Product Support of Mission Statement

Competent The candidate provides a logical explanation, with sufficient detail, of how the selected small appliance supports Company G's mission statement provided in the scenario.

There are no comments for this aspect.

A3. Product Classification

Competent The candidate provides an appropriate classification of Company G's product using the three-way consumer product classification system.

There are no comments for this aspect.

A3a. Justification of Classification

Competent The candidate provides a logical justification, with sufficient support, of the designated classification.

There are no comments for this aspect.

B1. Description of Target Market

Competent The candidate provides a reasonable description, with sufficient detail, of the target market for the company's product, including 2 variables related to demographic information, psychographic information, or geographic information.

There are no comments for this aspect.

C1. Analysis of Competitive Environment

Competent The candidate provides a plausible analysis, with sufficient detail, of Company G's competitive environment, addressing each of the components of Porter's Five Forces Model.

There are no comments for this aspect.

D1. Company Strengths

Competent The candidate provides a reasonable description, with sufficient detail, of 3 of Company G's strengths that would support the marketing of the new product.

There are no comments for this aspect.

D1a. Justification of Company Strengths

Competent The candidate provides a logical justification, with sufficient support, for each of the chosen company strengths.

There are no comments for this aspect.

D1b. Strengths as Core Competencies

Competent The candidate identifies 2 strengths that should be considered core competencies.

There are no comments for this aspect.

D2. Company Weaknesses

Competent The candidate provides a reasonable description, with sufficient detail, of 3 of Company G's weaknesses that would undermine the marketing of the new product.

There are no comments for this aspect.

D2a. Justification of Company Weaknesses

Competent The candidate provides a logical justification, with sufficient support, for each of the chosen company weaknesses.

There are no comments for this aspect.

D3. Current or Potential Opportunities

Competent The candidate provides a reasonable description, with sufficient detail, of 3 current or potential opportunities that would support the marketing of the new product.

There are no comments for this aspect.

D3a. Justification of Chosen Opportunities

Competent The candidate provides a logical justification, with sufficient support, for each of the chosen opportunities.

There are no comments for this aspect.

D4. Current or Potential Threats

Competent The candidate provides a reasonable description, with sufficient detail, of 3 current or potential threats that would undermine the marketing of the new product.

There are no comments for this aspect.

D4a. Justification of Chosen Threats

Competent The candidate provides a logical justification, with sufficient support, for each of the chosen threats.

There are no comments for this aspect.

E1a. Marketing Objectives for Product

Not Evident The candidate does not identify 1 SMART marketing objective for the product marketing mix element.

EVALUATOR COMMENTS: ATTEMPT 1

The work offers a discussion of establishing the Company as a leader in the industry. What is not evident is a time bound, measurable or consumer driven aspect to this discussion. Please provide additional discussion.

E1b. Marketing Objectives for Place

Not Evident The candidate does not identify 1 SMART marketing objective for the place marketing mix element.

EVALUATOR COMMENTS: ATTEMPT 1

The work offers a discussion of setting up stores in busy locations. The discussion provided is more closely related to a discussion of strategy. Please provide one SMART marketing objective for place that is time bound and measurable.

E1c. Marketing Objectives for Price

Not Evident The candidate does not identify 1 SMART marketing objective for the price marketing mix element.

EVALUATOR COMMENTS: ATTEMPT 1

Evident in the work is a discussion of setting a price that is low and friendly. What is not evident is a time bound, measurable or consumer driven element to this discussion. Please provide one SMART marketing objective for price.

E1d. Marketing Objectives for Promotion

Not Evident The candidate does not identify 1 SMART marketing objective for the promotion marketing mix element.

EVALUATOR COMMENTS: ATTEMPT 1

The submission provides a discussion of using promotions that are realistic. What is not evident is a time bound, measurable or consumer driven element to this discussion. Please provide one SMART marketing objective for promotion.

F1a. Description of Strategies for Product

Competent The candidate provides a reasonable description, with sufficient support, of 3 distinct strategies for the product market matrix element that are appropriate for the target market and supportive of the related objective.

There are no comments for this aspect.

F1b. Description of Strategies for Place

Competent The candidate provides a reasonable description, with sufficient support, of 3 distinct strategies for the place market matrix element that are appropriate for the target market and supportive of the related objective.

There are no comments for this aspect.

F1c. Description of Strategies for Price

Competent The candidate provides a reasonable description, with sufficient support, of 3 distinct strategies for the price market matrix element that are appropriate for the target market and supportive of the related objective.

There are no comments for this aspect.

F1d. Description of Strategies for Promotion

Competent The candidate provides a reasonable description, with sufficient support, of 3 distinct strategies for the promotion market matrix element that are appropriate for the target market and supportive of the related objective.

There are no comments for this aspect.

F2. Explanation of Strategies

Competent The candidate provides a logical explanation, with sufficient detail, of why this is the best collection of strategies to achieve the objectives identified in part E.

There are no comments for this aspect.

F3. Description of Implementation Tactics

Competent The candidate provides a reasonable description, with sufficient detail, of 1 implementation tactic for each of the strategies identified in parts F1a–F1d.

There are no comments for this aspect.

F3a. Due Date and Responsible Party

Competent The candidate includes a due date and responsible party for each implementation tactic.

There are no comments for this aspect.

G1. Measuring Effectiveness

Competent The candidate provides a reasonable description, with sufficient detail, of the specific actions that will be taken to measure the progress toward the objectives identified in the plan.

There are no comments for this aspect.

G2. Frequency of Actions

Competent The candidate provides a reasonable description, with sufficient detail, of the frequency for each of the actions described in part G1.

There are no comments for this aspect.

H. Sources

Competent When the candidate uses sources, the candidate provides appropriate in-text citations and references accurately or with only minor deviations from APA style.

There are no comments for this aspect.