**Brief for Live Project Spring 2014**

**TSM09907 Live Project (Hong Kong)**

**Project Title: Market Research and a Communications Plan for Organisation Y Hong Kong**

**Participating Organisation:** Organisation Y Hong Kong

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**Student Team:** Student 1 (students TBA)

Student 2

Student 3

Student 4

**Aim:** To investigate what needs to be done to get Organisation Y known within the Cantonese speaking market

**Background/rationale:** Organisation Y has been successfully providing s services to English-speakers in Hong Kong for almost five years (30% of the HK population is suitable). With a very limited marketing budget we have not yet had any exposure in the local Cantonese speaking market**.**

**Objectives:**

Market Research

* To find out whether there is a market for our product among local Cantonese speakers.
* To find out if there is resistance to product category r and if so, why.
* To find out what would attract Cantonese speakers to our products: e evidence, case histories, before and after stories, etc.

Marketing Communications Plan

* To design a workable communications plan based on the research. The prime objective being to bring Organisation Y to the attention of market m.

**Notes:**

1. Organisation Y is a direct sales organisation with very high standards of training and accreditation.

2. We have almost 30 consultants who provide regular support to their customers.

3. Our consultants are international and include Cantonese + 7 other nationalities