**Example Live Project Brief 12**

**Live Project Brief Proforma**

**TSM09907 Live Project (Hong Kong)**

**Project Brief: Marketing Plan for Charitable Choice**

**Host Organisation: Charitable Choice**

**Organisation Contact: Cheryl Wilson**

**Position:** Founder

**Address:** 601 Hutchison House, 10 Harcourt Road, Central, Hong Kong

**Telephone:** 2500 1015

**Mobile (if available):** YYYY XXXX

**email:** Cheryl@charitablechoice.org.hk

**Web URL:** www.charitablechoice.org.hk

**University**

**Module Leader:** John Revuelta

School of Marketing, Tourism and Languages

Edinburgh Napier University

Craiglockhart Campus, Edinburgh EH14 1DJ

**Telephone:** 0131 455 4384

**Fax:** 0131 455 4540

**email:** [j.revuelta@napier.ac.uk](mailto:j.revuelta@napier.ac.uk)

**Project Tutor:**  SCOPE to allocate

**email**:

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

Student 2

Student 3

Student 4

**Oral Presentation date: TBA in week commencing 28 May 2012**

**Aim: To review the current marketing of Charitable Choice and to propose a Marketing Plan for the next year**

**Background/rationale**

Charitable Choice has only been in operation since October 2011 and is Hong Kong’s first charity gift card. Donors may choose the amount they donate as a gift on the recipient’s behalf. The recipient chooses the charity which receives the donation via a list of charities in Charitable Choice’s website. Net income is 5% of the donation for processing and running Charitable Choice; any credit card fees, if the card is purchased by credit card, are also deducted from the donation.

Charitable Choice has done relatively little marketing and does not have a marketing plan or marketing communications plan. It is envisaged that the marketing plan will concentrate particularly on marketing communications activity, but should consider the marketing of the operation in general.

An introduction to Charitable Choice, the press release at launch, found under News on the website, is included as an appendix. More information on the operation can also be found on the website, particularly in the FAQ section.

**Objectives:**

* To review Charitable Choice’s marketing, positioning and marketing communications to date.
* To identify and research suitable target markets for Charitable Choice, ascertain their composition, the messages which would appeal to them and their reaction to Charitable Choice’s messages and method of operation.
* To produce a marketing plan for Charitable Choice for the period until Lunar New Year 2013, with strategic elements for the longer term beyond that.
  + This should include proposals for marketing communications and, as appropriate, the rest of the marketing mix.
  + An outline costing for the plan should be included. It should take into account that Charitable Choice is a non-profit charitable organisation with limited funding.

**Notes:**

1. The target markets should be identified from within the two following categories:

* Individuals, who would be likely to give gifts for birthdays, anniversaries, Christmas, etc
* Companies, who would be likely to give gifts to staff and clients to commemorate special occasions

2. Focus for the Marketing Plan should be discussed in the initial Briefing. If a further focus is required, this should be identified at mid-Project Review.

3. A schedule for future meetings should be arranged at initial Briefing.

**Appendix**

*This included the Press Release from the company launch.*