**Brief for Live Project Spring 2014**

**TSM09907 Live Project (Hong Kong)**

**Project Title: Organisation Y: developing brand awareness in Hong Kong**

**Participating Organisation: Organisation Y**

**Organisation Contact: Person P**

**Position:** **Managing Director**

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

Student 2

Student 3

Student 4

**Aim:**

Develop a marketing and communication plan for expanding brand awareness in Hong Kong.

**Background/rationale:**

Organisation Y is q. We offer a s in country c. Org Y provides all the necessary materials, ideas and instructions consumer product and service x.

Pricing structure is…

Order, distribution and website info.

We have been in operation for y years and over the last year have made several design changes to the product based on customer feedback. We now want to grow our customer base and believe a critical part of that is increasing brand awareness across target segments within the overall market of market m. However, in addition to our growing operation in country c, we have recently set up in Hong Kong and would like to offer a similar operation there. We have customers in Hong Kong and our products are designed to ship worldwide.

**Objectives:**

* Research and identify segments within the overall market in Hong Kong.
* Recommend target markets based on our business objectives and goals
* Develop a marketing strategy that appeals to the selected target market(s)
* Produce a marketing communications plan for these target segments for a 12 month period, within Hong Kong.

**Notes:**

1. In identifying what appeals to each target market, any issues of motivation or a different reaction to the marketing mix will need to be included.

2. Whilst a comparison with the country c operation is not required, the Team should be aware of the operation and composition of the market in Hong Kong, be alert to similarities and differences with the country c market and may present these in the Report.