**Brief for Live Project Spring 2014**

**TSM09907 Live Project (Hong Kong)**

**Project Title: Brand X Hong Kong Chinese-Speaking Market Study**

**Participating Organisation: Organisation Y**

**Organisation Contact: Person P**

**Position: job title**

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

 Student 2

 Student 3

 Student 4

**Aim:** Determine if the Hong Kong Chinese-speaking market would be receptive to our brand, Brand X.

**Background/rationale:** Our company, Organisation Y, makes Brand X plus zzz. So far we have marketed our products to the English speaking community and want to know if it would make sense to target the local Chinese speaking community either in our marketing, our website or in the stores and geographical areas we choose to sell our product.

**Objectives:**

Develop and present a Market Study of the product x market, within the Chinese-speaking population in Hong Kong, with regard to the possible introduction of Brand X products.

This Market Study should answer the following questions:

* What is the size of the Product X market in Hong Kong?
* How much is spent locally on different types of similar product?
* What are the most product X brands in the local market?
* Where does the local population buy their products x?
* What is the demographic of the product x customer?
* What is the size of the larger related product market in Hong Kong?
* How interested is the local population in product X type products?
* Where do they buy their products X?
* Is the local population interested in organisations like Org Y?
* What distribution method does the local market prefer – e-commerce or bricks and mortar?
* What are the most popular bricks and mortar stores for the local market?
* What would be the reaction of the local market to the Brand X proposition?

 Notes:

* Type/s of primary research used, and questions asked in this research, to be determined by the Project Team in consultation with the Organisation Contact.