**Brief for Live Project Spring 2014**

**TSM09907 Live Project (Hong Kong)**

**Project Title:** Generating more business for Organisation Y through customer acquisition

**Participating Organisation:** Organisation Y

**Organisation Contact:** Person P

**Position:** Director

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

 Student 2

 Student 3

 Student 4

**Aim:**

To investigate and recommend ways of increasing revenue by obtaining potential clients (customer acquisition).

**Background/rationale:**

Orgnisation Y is a s set up in 20XX by some veterans, who served in t type of agencies. It is now run by people p.

Many advertisers assume this type of organisation mainly provide s service. But because of the expertise of the management, it is equally strong in q that most agencies of the same size are weak at. It positions itself as a (positioning).

It has n contract clients. However, all existing clients are acquired via management’s personal connections and referrals which have been fully utilized. It needs to find ways to generate more revenue from existing clients while exploring new sources of business. It needs to identify potential clients who appreciate local agencies providing full services at keen prices. Then, it needs to approach them in a way that maximizes the chance of closing the deal.

Further, big corporates tend to use a few small agencies to do routine and promotional jobs whereas international agencies are hired to do big and branding campaigns. So apart from targeting small to medium sized companies who could only afford to hire smaller agencies, Tripod should also approach big brands and become one of their service suppliers.

This Project concentrates on getting business from new customers (customer acquisition) and from previous contacts who have never become Org Y customers.

Another Project will look at customer retention (keeping customers) and development (“developing customers” ie getting more business from existing customers). It will also include “winback” ie getting business from previous customers who haven’t used Org Y recently.

**Objectives:**

* To obtain feedback from companies that Org Y contacted before but failed to start business with
* To research the services offered by a agencies of the same size
* To identify areas for improvement so as to generate business from companies that rejected Org Y before and from new potential clients
* To analyse the strengths and weaknesses of Org Y and its competitors
* To research and identify what type of organisation is a potential client for Org Y
* To make recommendations on approaching potential clients

**Notes:**

1.

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