

Final Project

<<Project Topic>>
(**Bold, 16 font, Times New Roman style**)

**A REPORT
SUBMITTED TO THE DEPARTMENT OF MANAGEMENT SCIENCES,
VIRTUAL UNIVERSITY OF PAKISTAN
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTERS IN BUSINESS ADMINISTRATION
(Bold, 12 font, Times New Roman style)**

Submitted By

<<Student ID>>

<<Student Name>>
(**Bold, 16 font, Times New Roman style**)



**Department of Management Sciences,
Virtual University of Pakistan**

Letter of Undertaking

You are required to fill in the Letter of Undertaking provided in the 'Download' section of the course VULMS and attach here the scanned copy after signing it.

Dedication (*Optional*)

Acknowledgment

Here you will write a brief paragraph to acknowledge the help and support you received throughout your project. You can acknowledge the library staff, teacher, family or any other person who helped you in completion of your project.

Executive Summary

An executive summary is one among the several important parts of a report. It is like a micro image of the research report because it deals with all the sections of it. It may range from one to two pages. It comprises several paragraphs which are numbered and deal with the following sections:

Paragraph **one (1)** should deal with background of the study.

Paragraph **two (2)** should deal with the purpose and methodology of the research/study.

Paragraph 3, 4 should deal with the findings of the study.

Last paragraphs should deal with recommendations of study and action plan if any.

Table of Contents

(As given in the format of final project available in DOWNLOADS tab with detailed diagram)

List of Illustrations

(As given in the format of final project available in DOWNLOADS tab with detailed diagram)

Part I

Chapter 1: Introduction

- 1.1 Introduction of the project
- 1.2 Background of the project
- 1.3 Company's introduction
- 1.4 List of competitors
- 1.5 Objectives of the project
- 1.6 Significance of the project

Note: At the end of the study, objectives must be assessed to see if they have been met/achieved or not.

Chapter 2: Conceptual Review

Product/pricing/advertising/distribution strategies/ Customer Relationship Management / Brand loyalty of the company/ Brand loyalty and Customer satisfaction/ in-store environment/ Perceived Quality and Brand Association/ Product purchase decision/ Brand Awareness and Brand Loyalty/ Perceived quality and Store image

- 2.1 Marketing mix
- 2.2 Market segmentation strategies
- 2.3 Target marketing strategies

Note:

- This chapter is divided into various sections depending on different topics selected by the students for final project. Students are required to choose a particular section depending on the topic.
- Section (A): For analysis of product strategies
- Section (B): For analysis of pricing strategies
- Section (C): For analysis of advertising strategies
- Section (D): For analysis of distribution strategies
- Section (E): For evaluation/comparison of brand loyalty
- Section (F): For evaluation/comparison of CRM
- Section (G): For evaluation/comparison of Brand loyalty and Customer satisfaction
- Section (H): For evaluation/comparison of In-Store environment
- Section (I): For evaluation/comparison Perceived Quality and Brand Association
- Section (J): For evaluation/comparison of product purchase decision
- Section (K): For evaluation/comparison of Brand Awareness and Brand Loyalty
- Section (L): For evaluation/comparison of Perceived quality and Store image

- **The students working on analysis of marketing strategies are required to include the FOUR sections from A-D for product, pricing, advertising and distribution strategies.**
- The contents from 2.1, 2.2 and 2.3 are compulsory for all the students.

Section (A)

- 2.4 Product classification (You are required to explain whether it is agricultural product, organizational product or consumer product including convenience product, shopping product or specialty product)
- 2.5 Product quality (You are required to explain whether the product is ISO certified)
- 2.6 Product attributes (You are required to explain characteristics and specifications of the product)
- 2.7 Branding and brand's positioning
- 2.8 Product life cycle (You are required to explain and justify the current position of the product/service at PLC)
- 2.9 Packaging (You are required to explain the design and specifications of the box/container/wrapper containing the product)

Section (B)

- 2.4 Pricing objectives of the Company
- 2.5 Product mix pricing strategies (You have to specify and justify whether the company is following product line pricing, optional product pricing, captive product pricing, by-product pricing or product bundle pricing)
- 2.6 Price adjustment strategies (You have to specify and justify whether the company is following discount and allowance pricing, segmented pricing, psychological pricing, promotional pricing or geographical pricing)
- 2.7 Price changes
- 2.8 Inflating price changes
- 2.9 Competitors' reactions to price changes
- 2.10 Company's responses to price changes

Section (C)

- 2.4 Advertising objectives of the Company
- 2.5 Message strategy
- 2.6 Message execution
- 2.7 Reach, frequency and impact
- 2.8 Major media types used by the company
- 2.9 Specific media vehicles (such as TV, Radio etc) used by the company
- 2.10 Media timing used by the company's advertisement

Section (D)

- 2.4 Distribution objectives of the Company
- 2.5 Channels of distribution (Direct or Indirect)
- 2.6 Distribution coverage (Intensive, selective or exclusive)
- 2.7 Degree of control desired by the company
- 2.8 Channel management of the company
- 2.9 Relationship marketing in channels of the company
- 2.10 Vertical marketing systems of the company

Section (E)

- 2.4 Customer Relationship Management plan of the company
 - 2.4.1 CRM goals and objectives
 - 2.4.2 CRM Functions
 - 2.4.3 Order processing
 - 2.4.4 Service delivery
 - 2.4.5 Sales return policy
 - 2.4.6 After sales service policy

- 2.5 Electronic customer relationship management
- 2.6 Customer relationship management data base for customers
- 2.7 Managing customer acquisition, retention, and development
- 2.8 Customer support and service strategy

Section (F)

- 2.4 Brands selection parameters (The student is required to justify and explain the reasons for selecting the specific brands)
- 2.5 Product attributes (You are required to explain characteristics and specifications of the product)
- 2.6 Brand's performance
- 2.7 Evaluating brand's positioning
 - 2.7.1 Brand's positioning
 - 2.7.2 .Unique value place (You are required to explain the position of the brand in relation to the competitors' brands)
 - 2.7.3 Revolves around the benefit (You have to justify and explain whether the brand delivers the benefits as promised by the company)
- 2.8 Order processing
- 2.9 Product/service delivery
- 2.10 After sales service policy
- 2.11 Managing customer acquisition, retention, and development

Section (G)

- 2.4 What is Customer Satisfaction? Or Defining Customer Satisfaction
- 2.5 Dimensions of Customer Satisfaction
 - Reliability
 - Assurance
 - Tangibles
 - Empathy
 - Responsiveness
- 2.6 Customer acquisition procedure
- 2.7 Customer Retention
- 2.8 Brand Delivery Experience
- 2.9 Complaint resolution / Grievance Handling
- 2.10 Overall Satisfaction
- 2.11 Brand Loyalty
 - 2.11.1 Defining Brand Loyalty
 - 2.11.2 Elements of Brand Loyalty
 - Personal Service
 - Pricing
 - Value Added Services
 - Finance
 - Trust
 - 2.11.3 Impact of Brand equity
 - Customer Satisfaction
 - Customer Retention

Section (H)

In-store environment: Store A

- 2.4 The promotional and economic effect
 - 2.4.1 Discounts
 - 2.4.2 Coupons

- 2.4.3 Low Price
- 2.5 The environment effect
 - 2.5.1 In-store Promotion
 - 2.5.2 Store displays
 - 2.5.3 Salespeople assistance
 - 2.5.4 Crowding
 - 2.5.5 In-store Music

Section (I)

2.4 Perceived Quality: Brand A

- 2.4.1 Product appearance
- 2.4.2 Brand name
- 2.4.3 Brand price
- 2.4.4 Retail store image
- 2.4.5 Brand image
- 2.4.6 After sale services

2.5 Brand Association: Brand A

- 2.5.1 Product Differentiation
- 2.5.2 Product Positioning
- 2.5.3 Reason to Buy
- 2.5.4 Brand Feeling
- 2.5.5 Customer Benefits

Section (J)

2.4 Buyer decision process for Brand A

- 2.4.1 Need Recognition
- 2.4.2 Information Search
- 2.4.3 Evaluation of Alternatives
- 2.4.4 Purchase Decision
- 2.4.5 Post purchase behavior

Section (K)

2.4 Brand Loyalty of Brand A

- 2.4.1 Defining Brand Loyalty
- 2.4.2 Elements of Brand Loyalty
 - Personal Service
 - Pricing
 - Value Added Services
 - Finance
 - Trust
- 2.4.3 Impact of Brand equity
 - Customer Satisfaction
 - Customer Retention

2.5 Brand Awareness

- 2.5.1 What is Brand awareness?
- 2.5.2 Why Brand Awareness is Important?

2.5.3 Building Brand Awareness

Section (L)

2.4 Store Image of Hyper Market A

2.4.1 Store Equity

- Store perception
- Store Attitude

2.5 Perceived Quality of Hyper Market A

2.5.1 Reliability of Store

2.5.2 Quality of store in terms of ambiance, location, and parking area etc.

2.5.3 Service provider quality

Chapter 3: Competitor Analysis

3.1 Introduction of the competitor firm(s)

3.2 Marketing mix

3.3 Market segmentation strategies

3.4 Target marketing strategies

Note:

- This chapter is divided into various sections depending on different topics selected by the students for final project. Students are required to choose a particular section depending on the topic.
- Section (A): For analysis of product strategies
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- **The students working on analysis of marketing strategies are required to include the FOUR sections from A-D for product, pricing, advertising and distribution strategies.**
- The contents from 3.1, 3.2, 3.3 and 3.4 are compulsory for all the students.

Section (A)

3.5 Product classification of the competitor (You are required to explain whether the competitor's product is agricultural product, organizational product or consumer product including convenience product, shopping product or specialty product)

- 3.6 Product quality (You are required to explain whether the competitor's product is ISO certified)
- 3.7 Product attributes (You are required to explain characteristics and specifications of the competitor's product)
- 3.8 Branding and brand's positioning
- 3.9 Product life cycle (You are required to explain and justify the current position of the competitor's product/service at PLC)
- 3.10 Packaging (You are required to explain the design and specifications of the box/container/wrapper containing the competitor's product)

Section (B)

- 3.5 Pricing objectives of the Competitor
- 3.6 Product mix pricing strategies (You have to specify and justify whether the competitor is following product line pricing, optional product pricing, captive product pricing, by-product pricing or product bundle pricing)
- 3.7 Price adjustment strategies (You have to specify and justify whether the competitor is following discount and allowance pricing, segmented pricing, psychological pricing, promotional pricing or geographical pricing)
- 3.8 Price changes
- 3.9 Inflating price changes
- 3.10 Company's responses to price changes

Section (C)

- 3.5 Advertising objectives of the Competitor
- 3.6 Message strategy of the Competitor
- 3.7 Message execution by the competitor
- 3.8 Reach, frequency and impact
- 3.9 Major media types used by the competitor
- 3.10 Specific media vehicles (such as TV. Radio etc) used by the competitor
- 3.11 Media timing used by the competitor's advertisement

Section (D)

- 3.5 Distribution objectives of the competitor
- 3.6 Channels of distribution (Direct or Indirect) used by the competitor
- 3.7 Distribution coverage (Intensive, selective or exclusive) of the competitor
- 3.8 Degree of control desired by the competitor
- 3.9 Channel management by the competitor
- 3.10 Relationship marketing in channels of the competitor
- 3.11 Vertical marketing systems of the competitor

Section (E)

- 3.5 Customer Relationship Management plan of the competitor
 - 3.5.1 CRM goals and objectives
 - 3.5.2 CRM Functions
 - 3.5.3 Order processing
 - 3.5.4 Service delivery
 - 3.5.5 Sales return policy
 - 3.5.6 After sales service policy
- 3.6 Electronic customer relationship management of the competitor
- 3.7 Customer relationship management data base for customers used by the competitor
- 3.8 Managing customer acquisition, retention, and development by the competitor

3.9 Customer support and service strategy of the competitor

Section (F)

- 3.5 Competitor's product attributes (You are required to explain characteristics and specifications of the product)
- 3.6 Brand's performance
- 3.7 Evaluating the brand positioning of the competitor
 - 3.7.1 Brand's positioning of the competitor
 - 3.7.2 .Unique value place (You are required to explain the position of the brands in relation to the competitors' brands)
- 3.7.3 Revolves around the benefit (You have to justify and explain whether the brand delivers the benefits as promised by the company)
- 3.8 Order processing
- 3.9 Product/Service delivery
- 3.10 After sales service policy
- 3.11 Managing customer acquisition, retention, and development

Section (G)

- 3.5 Customer acquisition procedure of Competitor
- 3.6 Customer Retention procedure of Competitor
- 3.7 Brand Delivery Experience procedure of Competitor
- 3.8 Complaint resolution / Grievance Handling procedure of Competitor
- 3.9 Overall Satisfaction provided by the competing organization
- 3.10 Brand Loyalty
 - 3.10.1 Elements of Brand Loyalty provided by competitor
 - Personal Service
 - Pricing
 - Value Added Services
 - Finance
 - Trust
 - 3.10.2 Impact of Brand equity of competitor's organization on
 - Customer Satisfaction
 - Customer Retention

Section (H)

In-store environment Store **B**

- 3.5 The promotional and economic effect
 - 3.5.1 Discounts
 - 3.5.2 Coupons
 - 3.5.3 Low Price
- 3.6 The environment effect
 - 3.6.1 In-store Promotion
 - 3.6.2 Store displays
 - 3.6.3 Salespeople assistance
 - 3.6.4 Crowding
 - 3.6.5 In-store Music

Section (I)

- 3.5 Perceived Quality: Brand **B**
 - 3.5.1 Product appearance
 - 3.5.2 Brand name

- 3.5.3 Brand price
- 3.5.4 Retail store image
- 3.5.5 Brand image
- 3.5.6 After sale services

3.6 Brand Association: Brand **B**

- 3.6.1 Product Differentiation
- 3.6.2 Product Positioning
- 3.6.3 Reason to Buy
- 3.6.4 Brand Feeling
- 3.6.5 Customer Benefits

Section (J)

3.5 Buyer decision process for Brand **B**

- 3.5.1 Need Recognition
- 3.5.2 Information Search
- 3.5.3 Evaluation of Alternatives
- 3.5.4 Purchase Decision
- 3.5.5 Post purchase behavior

3.6 Buyer decision process for Brand **C**

- 3.6.1 Need Recognition
- 3.6.2 Information Search
- 3.6.3 Evaluation of Alternatives
- 3.6.4 Purchase Decision
- 3.6.5 Post purchase behavior

Section (K)

3.5 Brand Loyalty of Brand **B**

3.5.1 Elements of Brand Loyalty of Brand **B**

- Personal Service
- Pricing
- Value Added Services
- Finance
- Trust

3.5.2 Impact of Brand equity for Brand **B**

- Customer Satisfaction
- Customer Retention

3.6 Brand Awareness of Brand **B**

3.6.1 Building Brand Awareness

Section (L)

3.5 Store Image of Hyper Market **B**

- 3.5.1 Store Equity
 - Store perception
 - Store Attitude

3.6 Perceived Quality of Hyper Market **B**

- 3.6.1 Reliability of Store
- 3.6.2 Quality of store in terms of ambiance, location, and parking area etc.

3.6.3 Service provider quality

Chapter 4: Methodology

4.1 Data collection sources

4.1.1 Primary sources

4.1.2 Secondary sources

4.2 Data collection tools

4.3 Sampling

4.3.1 Sample size

4.3.2 Sampling technique

Chapter 5: Data processing, analysis & interpretation

In this chapter, you have to include complete analysis of the data (along with its interpretation) collected and processed thereafter. **You are also required to attach the raw data files supporting your data analysis along with the project.**

Summary

Summarize the findings/results of your data analysis and state how the outcomes of your research relate to the project objectives. It may range from 2-4 pages. Do not include examples/ illustrations or your own opinion in this part of the report.

(Hint: Provide gist of the report by relating sub-section 1.5 with chapter #5)

Note: ‘Executive Summary’ provides an overview of the complete report whereas ‘Summary’ provides a brief account of the findings/results and objectives of the report.

Chapter 6: Conclusion, recommendations and limitations:

6.1 Conclusion

Precisely state the final outcomes of the work. It is the ultimate result of the inquiry conducted under the given context and circumstances. Conclusion/findings should be in short yet comprehensive sentences/paragraphs. Each sentence/paragraph describing new idea should be bulleted.

6.2 Recommendations

These include your proposed solutions or plans to cover and remove all the flaws or deficiencies that you think (in the light of data processing and analysis) need to be removed or improved. Recommendations should be clear, specific and based on your findings. These must be logical and applicable.

6.3 Limitations

Limitations of the project refer to limiting conditions or restrictive factors that may have an effect on the project. Project should be critically analyzed after its completion. A precise list of all the limitations of the study is to be illustrated under this heading. You may consider following points while writing limitations of the study:

- Access to the concerned participants/respondents
- Access to the required information
- Timescale
- Reluctance or hesitation of participants to participate in the study
- Budget constraint
- Scope of study
- Any other limitation

The discussion of limitations should avoid overemphasizing the weaknesses. Its purpose should be to provide realistic basis for assessing the results.

Part II

a) Introduction of the student

- Last Degree Obtained:
- Organization's Name:
- Designation:
- Experience (Years)

b) Appendix/Appendixes

These contain material related to the report but not included in the text because these were lengthy or not directly relevant. These include:

- Statistics or measurements
- Maps
- Complex formulas
- Long quotations
- Photographs
- Related correspondence (letters of inquiry etc.)
- Texts of law, regulations etc.
- Questionnaire, Structured interview questions, Profile of participants of Focus Group Discussion etc.

c) References

References indicate a list of source materials on a particular subject. In a formal report it shows what books and other library materials were consulted. As part of the reference matter, it follows the appendix or appendixes. APA format should be used for citing the references.

Note: The APA format for reference citation is given in the Lesson # 45 of the handouts of STA630. It is also advised to consult the course of STA630 for a better understating of the research process.

d) Index

An index is an alphabetical list of names, places and subjects mentioned in the report, along with the page on which they occur.