

scm hrd DEEV 2014  
mwm My Writing Master &

**ftc** PRESENTS **face the Case**  
a case study competition

2\_Marketing\_9EA14S6

# General Guidelines

Each case will have two parts : 1 & 2

*Part 1 (1000 words)*

You need to write on “My approach to solve this case” in 1000 words. This part is to be written in sequential point wise format. Addition of graphical objects like images, charts, screenshots etc to explain your point will be favorable. It has to be written in an explanatory format as if you are teacher presenting on your approach for solving this case. The content should be originally written and not copied from any other source.

*Part 2 (1000 words)*

This part should have solution of the case written in 1000 words(excluding references) keeping the following things in mind.

1. The solution is to be in hand typed and not copy pasted word doc format. Your solution will undergo plagiarism check through “Turnitin” software. Only 5% plagiarism is allowed excluding references. Case solutions with more than 5% plagiarism will automatically be disqualified.
2. The solution should have word doc enabled “in text” (citations) and “out text” (bibliography) referencing in APA format. To know about in text/out text referencing and APA formatting click on this [link](#)
3. Formatting : Your solution should have **Automatic table of content, Word doc enabled in text and out text referencing, Cover page, Times Roman 12 Font, Double spacing paragraph spacing**. To learn on these formatting tools please check this [link](#) and check each and every link on the page which opens.
4. An academic case study should definitely focus on

- The problem at hand
- Linking the problem with theoretical concepts
- Suggesting solution/analyzing it with your own creativity and
- Concluding the case.

Please **do not write executive summary** in the solution. Please bear in mind that a case solution with relevant images, charts and logical flow are always interesting to read.

5. Once again : DO NOT MISS IN TEXT/OUT TEXT REFERENCING in your solution and it should be PLAGIARISM FREE.

Marking criteria

Apart from some specific marking criteria provided in the case study documents, your case solution will also be marked on some standard marking criteria like

- Efforts in analyzing the case,
- Creativity of ideas and linking with existing theories,
- Command on written English and
- Adherence to above mentioned formatting standards

### Important Dates

Date and Time of launch : 12 December 2014, 11:00 AM IST

Last date for submission : 21 December 2014, 12 Noon IST

Announcement of results : On or before 23 December 2014 5PM IST

Dispatch of Prizes : On or before 5 JAN 2015

-----**END OF GENERAL GUIDELINES**-----

Choose a Branded Product range distributed through Woolworths or Coles in Australia that is supplied by a large manufacturer of branded Grocery products such as Unilever, Proctor and Gamble or Sanitarium. You have decided to launch a new product into Australian Supermarkets under one of the company's established brands. The new product can be a modification of an existing product or a product extension under an existing brand.

- Summarise Key Facts about this company's Australian business - Ownership, Sales, Product ranges, management, profitability, Share price history and so on.
- Describe the chosen market segment - Sales growth, major competitors and their market shares
- State your rationale for introducing a new product to extend the range. Your analysis must detail relevant trends and show why the marketing environment is Positive for this new product.
- Define the Target Customer for this Product – Demographically, Geographically & Psychographically.
- Outline the Marketing Mix Strategy.