

Undergraduate Diploma in Business Administration: Intakes April 2024 to April 2025

Assessment Task: Written assignment based on chosen questions	
Module: Marketing Research	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 22 May 2025	
<p>Task The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Marketing Research.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in Marketing Research.</p> <p>Note <i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <p>Question 1: Supply Chain as a Strategic Marketing Enabler – Research and Academic Work on Decathlon (France) Conduct a critical analysis of Decathlon’s supply chain strategy and evaluate its influence on the brand’s marketing performance and customer value proposition. Examine how the company integrates supply chain efficiency into its promotional and positioning strategy. Assess the impact of its supply chain model on sustainability and customer satisfaction and provide recommendations for improvements that could enhance its competitive advantage in international markets. You will be expected to give attention to the following:</p> <ul style="list-style-type: none"> ● A background statement outlining the sporting goods retail industry and Decathlon’s market position ● A review of Decathlon’s supply chain strengths and their impact on marketing activities ● Strategic recommendations based on supply chain performance and customer expectations <p>Question 2: Market Repositioning– Research and Academic Work on Rituals Cosmetics (Netherlands) Your objective is to conduct a comprehensive analysis of Rituals Cosmetics, a European lifestyle and beauty brand. Apply the 7Ps marketing mix framework to evaluate the brand’s current strategy and assess how its market positioning varies across different European markets. Based on your findings, propose strategic changes to strengthen Rituals’ brand image and competitiveness in a new or emerging European market of your choice. You will be expected to give attention to the following:</p> <ul style="list-style-type: none"> ● A background statement outlining the beauty and wellness industry, as well as the brand’s unique selling proposition (USP) 	

- A complete analysis of Rituals' current marketing mix using the 7Ps framework
- Clear and justified recommendations for repositioning in a selected European market
- Provide examples of how organisations can mitigate risks when engaging in cross-border data transfers.

Question 3:

Global Brand Expansion– Research and Academic Work on Alpro (Belgium)

Alpro, a plant-based food and beverage company, has gained popularity in European markets. Choose a country outside Europe and develop a comprehensive market entry strategy for Alpro. Your plan should include market research, audience profiling, cultural considerations, pricing strategy, and promotional planning. Compare Alpro's strategy to a local competitor in the selected market and assess possible challenges.

You will be expected to give attention to the following:

- A background statement outlining the plant-based food industry and Alpro's market presence
- A detailed market analysis and entry plan
- A comparison with a local competitor using marketing research tools

Pass Mark - 50%

Total Assignment Weighting - 55%

By submitting I confirm that this assessment is my own work

Mark:

Signature: <main assessor>

Date

Signature: <quality assurance>