

Leadstar College of Management and Leadership
Project Work on Marketing Management
For MBA Students

General Directions

- *Perform the project work individually and refrain from copying from others which shall result in cancellation of your total result.*
- *Submit your work both in hardcopy and soft copy and your softcopy must be attached and directed to an e-mail address: universityleadstar@gmail.com*
- *Project due date is the course examination date*

Instruction: Perform the following questions as per each question instruction and follow-standard paper writing format.

1. Assess the marketing philosophy of Commercial Bank of Ethiopia. Which of the philosophies discussed, do you think, is adopted by the bank. Substantiate your arguments with clear evidences. What should the company do to appeal to the customers? (10 pts)
2. Identify and briefly describe four trends in the macro/market environment that will have or recently had an influence on the selected industry. For each of the trends you have to: (15 pts)
 - a) briefly explain the trend
 - b) describe the impact of the trend on the industry
 - c) Highlight the implications that the trend has on the marketers in the chosen industry.
3. Assume you are producing and selling Ethiopian cultural clothes. Customers complain the lack of creativity and quality in your product. (15 pts)
 - a) Explain how you segment, target the market and position the product.
 - b) Develop the marketing mix strategies (include product, pricing, place, and promotion strategy)