CASE：FORD (attached)

Scenario

You have been working in an international company as a marketing consultant.Your company has beem chosen to help the development of an integrated marking process for FORD to boost its sales. As seen in the case study suplied, FORD recently has seen drastic decrease in sales due to the economic downturn experienced all around the world. The senior management term at FORD is not sure how to progress further as a company. The company needs your help to reposition itself to a more competitive position. The enclosed case study is given as background information; however, further research is necessay to build on this information. You are expected to produce a detailed report(report or essay form) integrating relevant theory and terminology and their sources. The details of your duty are given below. You can scutinise the tasks in any order you think appropriate.

Task1: PLC stage(15%)

Determine the current stage of FORD on te product life cycle showing your evidence.

Apply Boston's Matrix and analyse the current state of company.

Task2 taget market (15%)

Choose new taget markets that you think ford should be aiming at;

explain the rational behind your choice

Task3: product reposition(20%)

Reposition FORD to a more competitve position using either:

Perceptual mapping or Ansoff's Matrix

Task4:pricing strategies(15%)

Develop new pricing strategies for the repositioned company, providing your justification.

Task5: International market factors(10%)

FORD operates in an international market.What kind of factors should be taken into consideration?

TASK6: ethics(10%)

Examine the ethical issues FORD should be considering in their marketing process.

TASK7: Poster design for advertising campaign (15%)

Design a poster(minimum A3 size)as a promotional tool for FORD. The poster should reflect the product repositing features discussed above, as well as other relevant features.Critically analyse and justify your poster. A copy of your poster should be attached to your assignment.