



Marketing Plan	
Student Name & Nr:	100%

Brief:

You are required to compile a Marketing Plan for a **new** hospitality related business that you are planning to own or manage. The Marketing Plan will form part of a complete Business Plan that you will then present to a panel. The content of your report should include the following information:

- Industry Overview
- Situational Analysis
- Competitive Analysis
- Market Segmentation and Target Market Identification
- Differentiation, Positioning and Competitive Advantage
- Marketing Objectives
- Marketing Mix
- Marketing Budget

Structure:

Assignments must be formatted according to the IHT Assignment template using the following structure.

Marks will be awarded for the structuring, formatting and technical care of your assignment.

Front Matter

- 1.1 Cover page with Declaration
- 1.2 Executive Summary
- 1.3 Table of Content

Body Matter

- 2.1 Introduction
- 2.2 Industry Overview
- 2.3 Situational Analysis
- 2.4 Competitive Analysis
- 2.5 Market Segmentation and Target Market Identification
- 2.6 Differentiation, Positioning and Competitive Advantage
- 2.7 Marketing Objectives
- 2.8 Marketing Mix



- 2.9 Marketing Budget
- 2.10 Conclusion

End Matter

- 3.1 Reference list
- 3.2 Appendices

Marking Criteria:

The following criteria will be used to mark your assignment, acting as a good guideline for setting up your assignment.

Content

Industry Overview	20
Situational Analysis	30
Competitive Analysis	30
Market Segmentation and Target Market Identification	20
Differentiation, Positioning and Competitive Advantage	30
Marketing Objectives (Five SMART Objectives)	10
Marketing Mix	40
Marketing Budget	20
Total	[200]
Writing Style and Technical Care	[30]
Presentation	[40]

**Summary of marks:**

Content Mark	200		
Content Weight		80%	
Technical Care Mark	30		
Technical Care Weight		10%	
Presentation Mark	40		
Presentation Weight		10%	
ASSIGNMENT TOTAL %		100%	