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| Final Report StructureFOR BRAND MANAGEMENT STUDENTS | | |
|  | | The main task for the team would be to select a Local Brand which is not currently any other market other than Bangladeshi market. Your primary task would be to expand this business internationally in a specific market. After selecting the brand you are expected to do the following:   * **Design a Mascot -** a mascot is any person, animal, or object used to represent a group with a common public identity, such as a school, professional sports team, society, military unit, or brand name. In your team’s case it will be the brand you are working with. You are free to design the mascot any way you see fit based on both the local and the international market. * **Re-brand -** the brand you have chosen has a local brand presence of its own, even if it may not be a successful one. You have the creative freedom to re-brand it any way you see fit. |
| Elements of the Brand Plan | I recommend building your plan around the following elements of the plan:   * Situation Analysis (of the international market) * Key Issues * Vision/Purpose/Goals (please refrain from changing your brand’s existing vision, mission, etc.) * Strategies * Execute * Measure | |
| Situation Analysis | Start the planning process with a deep-dive business review that answers “where are we”, by looking at everything connected to the business including the category, consumer, competitors, channels and the brand. | |
| Key Issues | One tool I recommend with finding the key issues is to ask 4 questions that determine “why are you here” (all in the perspective of the local market):   1. What is your current COMPETITIVE position? 2. What is the CORE STRENGTH your brand can win on? 3. How tightly CONNECTED is your consumer to your brand? 4. What is the current business SITUATION your brand faces?   Combine the deep dive analysis with the answers to these 4 questions and you will have a good start on your competitive, brand, consumer and situational issues. | |
| Vision | What do you want your brand to be in the next 5-10 years both locally and globally? Vision gives everyone on the brand a clear direction, it should be measurable (quantitative) and motivating (qualitative). It should push you so much that it scares you a little, but excites you a lot. | |
| Goals | What do you need to achieve in the **international market**? Specific measures of brand health and wealth, related to consumer/customer behavioral changes, metrics of key programs, performance targets or milestones on the pathway to the vision. It’s the brand scoreboard. | |
| Strategies | Strategy is always about the “how to get there”. At the strategic level, you have to make choices. When Marketers come to a decision point that requires focus, too many try to justify a way to do both. You have to decide. The best strategic marketers never divide and conquer. They make the choices that help to focus and conquer. Marketers always face limited resources in terms of dollars, time, people and partnerships. They have to apply those limited resources against unlimited choices in target market, brand positioning, strategic options and activities. The best Marketers are able to limit the options through decision-making helps to match up to the limited resources. | |
| Execution | What do you need to do to execute the strategy? Framed completely by strategy, tactical choices deploy your limited resources against brand projects, the most efficient way to drive a high ROI. | |