

Assessment 3 Brief and Rubric

Subject Code	MKT 100
Subject Name	Marketing Practice
Assessment Number and Title	Assessment 3 Individual Case Study Analysis
Assessment Type	Report
Length / Duration	2000 Words
Weighting %	30%
Total Marks	100
Submission	The report must be submitted to Moodle by the due date.
Due Date	Sunday of Week 10, 11:59pm
Mode	Individual-Online submission
Format	The report must be in MS word format, 1.5 spacing, 11-pt Calibri (Body) font and 2 cm margins on all four sides of page (A4) with appropriate section headings. Reference sources must be cited in the text of the report listed appropriately at the end in a reference list using APA referencing style.

Assessment Description and Instructions

Students are to select one of the following two case studies for this assessment and analyses.

Case Study 1-Zara (Inditex) in Australia

Introduction

Zara is a well-known global fashion retailer that operates in over 96 countries worldwide. Zara is owned by Inditex, which is a multinational clothing company that operates several other brands such as Pull & Bear, Massimo Dutti, Bershka, and Stradivarius. This case study will analyze Zara's marketing strategy in Australia and its success in the local market.

Background

Zara entered the Australian market in 2011, opening its first store in Sydney. Since then, the brand has expanded to have a presence in most major Australian cities, including Melbourne, Brisbane, and Perth. Zara's range of products includes clothing, accessories, and footwear for men, women, and children.

Marketing Mix

Product: Zara's product range in Australia is similar to its offerings in other countries. The brand's products are trendy and stylish, and the clothing collections are updated regularly to reflect the latest fashion trends.

Price: Zara's pricing strategy in Australia is based on its international pricing model. However, the brand adjusts its prices to reflect local economic conditions and the purchasing power of Australian consumers.

Place: Zara has a strong presence in most major Australian cities, with stores located in premium shopping destinations. The brand's online store is also available in Australia, offering customers the convenience of shopping from home.

Promotion: Zara's promotion strategy in Australia is focused on its social media presence and influencer collaborations. The brand uses its social media accounts to showcase its latest collections and engage with its target market.

Target Market

Zara's target market in Australia is primarily young, fashion-conscious consumers who value trendy and affordable clothing. The brand's target market also includes those who appreciate quality and value for money.

Competitive Advantage

Zara's competitive advantage in the Australian market is its unique business model, which allows the brand to offer fast and frequent product turnover. The brand's ability to bring new styles to market quickly and efficiently has helped it to differentiate itself from other retailers in the country. Additionally, Zara's pricing strategy and trendy product offerings make it an attractive option for young, fashion-conscious consumers.

Challenges

Zara faces several challenges in the Australian market, including intense competition from other retailers, fluctuating economic conditions, and changing consumer preferences. Additionally, Zara must navigate the unique Australian fashion market and culture to ensure that its products meet the needs and preferences of local consumers.

Marketing Strategies

Zara can use several marketing strategies to increase its market share in Australia, including expanding its product range to include more options for plus-size and curvy customers, investing in sustainable and ethical fashion practices, and using data analytics to better understand its target market's preferences and behavior.

Conclusion

Overall, Zara's success in the Australian market can be attributed to its unique business model, trendy product offerings, and focus on quality and affordability. However, the brand must continue to adapt to changes in the local market and consumer preferences to maintain its competitive advantage. By investing in innovative marketing strategies and expanding its product range, Zara can further strengthen its position in the Australian market.

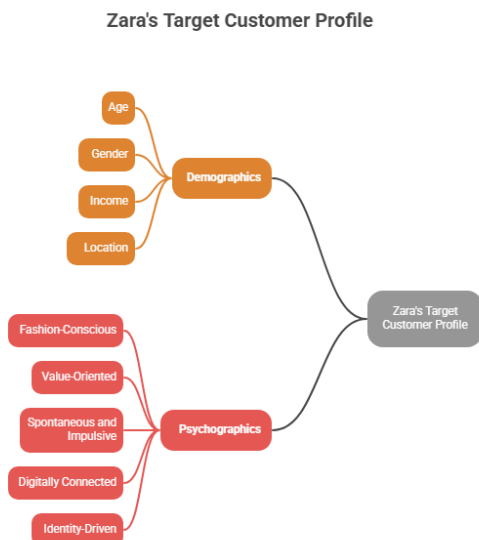
Written report: (30 marks) - Based on the above case context, individual student must answer the following 5 questions provided (in not more than 2000 words +/- 10%), making sure there is an adaptation of sources for the additional research (academic or professional):

- What marketing strategy did Zara use to enter the Australian market?

Zara is a 'fast-fashion' brand which

- What is Zara's target market in Australia?

Zara's customer profile can be segmented based on demographics and psychological behaviour of Australian customers. According to demographic categorisation, Zara caters to the needs of millennials and Gen Z customers. Zara's target market in Australia is young consumers aged 18-40 years. Zara also has a clothing line for kids, 'Zara Kids', which attracts young parents within the same age bracket.



Made with Napkin

Since Zara deals in fast fashion, its target customers are usually fashion-conscious individuals who wish to invest in the latest trends without putting a dent in their pockets. The brand produces luxurious clothing pieces at relatively affordable prices, making it a prime choice among consumers from lower- to upper-middle-class backgrounds.

- What is Zara's competitive advantage in the Australian market?
- What challenges does Zara face in the Australian market?
- What marketing strategies can Zara use to continue to grow its market share in Australia?

Additional instruction: The research must be presented with a Reference List at the end of the paper. If using any generative pre-trained transformer software, please list the prompts used and answers provided. You should also check the accuracy of the responses before using them and reference the sources used for this verification.

Case Study 2: Weber Barbecues in Australia

Introduction

Weber Barbecues is a well-known global brand that offers a wide range of high-quality barbecues and accessories. The brand has a strong presence in Australia, where barbecuing is a popular outdoor activity. This case study will analyze Weber Barbecues' marketing strategy in Australia and its success in the local market.

Background

Weber Barbecues entered the Australian market in 1978, and since then, the brand has established itself as a leading provider of high-quality barbecues and accessories. Weber's product range includes gas, charcoal, and electric grills, as well as smokers, pellets, and accessories.

Marketing Mix

Product: Weber's product range in Australia is designed to meet the needs and preferences of local consumers. The brand offers a variety of grills and accessories that cater to different cooking styles, preferences, and budgets.

Price: Weber's pricing strategy in Australia is based on its international pricing model. However, the brand adjusts its prices to reflect local economic conditions and the purchasing power of Australian consumers.

Place: Weber has a strong presence in most major Australian cities, with its products available retail stores and online. The brand also has a network of authorized dealers and service centers throughout the country.

Promotion: Weber's promotion strategy in Australia is focused on its social media presence, influencer collaborations, and events. The brand uses its social media accounts to showcase its products, share cooking tips, and engage with its target market.

Target Market

Weber's target market in Australia is primarily adults who enjoy outdoor cooking and entertaining. The brand's products are designed to meet the needs and preferences of different types of consumers, from beginners to experienced grillers. Weber's target market also includes those who appreciate quality,

durability, and reliability in their outdoor cooking equipment.

Competitive Advantage

Weber's competitive advantage in the Australian market is its reputation for high-quality, durable, and reliable products. The brand's commitment to innovation, technology, and design has helped it to differentiate itself from other grill manufacturers in the country. Additionally, Weber's extensive product range, excellent customer service, and strong brand image have contributed to its success in the Australian market.

Challenges

Weber faces several challenges in the Australian market, including intense competition from other grill manufacturers, changing consumer preferences, and the impact of climate change on outdoor activities. Additionally, Weber must navigate the unique Australian market and cultural preferences to ensure that its products meet the needs and preferences of local consumers.

Marketing Strategies

Weber can use several marketing strategies to increase its market share in Australia, including expanding its product range to include more options for plant-based and vegetarian consumers, investing in sustainability and ethical sourcing practices, and using data analytics to better understand its target market's preferences and behavior.

Conclusion

Overall, Weber's success in the Australian market can be attributed to its reputation for high-quality, reliable, and durable products, its commitment to innovation and design, and its strong brand image. However, the brand must continue to adapt to changes in the local market and consumer preferences to maintain its competitive advantage. By investing in innovative marketing strategies and expanding its product range, Weber can further strengthen its position in the Australian market.

Required:

Students must answer the following 5 questions provided (in not more than **2000 words +/- 10%**), making sure there is an adaptation of at least 5 sources for the additional research (academic or professional):

- What marketing mix elements are important for Weber to consider when selling its barbecues in Australia?
- Who is Weber's target market in Australia?
- What is Weber's competitive advantage in the Australian market?
- What challenges does Weber face in the Australian market?
- What marketing strategies can Weber use to increase its market share in Australia?

Additional instruction: The research must be presented with a Reference List at the end of the paper. If using any generative pre-trained transformer software, please list the prompts used and answers provided. You should also check the accuracy of the responses before using them and reference the sources used for this verification.

Unit Code: MKT 100 Assessment 3 Marking Rubric Individual Case Study Analysis and Weighting 30%

Marking Criteria	F (Fail) 0-49%	P (Pass) 50-64%	C (Credit) 65-74%	D (Distinction) 75-84%	HD (High Distinction) 85-100%
Understanding of the Case (10%)	Little to no understanding of the case presented.	Basic understanding of the case, but missing key details or misinterpretations.	Adequate understanding of the case, including key details, context, and implications.	Comprehensive understanding of the case with insightful observations and analysis.	Exceptional understanding demonstrated with sophisticated analysis and critical insights.
Organization and Structure (20%)	Poorly organized, lacks structure, difficult to follow.	Some organization present, but could be improved for clarity.	Well-organized with clear structure, making it easy to follow the analysis.	Excellent organization enhances clarity and coherence.	Exceptional organization contributes significantly to the effectiveness of the analysis.
Application of Relevant Concepts (25%)	Concepts are not applied or are incorrectly applied.	Some relevant concepts applied, but inconsistently or with errors.	Relevant concepts are identified and applied effectively to the case study.	Application of relevant concepts demonstrates deep understanding and insight.	Mastery of concepts evident with exceptional application and integration.
Analysis and Interpretation (30%)	Limited analysis, lacks depth or critical thinking.	Some analysis present, but lacks coherence or thoroughness.	Thoughtful analysis and interpretation of the case, demonstrating basic critical thinking skills.	Comprehensive analysis with coherent interpretation and critical insights.	Exceptional analysis demonstrating profound critical thinking and original insights.
Criteria 5: Referencing In-text citations and Reference List (15%)	No referencing or neither in-text referencing nor	In-text referencing or the resultant reference list adheres to Harvard	Both in-text referencing and the resultant reference list adheres to	Both in-text referencing and the resultant reference list	Both in-text referencing and the resultant reference list

	reference list adheres to Harvard Referencing Style.	Referencing Style but with several errors.	Harvard Referencing Style but with several errors.	adhere to Harvard Referencing Style but with only occasional minor errors.	adhere strictly to Harvard Referencing Style, with no errors.
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