

## MKT111 - Mini Project 1

### Understanding Markets and Customer Value

Dear students,

As part of your Midterm Assessment (MTA), you are required to complete Mini Project 1, which focuses on applying key marketing concepts related to customer value and the marketing environment in a real-world context.

- **Project Objective**

This project aims to help you understand how marketing creates value for customers and how external factors influence marketing decisions.

You are expected to build on your understanding of:

- Needs, wants, and demands
- Customer value and satisfaction
- The marketing environment (micro and macro)
- How businesses respond to environmental changes

- **Project Task**

Select a real company or brand (e.g., Starbucks, Nike, Talabat, Apple, or any local business in Kuwait). Analyse how this company creates customer value and how the marketing environment affects its decisions.

Your answer should be structured as follows:

#### **1. Introduction to the Company**

Provide a brief overview of the selected company. Your answer should include:

- The type of business (product/service)
- The target customers

## 2. Understanding Customer Value

Explain how the company creates value for its customers. Your answer should include:

- The difference between needs, wants, and demands
- What value the company offers to customers
- How customer satisfaction is achieved

## 3. The Marketing Environment

Analyse the marketing environment affecting the company. You should:

- Discuss at least one microenvironment factor (e.g., customers, competitors, suppliers)
- Discuss at least one macroenvironment factor (e.g., economic, technological, cultural)
- Explain how these factors influence the company's marketing decisions

## 4. Company Response to the Environment

Explain how the company responds to environmental changes. You should:

- Identify one challenge or opportunity
- Explain how the company adapts its strategy

## 5. Application and Recommendations

Based on your analysis, suggest **one improvement** the company can make.

You should:

- Provide one practical marketing recommendation
- Clearly justify why it would improve customer value or performance

- **Submission Requirements**

- Your submission should be approximately 500–700 words.
- You are expected to provide clear and concise answers within this range.
- Submit your work through the LMS within the specified deadline
- Your answer should be clear, well-structured, and written in full sentences
- Use examples where appropriate to support your ideas

- **Discussion Session**

After submission, each student will attend a discussion session where you will be asked to explain and justify your work. You may be asked questions such as:

- How does the company create customer value?
- Which environmental factor is most important and why?

- **Assessment Criteria**

- **10 marks** for submission (content, understanding, application, and structure)
- **5 marks** for discussion (clarity, justification, and understanding)

- **Important Notes**

- This is an individual assessment
- You must submit your own original work
- Attendance at the discussion session is mandatory

**Good luck**