**Faculty of Business and Law**

**ACADEMIC YEAR 2019-20**

**ASSESSMENT BRIEF**

**Assessment Instructions**

**Coursework title: Fentimans plan to launch their botanically brewed soft drinks into the Japanese market.**

Assignment type: Individual Essay of 2500 words to be submitted online.

Although this is not a report, you are asked to use a report style of writing (i.e. breaking the text down into numbered sections and sub-sections) so that your evaluation is clearly signposted. If you are not clear what this means please ask your tutor. Tutor office hours and full resources and database information can be found on the module blackboard site.

**Objectives / learning outcomes:**

The purpose of this assignment is to enable you to develop and then demonstrate your awareness and understanding of relevant global marketing management issues by using material covered in the module and from your own research and reading. This will provide the basis for your analysis of the situation facing Fentimans as the company considers options for the global expansion of its range of botanically brewed soft drinks with specific consideration of a launch in the Japanese soft drinks market.

Your assignment will include an evaluation of the company’s core values, competences and sources of competitive advantage and their transferability and also factors to consider in assessing and evaluating the potential market opportunities and barriers in Japan.

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|  Specific learning outcomes for the coursework assessment, as detailed in the module specification, are to enable you to: * Demonstrate understanding of the marketing issues relevant to the development of an organisation’s international activities.
* Demonstrate understanding of how and why marketing strategies may need to be standardised or adapted and how they should be coordinated in international markets.
* Demonstrate the ability to apply theoretical and conceptual knowledge to practical international marketing contexts.
* Demonstrate an understanding of the challenges, complexities and nuances of operating in overseas markets by applying this to the analysis and problem solving requirement of international marketing cases and scenarios.
* Locate, extract, analyse, synthesise and evaluate information from multiple sources in the resolution of international marketing management problems.

 **Task: As part of the company’s globalisation strategy, Fentimans are keen to investigate the suitability of their range of botanically brewed soft drinks to launch into the Japanese soft drinks market. They have asked you to evaluate this opportunity for them and to prepare an analysis which considers the attractiveness of Japan and specifically the Japanese soft drinks market for a new entrant into this market. You have also been asked to analyse Fentimans relative competitive advantage and to consider critically whether the brand is likely to succeed in the Japanese market. You are required to carry out this analysis and then to make a justified recommendation as to the feasibility of the launch and the entry mode they should choose for a launch into the Japanese market.** Your evaluation should be structured in two parts to address the following tasks:   **Part 1: 70%** Carry out detailed research and using relevant models and academic theory to provide a structure and substantiation for your views, analyse the suitability of the Japanese market for the launch of a range of Fentimans soft drinks.  Your analysis should use the Comrie and Hunt-Fraisse (2015) adaptation of the Walvoord (1980) Potential Market Assessment model introduced in lecture 2 as a structure for your answer. As such, you should divide this section into four parts covering the following:  1. Macro market analysis - PESTLE (Japan) **20%**
2. Soft drinks market analysis (Japan) **20%**
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| 1. Fentimans competitive advantage relative to competitors in the Japanese soft drinks market using Porter’s (1985) Value Chain. Ensure you state clearly how Fentimans derive competitive advantage and to what extent this is sustainable. **20%**
2. The fit of the Japanese market opportunity with Fentimans’ mission and capabilities and any further research required prior to launch**.** At this point you will recommend whether as a result of your analysis you feel the brand would be successful.) **10%**

 **Part Two: 20%** Part two requires you to recommend and justify an entry mode for Fentimans in Japan. 20%  **The final 10% will be for overall presentation, structure, spelling, grammar and referencing**     |
| **Marking Criteria** The following criteria will be used in evaluating this assessment:    |
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|  | **Grading** **level**  | **PESTLE** **analysis of the Japanese market** **20%**  | **Analysis of Japanese soft drinks market** **20%**  | **Analysis of Fentimans’ relative competitive advantage** **20%**  | **Recommendation** **The fit of the market opportunity** **with Fentimans’ competences and capabilities.** **Recommendations** **for further research** **10%**  | **Recommendation** **and justification of an entry mode for Fentimans into the Japanese market** **20%**  | **Standards of literacy, structure and presentation including referencing** **10%**  |  |

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|  | **PASS** **Outstanding** **90-100%**  | Outstanding choice of which data to use and how. Outstandingly thorough and rigorous analysis of the data. **18-20 marks**  | Outstanding choice of which data to use and how. Outstandingly thorough and rigorous analysis of the data **18-20 marks**.  | Outstanding analysis of Fentimans’ relative competitive advantage using Porter’s (1985) value chain **18-20 marks**  | Outstanding synthesis of the market analysis and company analysis to provide a rigorously justified recommendation to the company and recommendations for future research **9-10 marks**  | Outstanding recommendation and justification of the Fentimans entry mode into the Japanese market.  **18-20 marks**  | Highest standards of literacy and professional presentation, following the structure specified in the brief. Outstanding use of external sources, referencing that conforms precisely to UWE Harvard requirements **9-10 marks**  |  |
| **PASS** **Exceptional** **80-89%**  | Exceptional choice of which data to use and how. Exceptionally thorough and rigorous analysis of the data. **16-17 Marks**  | Exceptional choice of which data to use and how. Exceptionally thorough and rigorous analysis of the data. **16-17 Marks**  | Exceptional analysis of Fentimans’ relative competitive advantage using Porter’s (1985) value chain **16-17 marks**  | Exceptional synthesis of the market analysis and company analysis to provide a rigorously justified recommendation to the company and recommendations for future research **8 marks**  | Exceptional recommendation and justification of the Fentimans entry mode into the Japanese market.   | Highest standards of literacy and professional presentation, following the structure specified in the brief. Exceptional use of external sources, referencing that conforms precisely to UWE Harvard requirements **8 marks**  |
| **PASS** **Excellent** **70-79%**  | Excellent choice of which data to use and how.  | Excellent choice of which data to use and how.  | Excellent analysis of Fentimans’ relative competitive advantage  | Excellent synthesis of the market analysis and company analysis to provide a rigorously justified  | Excellent recommendation and justification of the Fentimans entry mode into  | Excellent standards of literacy and professional presentation, following the structure specified  |

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|  |  | Excellent thorough and rigorous analysis of the data. **14-15 marks**  | Excellent thorough and rigorous analysis of the data. **14-15 marks**  | using Porter’s (1985) value chain **14-15 marks**  | recommendation to the company and recommendations for future research **7 marks**  | the Japanese market.  | in the brief. Excellent use of external sources, referencing that conforms precisely to UWE Harvard requirements **7 marks**  |   |
| **PASS** **65-69%** **Very good** **60 -64%** **Good**  | Good/very good choice of which data to use and how. Good/very good and systemic analysis of the data. **12-14 marks**  | Good/very good choice of which data to use and how. Good/very good and systemic analysis of the data. **12-14 marks**  | Good/very good analysis of Fentimans’ relative competitive advantage using Porter’s (1985) value chain **12-14 marks**  | Good / very good synthesis of the market analysis and company analysis to provide a well justified recommendation to the company and recommendations for future research **6 marks**  | Good /very good recommendation and justification of the Fentimans entry mode into the Japanese market. **12-14 marks**  | Very good / good standards of literacy and professional presentation, following the structure specified in the brief. Very good / good use of external sources, referencing that conforms well to UWE Harvard requirements **6 marks**  |
| **PASS** **55-59%** **Competent** **50-54%**  | Adequate /competent choice of which data to use and how. Adequate / competent methodical analysis of the data.  | Adequate /competent choice of which data to use and how. Adequate / competent methodical analysis of the data.  | Adequate / competent analysis of Fentimans’ relative competitive advantage using Porter’s (1985) value chain  | Adequate / competent synthesis of the market analysis and company analysis and broadly relevant recommendation to the company and recommendations for future research  | Adequate recommendation and justification of the Fentimans entry mode into the Japanese market. **10-12 marks**  | Adequate / competent standards of literacy and presentation, following the structure specified in the brief. Adequate/competent use of external sources, referencing that conforms largely to UWE  |

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|  | **Adequate**  | **10 – 12 marks**  | **10 – 12 marks**  | **10-12 marks**  | **5 marks**  |  | Harvard requirements **5 marks**  |  |
| **PASS** **Weak** **40 – 49%**  | Weak choice of which data to use and how. Weak analysis of the data. **8-10 marks**  | Weak choice of which data to use and how. Weak analysis of the data. **8-10 marks**  | Weak analysis of Fentimans’ relative competitive advantage using Porter’s (1985) value chain **8-10 marks**  | Weak synthesis of the market analysis and company analysis and superficial recommendation to the company and recommendations for future research **4 marks**  | Weak recommendation and limited justification of the Fentimans entry mode into the Japanese market. **8-10 marks**  | Weak standards of literacy and l presentation, following the structure specified in the brief. weak use of external sources, referencing that conforms largely to UWE Harvard requirements **4 marks**  |
| **FAIL** **Poor** **35 – 39%**  | Poor choice of which data to use and how. Limited and superficial analysis of the data. **7 marks**  | Poor choice of which data to use and how. Limited and superficial analysis of the data. **7 marks**  | Poor analysis of Fentimans’ relative competitive advantage using Porter’s (1985) value chain **7 marks**  | Poor synthesis of the market analysis and company analysis and superficial or inappropriate recommendation to the company and recommendations for future research **3 marks**   | Poor recommendation and superficial or inappropriate justification of the Fentimans entry mode into the Japanese market.  **7 marks**  | Poor standards of literacy, presentation, and structure specified in the brief. Poor use of external sources, referencing that does not conform to UWE Harvard requirements **3 marks**   |
| **FAIL**  | Very little analysis or  | Very little analysis or  | Very little analysis of  | Very poor synthesis of the market  | Very poor recommendation  | Very poor standards of literacy,  |

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|  | **Very poor** **25-34%**  | understanding of the data **5-6 marks**  | understanding of the data **5-6 marks**  | Fentimans’ relative competitive advantage using Porter’s (1985) value chain **5-6 marks**  | analysis and company analysis little attempt to develop recommendation to the company and recommendations for future research **3 marks**  | and little attempt to justify the Fentimans entry mode into the Japanese market. **5 – 6 marks**  | presentation, and no clear structure Very poor use of external sources, referencing that does not conform to UWE Harvard requirements**3 marks**  |  |
| **FAIL** **Extremely poor** **15-24%**  | Virtually no analysis or understanding of the data **3-4 marks**  | Virtually no analysis or understanding of the data **3-4 marks**  | Virtually no analysis of Fentimans’ relative competitive advantage using Porter’s (1985) value chain **3-4 marks**  | Little attempt at synthesis of the market analysis and company analysis and recommendation to the company and recommendations for future research either weak or absent **2 marks**  | Extremely poor recommendation and virtually no justification of the Fentimans entry mode into the Japanese market. **3 - 4 marks**  | Extremely poor standards of literacy, presentation, and no structure. References and source attribution largely absent. **2 marks**   |
| **FAIL** **Incomplete** **0 – 14%**  | No analysis or understanding of the data. Clearly a partial submission **0-3 marks**  | No analysis or understanding of the data. Clearly a partial submission **0-3 marks**  | No analysis of Fentimans’ relative competitive advantage using Porter’s (1985) value chain **0-3 marks**  | Lacking synthesis of the market analysis and company analysis and largely incoherent or no recommendation to the company and recommendations for future research**0-1 marks**  | Extremely poor recommendation and no justification and lack of understanding of the possible entry mode for Fentimans into the Japanese market. **0-3 marks**  | Extremely poor standards of literacy, presentation and no clear structure. References and source attribution absent **0-1 marks**  |

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| **Formative feedback and Support Formative feedback** Formative feedback provides opportunities to reflect on your ongoing work and preparation for your assignment. Your workshops are specifically designed to support you in preparing for your assignments and you are able to work on your coursework in the workshops and to gain feedback on your work in these sessions.  If you need help – arrange to meet module staff: (email for an appointment). See module handbook for staff details. **Further information about this assessment is available on the Blackboard site for this module under the assignments tab and includes: FAQs, briefing presentation with voiceover.**   |
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| **Formatting**  All work should be word processed in 12 point font Times New Roman or Arial and double spaced.  Please use the following file format(s) Microsoft word file with a .doc or .docx file extension.  Please ensure that you provide the following details on the first page of your coursework:  Student Number * Module Name and Number  Word Count
* **Coursework title: Fentimans plan to launch their botanically brewed soft drinks into the Japanese market.**
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| **Word Limit** The maximum word limit for this coursework is 2500 * This word count includes everything in the main body of the text (including headings, tables, citations, quotes, lists, etc.).
* The references, bibliography and footnotes (provided footnotes only include references) are **NOT** included in this word count.
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|  There is no direct penalty for exceeding the word count, but the marker WILL stop reading once the maximum word limit has been reached and nothing further will be taken into account in the allocation of marks. You can view the UWE word count policy here: <http://www1.uwe.ac.uk/aboutus/policies> |
| **Referencing:** Please adhere to the principles of good academic practice and ensure you reference all sources used when developing your assessment, using the [UWE Harvard](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uweharvard.aspx) system. Failure to properly reference your work to original source material can be grounds for the assessment offence of plagiarism and may result in failure of the assessment or have more serious implications.  For further guidance on correct referencing go to: <http://www1.uwe.ac.uk/students/studysupport/studyskills/referencing.aspx> Details of what constitutes plagiarism and how to avoid it can be found here: <http://www1.uwe.ac.uk/students/studysupport/studyskills/readingandwriting/plagiarism.aspx> For general guidance on how to avoid assessment offences see: <http://www1.uwe.ac.uk/students/academicadvice/assessments/assessmentoffences.aspx> |
| **Instructions for submission** You must submit your assignment before the stated deadline by electronic submission through Blackboard. Notification that the electronic submission portal is open for your assignment is displayed (usually two weeks before the submission date) in the Coursework tab in myUWE, the Coursework tab in Blackboard and via an announcement in the Blackboard course.  Please ensure you allow sufficient time to upload your script, noting that the system becomes busier and slower as the deadline approaches. Only your final upload will be counted. Ensure all your information is submitted at one attempt to avoid ‘overwriting’ your intended submission. Always check and retain your receipts.  Late submission in the 24 hours following the deadline will be accepted but the assignment mark will be capped at 40%. Submissions after 24 hours will not be accepted. For full guidance on online submission through Blackboard, see: <http://info.uwe.ac.uk/online/Blackboard/students/guides/assignments/default.asp> Submissions of coursework by any other method (including a paper copy, on disk or by email) are **NOT** permissible for this module unless specifically agreed in advance of the submission date. **Before submitting your work, please ensure that:**  |

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| * You have proof read you work thoroughly to ensure your work is presented appropriately
* You have addressed all the required elements of the assessment
* You have referenced in accordance with the guidance provided
* You have addressed each of the marking criterion
* The submission is in the correct format

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| **Final feedback and marks release** Students will normally receive marks and feedback on their submission within 20 *working* days of the submission deadline (not including any public holidays or university closure days). Any delay in returning students’ work will be communicated by the module leader via Blackboard.  Please note feedback can take many forms and can be summative (provided for work completed) or formative (provided for on-going work or activities). Feedback on this module is not limited to the written comments you will receive on individual written assessment submissions. The workshop sessions leading up to the submission date allow students to rehearse their approach using a different company in the Japanese market. Formative feedback will be received on student contributions to these workshops. Furthermore, there is a workshop dedicated to the coursework where students will have the opportunity to discuss their progress. The module team will also attend the MET café close to the submission date to discuss any queries and all tutors on the module will have office hours where students can book a short appointment to discuss their work.    **Feedback and marks for this module will be available by 20th April 2019** For further guidance on feedback, please refer to the module handbook.  |
| **Further Guidance and Support** General guidance on study skills: is available at: <http://www1.uwe.ac.uk/students/studysupport/studyskills.aspx> Support from the FBL Academic Success Centre: <http://www1.uwe.ac.uk/bl/bbs/aboutus/studentexperience/academicsupportcentre.aspx>  Guidance on UWE assessment regulations and terminology: <http://www1.uwe.ac.uk/students/academicadvice/assessments/assessmentsguide.aspx> Guidance on using the library: <http://www1.uwe.ac.uk/library/usingthelibrary.aspx>   |
| **Personal Circumstances**   |

If you are experiencing difficulties in completing a piece of assessment on time due to unexpected circumstances (for example illness, accident, bereavement), you should seek advice from a Student Support Adviser at the earliest opportunity.

Please note the module leader **cannot** grant personal circumstances or extensions.

Appointments with a student adviser can be made via an Information Point or online at:

<http://www1.uwe.ac.uk/students/academicadvice/studentadvisers.aspx>

The Student Support Adviser will advise as to whether you should submit an application for ‘Personal Circumstances (PCs)’, how to do so and what evidence is required to support the application.

Further details on ECs can be found here:

<http://www1.uwe.ac.uk/students/academicadvice/assessments/personalcircumstances.aspx>