BCO211STRATEGIC MARKETINGFinal Exam Taskbrief & rubricsTaskThe finalexam is an individual case study analysis of the attached Flare Fragrancescase study. The expecteddocument should containanswersin an essay format. Please answer the following questions:1. Please assess the strengths and weaknesses of Flare’s position in the women’s fragrances market. Assess the different market opportunities for this firm 2.What are the pros and cons of Flare’s possible growth strategies?3.Analyze the distribution and channel programs of this firm. Should this firm focus on new distribution channels? Discover new ones 4.What would you improve within the communication programs of this firm to enhance the positioning of this firm in front of itscompetitors? 5.What are the most important marketing factors to consider in deciding whether to cancel, delay or move forward with a Savvy launch? Formalities:•Wordcount: 2000 –2500 words• Cover, Table of Contents, References and Appendix are excluded of the total word count.•Font: Arial 12,5 pts. •Text alignment: Justified.• The in-text Referencesand the Bibliography have tobe in Harvard’s citation style.Submission:Week 8–Via Moodle (Turnitin). Due by July19 at 23.59Weight:This task is a 60% of your total grade for this subject.It assesses the following learning outcomes:•Outcome 1: Students will be able to apply the analytical frameworks used to assess the major decisions facing marketing managers as they develop and launch new products, plan the marketing strategy, and handle brand management.•Outcome 2: Illustrate how to managethe dynamic changes in the competitive environment•Outcome 3: Analyze and forecastcompanies’channel strategyand marketing budgets.•Outcome 4: Analyze and forecast the future needs for resources in the internal environment of corporations

Rubrics:Exceptional 90-100Good 80-89Fair 70-79Marginal fail 60-69Knowledge & Understanding (20%)Student demonstrates excellent understanding of NPD and launching new products, marketing strategy, brand management, competitive environment, channel strategyand uses vocabulary in an entirely appropriate manner.Student demonstrates good understanding of NPD and launching new products, marketing strategy, brand management, competitive environment, channel strategyand demonstrates use of the relevant vocabulary.Student understands the task and provides minimum theory and/or some use of vocabulary.Student understands the task and attempts to answer the questionsbut does not mention key concepts or uses minimum amount of relevant vocabulary.Application (30%)Student applies fully relevant knowledge ofNPD and launching new products, marketing strategy, brand management, competitive environment, channel strategytopics delivered in class.Student applies mostly relevant knowledge ofNPD and launching new products, marketing strategy, brand management, competitive environment, channel strategytopics delivered in class.Student applies some relevant knowledge ofNPD and launching new products, marketing strategy, brand management, competitive environment, channel strategytopics delivered in class.. Misunderstanding may be evident.Student applies little relevant knowledge NPD and launching new products, marketing strategy, brand management, competitive environment, channel strategytopics delivered in class.. Misunderstands are evident. Critical Thinking (30%). Student critically assesses in excellent ways, drawing outstanding conclusions from their analysis and observations. Student critically assesses in good ways, drawing conclusions from their analysis and observations .Student provides some insights but stays on the surface of the topic. References may not be relevant. Student makes little or none critical thinking insights, does not quote appropriate authors, and does not provide valid sources. Communication (20%)Student communicates their ideas extremely clearly and concisely, respecting word count, grammar and spellcheck Student communicates their ideas clearly and concisely, respecting word count, grammar and spell check Student communicates their ideas with some clarity and concision. It may be slightly over or under the word count limit. Some misspelling errors may be evident. Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed wordcount excessively and misspelling errors are evident.