



**ASSIGNMENT 1<sup>ST</sup> SEMESTER : INTERNATIONAL MARKETING  
2 (IM2)**

**STUDY UNITS COVERED : STUDY UNITS 1 - 7**

**DUE DATE : 3:00 p.m. 20 MARCH 2012**

**TOTAL MARKS : 100**

#### **INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS**

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, or the relevant Student Support Centre, or can be downloaded from the IMM website. It is essential that you study the complete instructions prior to beginning your assignment. The following points highlight only a few important notes:

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format and on plain A4 paper. This assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website: [www.immgsm.ac.za](http://www.immgsm.ac.za) on Friday, 4 May 2012.

**SPECIFIC INSTRUCTIONS:**

Your assignment should be presented as a business document, with suitable headings and sub-headings and should not exceed 1500 words in length. Ensure that you reference fully all your information sources and that you are not guilty of plagiarism.

The prescribed textbook is: Cateora, P.R., Gilly, M.C., and Graham, J.L., 2009. *International Marketing*. 14<sup>th</sup> ed. McGraw-Hill.

**BACKGROUND**

JayJays Jams and Marmalades CC is a relatively small producer of jams and marmalades based near Nelspruit, in Mpumalanga. The factory provides employment to about 45 members of the local community and is an outlet for local small fruit farmers and other suppliers.

The company's main products are its range of marmalades, which include kumquat, lime, pure orange, pure grapefruit, and orange and grapefruit varieties. In addition the company produces guava, pineapple, mango, and peach and ginger jams.

JayJays' products are sold in the local hotels, game lodges, country lodges and guest houses, all of which find that the marmalades and jams are a popular item on the breakfast buffet.

In addition, JayJays sells through the large fruit and vegetable 'stalls' found along the main highway linking Mpumalanga with Gauteng. These 'stalls' are more in the nature of large retail outlets than the traditional small roadside farm stalls and they receive a large number of local and foreign visitors seeking local, home-produced food products. JayJay's marmalades appear to be the top seller to these foreign buyers, although its guava jam seems to be well liked as well.

The preserves are packed in glass jars, with an attractive label implying a home-grown, home-made, wholesome product. Gift packs are offered, comprising two jars of marmalade displayed in a woven-grass basket with small carved wooden spoons to enhance the product. The little baskets and spoons are produced locally.

The ingredients used in the preparation of the preserves are natural; there are no artificial preservatives or colourants. The company has achieved HACCP standards (Hazard Analysis and Critical Control Point) compliance; (this is a basic hygiene management system for food products) and ISO 9001 quality management certification. It is able to produce to the requirements of both Halaal and Kosher certification.

JayJays is a financially sound small business. It has always been prudently managed, and apart from some early hiccups it has not been in any financial difficulty. It operates at a profit, most of which has been ploughed back into improving production methods and upgrading equipment. It has financial reserves although they are not extensive. Its credit is good and it could probably raise loans for expansion from an institution such as the Industrial Development Corporation.

However, the company's owner does not want to allow the company to grow so fast that the nature of the business changes dramatically and she loses control.

The company has capacity available for export, and could increase output by 25 per cent almost immediately. Supplies of fruit are available locally. However, it is not envisaged that JayJays could ever compete with the large-scale producers – nor does it want to. It believes that its competitive advantage lies in offering a home-made style of preserve that the major producers cannot match.

## ASSIGNMENT [90]

JayJays has approached you as an export marketing consultant and has asked for your assistance in developing its foreign business. You have already paid a visit to the factory during which you gained the information set out above and observed the whole production process. Your assignment is to draw up a proposed outline export marketing plan.

You should include all the relevant elements of a plan:

1. You will need to evaluate where the company is presently placed (situation analysis, including a SWOT analysis) and whether exporting is a feasible option. If you feel that it is not, then you should give in detail the action that must be taken to make JayJays export ready. **(20)**
2. You will have to consider a suitable marketing strategy and marketing mix (strategies for product, price, distribution and promotion). The choice of markets and the positioning of the product are particularly important in view of the relatively small scale of JayJays' operations. **(15)**
3. You are asked to compile an **outline** plan because at this stage no market research has been undertaken. **(20)**
4. You should then explain the type of market information that will be required before the final plan can be compiled and where to obtain it. **(20)**
5. You should finish by giving a practical action plan to guide JayJays on the next steps. **(15)**

Above all, your proposals must be practical and tailored to JayJays' needs, products and situation. Do not include elements that are purely academic and have no bearing on JayJay's business.

Cateora et al. (2009) and the additional course notes give you the approach and framework for the assignment, but you have to adapt them to this specific situation. You are advised to plan on the basis of direct exporting only to carefully selected niche markets. Keep your planning very simple at this stage – you are not required to compile a complex plan.

## PRESENTATION [10]

**ASSIGNMENT TOTAL: 100**