



ASSIGNMENT 2ND SEMESTER : INTERNATIONAL MARKETING I (IM1)
STUDY UNITS COVERED : STUDY UNITS 1 TO 9
DUE DATE : 3.00 p.m. 17 AUGUST 2010
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 IEX office, or the relevant Student Support Centre, or can be downloaded from the IEX 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 made up from 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 IEX requires assignments to be presented in a typed format, and on plain A4 paper. This assignment must be completed within a limit of 2000 words, excluding the bibliography.
6. A separate assignment cover, which is provided by the IEX, 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 IEX.
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 17 August 2010. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 17 August 2010 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 IEX 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 IEX website, www.iex.co.za on Friday, 8 October 2010.

SPECIFIC INSTRUCTIONS:

Your assignment should be presented as a business document with suitable headings and sub-headings. It should not exceed 1 500 words in length.

ASSIGNMENT**[90]**

You are the owner of a medium-sized factory producing surgical gloves. Your business is located in Kew, Johannesburg, and you supply gloves to a number of private clinics in the Johannesburg area, as well as to wholesalers who supply the medical and dental and hairdressing markets. Your annual sales currently are 100 000 pairs of gloves.

Both in terms of material used and manufacturing process, your gloves meet all local safety and health regulations. Your capacity is 150 000 pairs of gloves annually. Rather than expand into other centres of South Africa, you would like to export to fill your capacity.

Although quality is a critical aspect of this product, price is also important and – all other things being equal – contracts to supply this type of product to any government department of health are won on a price basis. The product therefore will not bear heavy transport or other costs.

Your assignment is to:

- Select a possible export market for your surgical gloves, giving **full** reasons for your choice.
- Decide whether or not you will approach more than one market segment (clinics, doctors and dentists and hairdressers each represent a market segment), giving reasons for your decision.
- Draw up a preliminary appropriate combination of product, pricing, distribution and promotional strategies for your chosen market and market segment. In doing this, first give a brief outline of the aspects of each of these elements (e.g. what makes up a product, in terms of the marketing mix?).
- Indicate which essential items of information would have to be researched further before you could finalise your marketing mix decisions.
- State where you would be able to find the necessary information.

Note that in order to complete this assignment successfully you will have to undertake some research into your chosen market. **You are not expected to obtain all the information that would be required for a successful product launch.**

However, you **should** obtain some basic information concerning general market accessibility, market conditions, and the like.

You may find that asking a few questions regarding the SA market will help you to understand the issues around the marketing of surgical gloves.

PRESENTATION**[10]****ASSIGNMENT TOTAL: 100**