

Introduction

Assume the role of a “marketing manager” of foodpanda Hong Kong and develop a marketing plan for attracting new customers in Hong Kong. You are to write a comprehensive marketing plan profiling competitive and creative strategy to bring more customers to foodpanda. More information about foodpanda is available on the website. Please use the basic information for formulating assumed customers target groups and marketing channels to reach them.

The vibrant city of Hong Kong is a never sleeping place where always something is happening. In this busy marketplace full of many different products and services, to break through the clutter is needed more than just a good marketing plan!

**Share with us your great marketing ideas and win
HK\$ 10,000 scholarship!**

Visit www.foodpanda.hk/contents/scholarship

Are you interested in new products’ launch? How well do you know the local market? Do challenges get you excited?



Are you a creative person thinking **outside of the box**?

If the answer to all these questions is YES, then put your awesome idea into a marketing strategy plan for foodpanda Hong Kong and win HK\$10,000 in cash!

Due dates and submissions

December 21, 00:00 HKT – submit the marketing plan including required application form, proof of enrollment and latest academic record.



foodpanda

Marketing plan's recommended structure

The marketing plan should be straight to the point and not to contain any unnecessary information. Note that the maximum length is 10 pages, everything exceeding the recommended length won't be read neither considered.

Recommended structure could include:

- **Market analysis** – target customers
- **Short product review** – unique selling position
- **Marketing strategy**
- **Marketing campaign** – description and execution

Assessment criteria

The committee will base their assessments on several factors:

- **Professional written communication** – easy to follow, clear and logical storyline
- **Critical thinking** – ability to critically conduct consistent and logical analysis, supporting assumptions with arguments; understanding of the dynamics of the company
- **Creative and original yet feasible plan** – bringing fresh perspectives; presenting a plan that is sound and feasible and that flows from the analysis

We thank all the applicants for their interest and wish them success now and in their professional futures!

foodpanda.hk



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