 

**INDIVIDUAL PROJECT**

**Due Date: 17/03/2021**

**General information:**

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| **Submission requirements** | Submission to | Dr Asma Zaheer |
| Cover page | Please use the attached cover page |
| Typeface/Font | Times New Roman |
| Font size | 12 |
| Line spacing | 1.5 |
| Margins | Top: 2.54 cm; Bottom: 2.54cm; Left: 2.54cm; Right: 2.54cm |
| Length | One or two pages |
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**Instructions:**

All individuals are required to submit a detailed project report on selected service brand or service product. Use your creative skills to shape up best brand products/ services and explain all aspects in detail, use existing product/ service example as benchmark.

* There is an oral presentation for this project, keep ur powerpoint presentation ready (from 5 slides to 7 ) .

**Select a service brand or service product (in Saudi Arabia) you consider to be outstanding:**

* Explore the main factors that contributed for the successful service revolution
* Analyze the differences in terms of core product and supplementary services.
* Explore its strength and weaknesses.
* Key challenges do you see in service product/ service brand did in carrying out its transformation.
* Steps do you think service product/ service brand should take to cement its strong service culture, continue service innovation, and maintain its high profitability.
* Shaping a Strategic Service Vision for the Future

**The Report Should Include:**

* Cover Page
* Introduction & Background: Discuss About The Service Brand / Service Product Background In Terms Of The Company’s History And Profile, Its Core Business,...Etc.
* Product(S) Or Service(S) Offered
* SWOT Analysis
* Competitors
* Evaluate The Effectiveness Of The Current Marketing Mix
* Product
* Price
* Place / Distribution
* Promotion (The Promotional Strategies, What Kind Of Promotional, And Selection Of Media)
* Suggestion
* Future Plans
* Conclusion
* References