

MKT 113 Final Project Part I Milestone One Guidelines and Rubric

In your role as marketing director of a large pet supply company, your first job is to help the company launch a new pet food line. This line will be for both cats and dogs, and the company is excited because the product is made of all natural ingredients. The new pet food will be sold for about 10% more than its competitor’s pet food product. You will need to make some key strategic decisions about how to launch and promote this new product line. Your company makes pet food, toys, and supplies that are sold in retail locations and via its online store. Although the company has a robust website, it is not on any social media websites and prefers traditional media channels to promote its products.

Prompt: The first part of your work for the new product will be to conduct a SWOT analysis for the pet supply company’s new product and consider how this information can be used to help develop the marketing strategy. SWOT is an acronym for strengths, weaknesses, opportunities, and threats. These qualities can be internal or external. A SWOT analysis is a useful tool. A careful SWOT analysis supports a plan of action to identify and achieve specific marketing goals. If a SWOT analysis is completed in an open, objective, and factual manner, the positive aspects of the current situation can be increased and the negative decreased. A SWOT can be conducted for a company or a product. Ensure that your focus is on **the product** for this milestone.

By using a SWOT analysis, you can:

- Recognize the product strengths
- Identify and reduce weaknesses
- Pinpoint opportunities
- Avoid threats and potential pitfalls

Create a table similar to the one shown below using the [Milestone One SWOT template](#), and use bullet points to complete your SWOT analysis. Each section should have a minimum of three factors listed:

SWOT Analysis Exercise		
Internal	<p>Strengths (List at least three factors)</p> <ul style="list-style-type: none"> • Strengths are the attributes that set the product apart from the competition. 	<p>Weaknesses (List at least three factors)</p> <ul style="list-style-type: none"> • Weaknesses are things missing from the product or things that the product does not do as well as the competitor.
External	<p>Opportunities (List at least three factors)</p> <ul style="list-style-type: none"> • Opportunities are things outside of the company’s control that would increase the likelihood that the product will get purchased. 	<p>Threats (List at least three factors)</p> <ul style="list-style-type: none"> • Threats are the things outside of the company’s control that could inhibit sales.

Your SWOT analysis will be submitted as a discussion board post. For the SWOT, describe the internal factors (i.e., the features of the company itself that will affect how the product is marketed, the nature of the new product) and the external market factors (i.e., existing competing products). In addition to the matrix, include one to two paragraphs describing how the company could use this information to develop marketing strategies and activities. Discuss which of the product’s strengths you will be leveraging in your marketing activities. Be specific in your posts.

In your response posts to at least two of your classmates, discuss how the company’s threats or weaknesses could affect your classmates’ proposed marketing activities.

Submission guidelines for Final Project Part I Milestone One

For your initial discussion board post (1), you must:

- Compose a post of one to two paragraphs
- Include your SWOT matrix as an image
- Complete the initial post by Thursday at 11:59 p.m. of your local time zone.
- Discuss which of the product’s strengths you will be leveraging in your marketing activities

For your response discussion board posts (2), you must:

- Reply to at least two classmates outside of your own initial post thread
- Complete the two response posts by Sunday 11:59 p.m. of your local time zone.
- Discuss how the threats or weaknesses you identified in your initial post could affect the proposed marketing activities of your classmates

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
SWOT – Strengths and Weaknesses	Describes the strengths and weaknesses of the new product	Describes strengths and weaknesses of the new product; however, information is too general or unclear	Does not describe strengths or weaknesses of the new product	20
SWOT – Leveraging Strengths	Indicates how strengths will be leveraged in the marketing of the product	Description of how the product strengths will be leveraged is insufficient	Does not describe how strengths will be leveraged in the marketing of the product	15
SWOT – Opportunities and Threats	Identifies current market opportunities and threats for the product, providing details	Identifies current market opportunities and threats for new product; however, significant opportunities or threats are not indicated	Does not describe any opportunities or threats for the new product	15

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SWOT – Interpretation	Explains the SWOT findings and articulates how this understanding can help the marketing of the new product	Explains the SWOT findings, but does not relate them to marketing the new product	Does not explain the SWOT findings	20
Timeliness	Submits initial post on time	Submits initial post one day late	Submits initial post two days late	10
Engagement	Provides relevant response posts with some explanation and detail	Provides somewhat relevant response posts with some explanation and detail	Provides response posts that are generic with little explanation or detail	15
Articulation of Response	Posts have no major errors related to grammar, spelling, syntax, or organization	Posts have major errors related to grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Posts have critical errors related to grammar, spelling, syntax, or organization that prevent understanding of ideas	5
Total				100%