

Undergraduate Diploma in Business Administration: Intake September 2025

Assessment Task: Written assignment based on chosen questions	
Module: <i>Marketing And Research</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 20 August 2026	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process marketing and research.</p> <p>Note</p> <p>This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in marketing and research</p> <p>Note</p> <p><i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> ☐ Question 1: Customer Relationship Management and Digital Customer Experience – Research and Academic Work on APS Bank (Malta) </div> <p>Customer Relationship Management (CRM) plays a critical role in building customer satisfaction, trust, and long-term loyalty in the banking sector.</p> <p>Conduct a critical analysis of how APS Bank uses Customer Relationship Management (CRM), digital banking services, and customer engagement initiatives to enhance the customer experience and strengthen customer relationships. Evaluate the effectiveness of the bank's digital channels, personalised services, and customer-centric approach in supporting customer satisfaction and retention. APS Bank positions itself as "the community bank" and has invested in customer experience initiatives and digital transformation.</p> <p>As part of your analysis, evaluate APS Bank's competitive position using Porter's Five Forces and conduct a SWOT analysis. Apply the 7Ps Marketing Mix to assess its service marketing strategy and use the Ansoff Matrix to identify potential opportunities for future growth. Where relevant, incorporate PESTEL analysis to examine external factors influencing Malta's banking industry.</p> <p>Provide evidence-based recommendations on how APS Bank can further strengthen its customer relationships and digital customer experience.</p> <p>You will be expected to give attention to the following:</p> <ul style="list-style-type: none"> A background statement outlining Malta's banking industry and APS Bank's market position Analysis of APS Bank's CRM strategy and customer experience initiatives Evaluation of digital banking services and customer engagement Competitive analysis using SWOT and Porter's Five Forces Evaluation of growth opportunities using the Ansoff Matrix Application of the 7Ps Marketing Mix and/or PESTEL analysis, where appropriate Strategic recommendations supported by research <p>Suggested structure</p> <ol style="list-style-type: none"> Introduction: Industry and company background APS Bank's CRM and customer experience strategy 	

3. Digital banking and customer engagement
4. Competitive analysis (SWOT + Porter's Five Forces)
5. Marketing and growth strategy (7Ps and Ansoff Matrix)
6. External environment analysis (PESTEL, where relevant)
7. Recommendations with justification
8. Conclusion

Question 2:

Global Market Entry and Brand Localisation – Research and Academic Work on Ecoalf (Spain)

Ecoalf, a Spanish sustainable fashion brand, is planning to expand into South Korea as part of its international growth strategy. Develop a strategic market entry and brand localisation plan for Ecoalf by analysing the South Korean market. Evaluate the country's political, economic, social, technological, environmental, and legal environment using PESTEL Analysis. Assess Ecoalf's competitive position using SWOT Analysis and Porter's Five Forces, evaluate growth opportunities through the Ansoff Matrix, and recommend an appropriate market entry and localisation strategy using the 7Ps Marketing Mix.

Based on your findings, provide evidence-based recommendations on how Ecoalf can successfully position its sustainable brand in the South Korean market.

You will be expected to give attention to the following:

- A background statement outlining the global sustainable fashion industry and Ecoalf's market position.
- A detailed analysis of the selected international market using PESTEL Analysis.
- An assessment of consumer behaviour, sustainability trends, and market opportunities.
- A competitive analysis using SWOT Analysis and Porter's Five Forces.
- An evaluation of growth opportunities using the Ansoff Matrix.
- A market entry and brand localisation strategy using the 7Ps Marketing Mix.
- Practical recommendations supported by academic literature, market research, and industry reports.

Suggested structure

1. Executive Summary
2. Introduction: Sustainable fashion industry and Ecoalf background
3. Market Analysis: Selected country using PESTEL Analysis
4. Competitive Analysis: SWOT Analysis and Porter's Five Forces
5. Growth Strategy: Application of the Ansoff Matrix
6. Market Entry and Brand Localisation Strategy: 7Ps Marketing Mix
7. Recommendations with justification
8. Conclusion

Question 3:

International Market Entry Strategy – Research and Academic Work on Flying Tiger Copenhagen (Denmark)

Flying Tiger Copenhagen has successfully expanded across Europe through its unique retail concept, offering affordable lifestyle products with a strong emphasis on creativity, innovation, and customer experience. As part of its international growth strategy, the company is planning to expand into Singapore.

Develop a strategic market entry plan for Flying Tiger Copenhagen by conducting comprehensive market research and applying relevant marketing theories and strategic frameworks. Analyse the Singaporean retail market, consumer behaviour, and business environment to determine the most suitable market entry strategy.

Apply PESTEL Analysis to evaluate the external environment, SWOT Analysis and Porter's Five Forces to assess the competitive landscape. Use the 7Ps Marketing Mix to recommend how Flying Tiger Copenhagen should adapt its products, pricing, promotion, distribution, people, processes, and physical evidence to successfully enter and compete in the Singaporean market.

Based on your research findings, provide practical and evidence-based recommendations to support the company's successful market entry and long-term growth.

You will be expected to give attention to the following:

- A background statement outlining the global retail industry and Flying Tiger Copenhagen's market position.
- An analysis of the Singaporean retail market using PESTEL Analysis.
- An assessment of consumer behaviour, retail trends, and market opportunities.
- A competitive analysis using SWOT Analysis and Porter's Five Forces.
- A market entry strategy supported by the 7Ps Marketing Mix.
- Practical recommendations supported by academic literature, market research, and industry reports.

Suggested structure

1. Executive Summary
2. Introduction: Retail industry and company background
3. Singaporean Market Analysis (PESTEL Analysis)
4. Competitive Analysis (SWOT Analysis and Porter's Five Forces)
5. Market Entry Strategy (7Ps Marketing Mix)

6. Recommendations with justification 7. Conclusion	
Pass Mark - 50%	Total Assignment Weighting - 55%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>