

UNIVERSITY OF BRADFORD

MSc STRATEGIC MARKETING

MAN4153M

6th May 2014

16:00 – 17:30 hours

Main

This is an **OPEN BOOK** examination

Candidates are permitted to bring lecture notes and cases into the examination and any preparatory analysis of the case

No personal notes or prepared papers may form part of the script submitted.
Dictionaries are not permitted

Answer **BOTH** Question
Both questions carry equal marks

Case Study – Sunripe Marketplace: A Private Label Strategy

Answer **BOTH** questions
Both questions carry equal marks

1. Sunripe Marketplace has successfully identified and targeted a niche market for its stores.
 - The segment which uses Sunripe can be described in demographic terms. How else could this segment be analysed?
 - How would a company evaluate a market segment to ensure that it is attractive?
 - What makes its current segment attractive to Sunripe?
(50% of marks)

2. Mr Willemsen would like to improve the performance of his business. Extending the Sunripe brand and changing the product mix is one option to achieve objectives.
 - Which other options are open to him to improve the performance of the company?
(50% of marks)