

MELINIA ACADEMY



FOUNDATIONS OF THE MARKET

ASSIGNMENT / PRACTICAL
PROJECT

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Rules:

- No copy-paste from Google or books
- Use real brands, real people, and real observations
- Write in your own words with logical explanations

TASK 1: WHAT IS A MARKET? (Beyond Textbook Definition)

Practical Activity:

Choose **one market** from the list below:

- Fitness industry
- Food and restaurant industry
- Education or coaching industry
- Fashion or clothing industry
- Local service market (salon, gym, clinic, tuition, etc.)



You must explain:

1. What is actually being sold in this market (value, not product)
2. Who is buying and why
3. Where and how buyers and sellers connect
4. Major problems customers face in this market
5. Which brands or businesses are winning and the reason behind it

TASK 2: WHO IS A CUSTOMER? (The Heart of Marketing)

Practical Activity:

Interview two **real people** (friends, family members, shop customers, or colleagues).

Ask and document:

- What was the last product or service they purchased?
- Why did they choose that particular brand?
- What problem were they trying to solve?
- What made them trust the brand?



Analysis Required:

- Emotional reason versus logical reason
- Whether it was a need, want, or desire
- What influenced them most (price, reviews, brand image, fear, convenience, status)

TASK 3: HOW CUSTOMERS THINK BEFORE BUYING

Practical Activity:

Select **one product or service** you personally purchased recently.

Map the customer buying journey:

1. Problem awareness
2. Information search
3. Comparison of options
4. Final buying decision
5. Post-purchase experience

Answer clearly:

- What doubts did you have before buying?
- What delayed your purchase decision?
- What finally convinced you to buy?

TASK 4: WHAT IS MARKETING? (Real Definition)

Practical Activity:

Choose two brands:

- One online brand
- One local or offline brand



Explain:

- How they attract attention
- How they build trust
- How they convert prospects into customers
- How they retain customers after purchase

TASK 5: HOW MARKETING ACTUALLY WORKS (Step-by-Step)

Practical Activity:

Select any business (local shop, website, Instagram page, startup, or service provider).

Create a marketing flow:

1. Target audience identification
2. Problem identification
3. Message creation
4. Platform or channel selection
5. Offer presentation
6. Conversion method
7. Relationship and retention strategy

You can present this as:

- A flowchart
- A step-by-step funnel
- A visual or written customer journey

TASK 6: CORE PRINCIPLES OF MARKETING (Real-World View)

Practical Activity:

Choose **one successful brand** you admire.

Identify how the brand applies:

- Value creation
- Differentiation
- Consistency
- Trust-building
- Customer-centric thinking

Support each point with real examples from the brand's marketing or customer experience.

TASK 7: MARKETING IN THE DIGITAL AGE (Bridge to Digital Marketing)

Practical Activity:

Choose **one digital platform**:

- Instagram
- Google
- YouTube
- WhatsApp Business
- Website



Analyze:

- How businesses attract customers on this platform
- How content influences buying decisions
- How trust is built digitally
- How leads or sales are generated

Explain how traditional marketing principles are applied through digital channels.

TASK 8: REAL-LIFE CASE STUDY AND BRAND DISSECTION

Practical Activity:

Choose **one brand** (startup or established business).

Your case study must include:

- Target audience
- Core problem solved
- Brand message and positioning
- Marketing channels used
- Reason customers prefer this brand
- Competitive advantage



Optional: Suggest one improvement or growth opportunity for the brand.

FINAL TASK: MINDSET OF A MARKETER (Most Important Section)

Reflection Writing (Minimum 300 words):

Answer the following:

- How does a marketer see the world differently from a normal consumer?
- How will your way of observing ads, brands, and customers change?
- What habits will you develop as a marketer?
- Why marketing is more about understanding people than selling products?

Submission Guidelines

- Format: PDF, DOC, or PPT
- Use clear headings for each task
- Use real-life examples only
- Original thinking is mandatory