

ASSIGNMENT QUESTION

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| Programme: | Executive MBA |
| Module Code & Name: | EMBGMBM - Global Marketing and Brand Management |
| Business School: | IEMD Graduate Business School, Spain |
| Course Leader: | |
| Title: | Lenovo Goes Global |

Assignment Tasks:

You are to read the accompanying case study; “Lenovo Goes Global”

You are to undertake research from current company records and other secondary sources that are publicly available to enable you to complete this assignment. Your task is to complete an investigation business report format by specifically addressing the following issues:

- i. Discuss how well Lenovo’s SWOT/PEST analyses match each other.
- ii. How intense is the Global PC, Laptop and Smartphone Industry (Porter’s 5-Forces model)
- iii. What is Lenovo’s position from a BCG matrix perspective?
- iv. What is Lenovo’s position from an Ansoff matrix perspective?
- v. Analyse the extended marketing mix (4Ps of product marketing mix and 3Ps of services marketing mix) of Lenovo.
- vi. Make recommendations to overcome any areas of weaknesses.

The word count is 5,000 words (+/- 10%) with indexed headings & subheadings in the following format:

- A Cover Page
- Table of Contents
- Introduction
- Body
- Conclusion
- Reference Section

The **Harvard Referencing System** must be adopted with in-text citations.

Further Instructions for Assignment.

1. The general assessment criteria are: Substance, Originality of work, Presentation, Use of illustrations / examples, where appropriate.
2. Independent research on the relevant topics is encouraged.
3. Special consideration would be given to students who demonstrate an in-depth analysis of the questions.
4. Candidates who simply regurgitate their answers from sources may risk getting a poor mark and may risk failing the paper outright if plagiarism is detected.
5. Any similarities between individual assignments will result in a fail grade.
6. The presentation format should be:
 - Top, Bottom margins : 1”

- Left margins : 1.25"
 - Right margin : 0.8"
 - Header & Footer : 0.5"
 - Printing : Single Page A4 size
 - Vertical spacing : Double
 - Font type & size : Times Roman 12 pt
 - Binding : Comb
 - Page numbering : Page x of y (right justified in footer)
7. Retain a copy of your assignment.
 8. You are required to submit a labelled soft copy of your assignment.

Legends for Term Used

| Terms | General Description of Work Presented |
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| Excellent | <ul style="list-style-type: none"> • Relevant issues consistently identified/discussed/analysed to a very high standard with very clear explanations/rationale/justification. • Very strong evidence of wider reading with relevant citations used providing very strong insights into the topic of discussion. • Critical analysis very well developed with strong identifications of pros and cons and the impact/implications of both to the issue at hand. • Very professionally and creatively presented quality of work that is very neat and tidy with very coherent flows of arguments. |
| Good/Strong/Clear | <ul style="list-style-type: none"> • Relevant issues consistently identified/discussed/analysed to a high standard with clear explanations/rationale/justification. • Strong evidence of wider reading with relevant citations used providing strong insights into the topic of discussion. • Critical analysis well developed with good identifications of pros and cons and the impact/implications of both to the issue at hand. • Some professionalism and creativity shown in the quality of presentation with work that is neat and tidy with coherent flows of arguments. |
| Some / Fair / Somewhat | <ul style="list-style-type: none"> • Relevant issues consistently identified/discussed/analysed to a satisfactory standard with good explanations/rationale/justification. Some inconsistencies. |

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| | <ul style="list-style-type: none"> • Some evidence of wider reading with relevant citations used providing good insights into the topic of discussion. • Critical analysis somewhat developed with some identifications of pros and cons and the impact/implications of both to the issue at hand. • Some professionalism and creativity shown in the quality of presentation with work that is somewhat neat and tidy with some coherent flows of arguments. |
| Poor / Little / Partial | <ul style="list-style-type: none"> • Relevant issues consistently identified/discussed/analysed to an inconsistent standard with poor explanations/rationale/justification. Many inconsistencies detected. • Little evidence of wider reading with relevant citations used providing little insights into the topic of discussion. • Critical analysis poorly developed with little or no identifications of pros and cons and the impact/implications of both to the issue at hand. • Little professionalism and creativity shown in the quality of presentation with work that is NOT neat and tidy with incoherent flows of arguments. |