



VICTORIA UNIVERSITY OF  
**WELLINGTON**  
TE HERENGA WAKA

## School of Marketing and International Business

### MARK 101: Digital Marketing Management Assignment One T3, 2022

**Due:** Friday 9 December, midnight  
**Worth:** 35% of your final grade  
**Submission:** Turnitin submission

#### LAYOUTS & LIMITS:

1. *Follow the word limits.* These will be strictly enforced.
  - a. Question one: 750 words
  - b. Question two: 500 words + Table (one page)
  - c. Question three: 250 words
  - d. Question four: 250 words
2. All written work, use 12-point font and single spacing
3. All work should be referenced. References and citations to follow latest APA style guide (7). In text citations and full reference list is required

#### Extensions

Extensions are available in this course only in exceptional circumstances. Apply for an extension using the form on Blackboard.

#### PLAGIARISM

We will be checking for plagiarism in this assignment and any student caught plagiarizing will face the consequences outlined in the academic misconduct policy.

## Introduction

This assignment focuses on the growing market for EV cars and the affect of this on the premium end of the overall car market. In the face of growing climate change electric vehicles represent a transformative change to private transport. The New Zealand government has a goal that by 2035 all car sales will be electric vehicles.

You will find some basic information on premium / luxury cars and electric vehicle markets under the assignment one tab on blackboard but you will need to do more research on the New Zealand market.

To do well in this assignment you will need to talk about more than one car brand, show that you can conduct an environmental scan, identify opportunities and threats and make recommendations.

### Question one – Macro environment (25%)

In a **maximum** of 750 words or less, explain how each PESTE macro factor is influencing the New Zealand EV (Electric Vehicle) product market.

### Question two – market trends (25%)

In a maximum of 500 words, explain the key market trends in ***New Zealand*** for electric vehicles. Include the following:

- a. Explain the size of the current and potential market (quantify in dollar value, number of firms, size of firms, numbers of consumers etc.)
- b. In a paragraph, explain the changes that have taken place in the market within the last two years.
- c. In a second paragraph explain the changes that are expected to take place in the future.

Use a table (maximum of one page) and;

- d. Identify **three** competitors in the electric vehicle marketplace and describe the strengths and weaknesses of your chosen competitors.
- e. Rank the three competitors in order of importance to the New Zealand market and in a sentence or two for each, justify your rankings

### Question three – Opportunities and threats. (25%)

Select one of the EV companies operating in New Zealand. In no more than 250 words (maximum),

- f. Analyse **two** marketplace opportunities that your selected EV company can take advantage of.
- g. Analyse **two** marketplace threats that your selected EV company will need to overcome.

### Question four - Recommendations (25%)

In no more than 250 words and using the opportunities you have identified above;

- h. describe **one product development recommendation** and explain why this idea should be adopted by your selected EV company.
- i. describe **one market development recommendation** and explain why this idea should be adopted by your selected EV company.