XXX Secondary School

20xx-20xx

Business, Accounting and Financial Studies

Key Business Functions

Classwork Worksheet: Group Discussion (Answer)

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: 4\_\_\_ ( ) Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Read the information of Nissin Group and find out their marketing mix.

Graphical user interface, application, PowerPoint

Description automatically generatedExtract A: Extracted from “Brands &Products” pages of Nissin Group’s website

A can of food

Description automatically generated with low confidenceA picture containing graphical user interface

Description automatically generated Extract B: Extracted from the website of a local supermarket

Extract C: Extracted from Nissin Group’s website

Graphical user interface

Description automatically generated

Text, letter

Description automatically generated

Please discuss and write down the marketing mix (Product, Pricing, Place and Promotion) of Nissin Group.

Nissin launches new flavours with special packaging.

Developing a membership program through the mobile app.

Nissin noodles can be easily bought from supermarkets, convenience stores and retail shops.

Position: offering “safe, convenient and delicious” food products

Target customers: the general public

Nissin noodles are comparable to other instant noodles.

Nissin Group produces different types of instant noodles including cup noodles, ramen, rice vermicelli, macaroni; local tastes are developed

Place

(Tips: Where can you get the products of the brand?)

Product

(Tips: what does the brand sell?)

Promotion

(Tips: How does the brand promote their products?)

Pricing

(Tips: What is the position and target customers of the brand?)

Compare the marketing mix (Product, Pricing, Place and Promotion) of Tai Hing Group and Nissin Group in the table below.

|  |  |  |
| --- | --- | --- |
|  | **Tai Hing Group** | **Nissin Group** |
| **Product** | Different brands which offer different catering services. | Different types of instant noodles. |
| **Pricing** | Position: multi-brand casual dining restaurant group  Target customers: the general public  Comparable to other restaurant groups. | Position: provide “safe, convenient and delicious” food product  Target customers: the general public  Comparable to other instant noodles. |
| **Place** | Located in some shopping malls and provision of online ordering services | Can be easily bought from supermarkets, convenient stores, retail shops and many online shops. |
| **Promotion** | Invite celebrities to film the TV commercials.  Launched products with limited edition. | Launched new flavors with special packaging. |

**References:**

Nissin Group (2023, March 16). Nissin Group Official Website. <https://www.nissinfoods.com.hk/tch/products>

Tai Hing Group Holdings Limited (2023, March 16). Tai Hing Official Website. <https://www.taihing.com/?route=home#home-banner>