**XXX Secondary School**

**20xx-20xx**

**Business, Accounting and Financial Studies**

**Key Business Functions**

**Classwork Worksheet: Group Discussion**

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.

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 \_\_\_\_\_\_\_\_\_\_\_\_ service. | Different types of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| **Pricing** | Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Target customers: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Comparable to other restaurant groups. | Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Target customers: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Comparable to other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| **Place** | Located in some \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and provision of online ordering services | Can be easily bought from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and retail shops. |
| **Promotion** | Invite \_\_\_\_\_\_\_\_\_\_\_\_\_ to film the TV commercials.  Launch products with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | Launch new flavors with special packaging.  Launch a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  program through the mobile app. |

**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>