

Feedback for My Nguyen & Oumnia Rachad: Marketing Plan for Tokari Company in 2023

The presentation video wasn't included in the file when I downloaded it from MyCourses so my feedback will be focused on the slides along with the audio notes. The slides are nice and simple with a consistent theme throughout the presentation. However, there could be more images/ figures and less text on some slides to increase the focus of the viewer.

The business model seems to be similar to for example Amazon with some slight differences as the goal is to be a one-stop e-commerce solution. Perhaps some more differentiating features could have been included. However, some interesting aspects that are mentioned in the key value proposition part are the social commerce aspect as well as the seller training programs.

The presentation included examples of different channels/tools that Tokari is using in its digital marketing strategy like the use of gamification and influencer marketing. These tend to be focused on increasing engagement with consumers as well as focusing on making the shopping experience fun and easy. These make sense from a business sense and will help Tokari position itself as a modern e-commerce platform.