

## My Nguyen & Oumnia Rachad, Group Project

When evaluating My's and Oumnia's group project, I was excited that their subject covered eCommerce, but with Tokari platform. What I considered were different than in other cases I have been seeing is that their marketing strategies were mainly focused on mobile phone strategies. The first impression regarding their group project is that I felt they were professional in their area, but I did feel overwhelmed with their presentation, and it was hard to follow.

I enjoyed the structure of their project slides, since it was clear and I always knew what topic, they will be covering, such as company background, marketing objectives and goals and marketing strategies. This felt to be a logical way in presenting their project, and, I liked to color themes they had chosen, and they consistently used those. In the marketing objectives and goal's part, I do think they well presented their goals, and it was nice to see numbers involved with their goals, such as increasing sales by 5% from their existing customers. In my opinion, the best strategies tend to focus on the number side because it gives more in-depth information how much sales need to occur. When it comes to the marketing strategy part, I learned new perspectives from My and Oumnia because I have not educated myself that much in mobile marketing and user-generated content.

When thinking of what could be improved and what was missing, I would first start with the presentation slides because I felt it was hard to follow-up. I would try to minimize the amount of text, and to provide more straightforward ideas, and I would also use more spaces between paragraphs. Without proper presentation design, I consider that the best ideas out there can lose their value because the audience does not feel interested in following the presentation. Also, I noticed My and Oumnia did not cover the budget side of their marketing, and without that I find it hard to evaluate are their marketing strategy doable or not. However, I feel My and Oumnia have a good understanding of their marketing strategy and how those strategies could be implemented but as an audience I would like to understand better the budget and the software side, for example, what software they will be using to do the digital advertising and so on. They now had only high-level view regarding the topics, such as they mentioned they will be using ads, but there was not information what they consider major web portals to be.

Overall, I felt like I learned many different topics from their presentation, and I consider them to have in-depth knowledge in digital marketing. Also, it was to see that they left theoretical arguments for research to back-up their arguments. However, I did feel that it was hard to follow their

presentation, which unfortunately caused me to miss important aspects of the presentation, leaving me an impression that they have not considered their digital marketing strategy more in-practical level. For example, I was happy to see their list of marketing goals with numbers, but I did not understand how they will be reaching those.