

**Designing a Media Plan And Advertising Strategies For Products Promotion Of Murree  
Brewery Co.**



**By:**

Ali Raza (01-120122006)  
Hassan Ali (01-120122-018)  
Azram Abbas (01-120121-016)

**Supervisor:**

Mr. Kashif Ali Shigri

**A research Project is submitted in partial fulfillment  
of the requirement for the degree of MBA**

**Department of Management Sciences  
Bahria University Islamabad Campus**

**Bahria University Islamabad  
2015**

## **Abstract**

The aim of the study is to explore the significance of media planning while using the example of Murree Brewery; since its inspiring model is completely out of the ordinary amidst other rival brands. The scope of the study is to demystify the importance, insights, and reasons of Media Planning and its impact on advertising in the midst of contemporary context of Pakistan. Also the case of Murree brewery is to be dissected so that subtle facts and reasons can be explored in great detail and pave the way for successive researches.

The study encompasses all the precedents as to media planning from across the globe and endeavor to explain its usage with the help of research conducted upon Murree Brewery. A sample of fifteen is to be taken from Murree Brewery with the aim to elicit quality information from the incumbents without much put or hindrance. Inside the sample of fifteen, individuals from multifarious positions are to be figured so that diverse data can be attained which have significant bearing on the prospects of the undergone research.

In addition, the case of Murree Brewery is the most arduous endeavor to follow up since Pakistan boasts certain legislation that are enshrined to derecognize alcohol making practices amidst Muslims. By the same token, Murree Brewery company is ought to set itself apart from such despised image and undertake business-like strategies to put over a reasonable image for their products and services without much put and hindrance.

The result of the study explains the pressing nature of Media planning under contemporary conditions since it enables organization to set itself apart from its competitors by all means. Moreover, with the help of theme analysis they justify their very own trajectory of media planning and how well it is to help them in the future.

## **Acknowledgement**

The success and final outcome of this Project required a lot of guidance and assistance and I am extremely fortunate to have got them all along till the completion of my project work. Whatever I have done is only due to their guidance and assistance of my teachers and it is inevitable to proceed without thanking them.

I respect and thank my Project supervisor Mr.Kashifalishigri, for giving me the opportunity to do this Project work as to Media Planning and its impact on Murree Brewery products. For providing me all support and guidance which made my project to finish on time. Once again, I am extremely grateful to him for playing such an indispensable role in my Project, although he had a busy schedule managing many other endeavours.

I owe my profound gratitude to myProject exigent interviewee Mr. Ali, who took keen interest in my Project and guided me all along, till the completion of our project work by providing all the necessary insights for developing a good Marketing Research.

We would not forget to remember Mr.Abid Ali and Mr.Shahid from Murree Brewery for their unlisted encouragement and, moreover, for their incisive responses on the questions being asked on social media tactics.

Finally, I am thankful to and fortunate enough to get constant encouragement, support and guidance from all senior students of management sciences from Bahria University who helped me in successfully completing my Project work. Also, I would like to extend my sincere regards to all the non-teaching staff of department of Management Sciences for their timely support.

## **Table of Content**

### **Chapter 1**

<b>1.1 Introduction.....</b>	<b>1</b>
1.2 Project Purpose.....	3
1.3 Project Goals:.....	4
1.4 Scope Statement.....	4
1.5 Project Objectives.....	4
1.6 Anticipated Benefits.....	4
1.7 Key Success Factors.....	5
1.8 Major Deliverables.....	6
1.9 Time Frame.....	6
1.10 Estimated Budget.....	6
1.11 Constraints.....	7
1.12 Assumptions.....	8
1.13 Potential Risks.....	9
1.14 Information Requirements.....	9

### **Chapter 2**

2. Literature Review.....	10
2.1 Beverage Industry.....	10
2.2 Beverage Industry Management.....	11
2.3 Prominent soft drinks.....	11
2.4 Beverage Industry Contribution.....	12
2.5 Beverages and Hospitality Industry.....	12
2.6 Forecast of non-alcoholic Beverages.....	13
2.7 Market Communication of Beverage Industry.....	14
2.8 Channels of Media w.r.t Beverage Industry.....	15

### **Chapter 3**

<b>3. Research Methodology.....</b>	<b>16</b>
3.1 Nature of Research.....	16

3.2 Data Source.....	16
3.3 Working Sample.....	16
3.4 Sampling Technique.....	17

**Chapter 4**

4.1 SWOT Analysis.....	18
4.1.1 Strengths.....	18
4.1.2 Weaknesses.....	19
4.1.3 Opportunities.....	19
4.1.4 Threats.....	20
4.2 PESTEL Analysis.....	21

**Chapter 5**

<b>5. Data Analysis.....</b>	<b>25</b>
Objective #1.....	26
Objective 2.....	27
Objective 3.....	28

**Chapter 6**

<b>6. Conclusion and Recommendations.....</b>	<b>30</b>
---	-----------

**References**