

Marketing Audit for Highland Country Club



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Marketing Audit for Highland Country Club



This is to certify that this project report, entitled “Marketing Audit for Highland Country Club by Safa Farrukh and Syeda Fatima Abbas (01221142035 & 01221142049), submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration from Bahria University, Islamabad Pakistan, during the academic year of September 2014, is a bonafide record of work carried out under my permission and guidance.

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Acknowledgment

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Abstract

Our client, Highland Country Club (HLCC) is a unique service providing organization, located in a discrete place, overlooking the capital, it stands out head and shoulders above its other competitors I.e. Daman e koh and Monal, from the mountainous terrain of Margalla Hills. It is a mere 35 minute drive from Islamabad. The club offers multiple and diversified kinds of interactive entertainment and recreational opportunities. Hidden from the urban life of Islamabad and set amidst some of the spectacular views of the Margalla hills, the club, blends, exotic continental yet traditional and personalized experience. Its forte is claimed to be unmatched in the region.

In today's day an age, communication has taken reference over all other mediums of interacting for co existence. Its significance cannot be overlooked. Highland Country Club has very limited amount of presence on social media which needs to be increased as this is keeping them from reaching out to a lot of their potential customers. The core objective is to improvise the marketing strategy in general for HLCC which specifically includes brand Awareness through the use of right kinds of promotional tactics and Social media optimization.

In order to conduct this Marketing Audit we have followed the 8 traditional steps that are so very well known and have then tested and deployed them according to the situation at hand with HLCC. Along with this, the methodology as to how we plan on increasing the brand awareness has also been explained and moving further, recommendations have been given regarding how HLCC can change for its betterment as per suggested by us.

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