

**Marketing Strategy for the new M&M's Candy  
Made in Singapore and Different Packaging Design**

**QUESTION 1 - MARKETING STRATEGY (10 MARKS)**

1.1.1. The marketing strategy is a plan of action designed to achieve the organization's marketing objectives.

1.1.2. Explain what the marketing strategy is and how it can be used to achieve the organization's objectives.

1.1.3. (10)

1.1.4. Explain the marketing strategy for M&M's Candy.

- 1.1.4.1. (1)
- 1.1.4.2. (1)
- 1.1.4.3. (1)
- 1.1.4.4. (1)

**QUESTION 2 - MARKETING STRATEGY FOR THE NEW M&M'S CANDY  
MADE IN SINGAPORE AND DIFFERENT PACKAGING DESIGN**

2.1.1. (10 MARKS) (10)

2.1.2. (10)

- 2.1.2.1. (1)
- 2.1.2.2. (1)
- 2.1.2.3. (1)
- 2.1.2.4. (1)