

INTERNATIONAL PROJECT WORKSHOP 2023 – PROJECT ASSIGNMENT		
NAME OF THE COMPANY	TotalEnergies Marketing Česká republika s.r.o.	
NAME OF THE PROJECT	Marketing Strategy for implementation and popularisation of agri product range of TotalEnergies in Agricultural market in Česká republika	
PROJECT DESCRIPTION		
Create a detailed Marketing Strategy and Action plan for deployment of the ranges of TotalEnergies dedicated to the sector .		
PROJECT SPECIFICATION		
Goal	Create a market strategy for deployment of the ranges of TotalEnergies dedicated to the sector. Establish a detailed action plan for popularisation of TotalEnergies ranges by identifying right channels for communication and also the innovative approach.	
Methods	What methods will students use (e.g. statistical analyses, marketing analyses etc.)	
Tools	n/a	
Inputs/Sources	Data about selling by TE, Data and know how about competitors, practical knowledge from TE employees. Data that we have, links for open sources	
Expected output	Marketing strategy with detailed action plan and ideas of activation	
Acceptance criteria	Marketing Strategy , including channels , necessary tools and time frames	
Project boundaries	Agricultural market (Farms, repairers, aftermarket players etc) what is not included - strategy for incorporating OEM's (Claas, John Deer , New Holland)	
Milestones	1 st phase drafting the Goals indemnifying the strategy and objectives. 2 nd phase detailed action plan 3 rd phase wrapping up of the Strategy	
Other important information	Whatever you thing might be important for students/us to know	
REQUIREMENTS FOR PARTICIPANTS (What are the key abilities students should have in order they can handle with the project)		
Must have	Good to have	Additional advantage
Analytical mindset, Basic knowledge of market researches , innovative approach		
NAME OF CONTACT PERSON IN THE COMPANY		

OTHER USEFUL CONTACTS FOR MIAS	
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