

Chair of Accounting and Auditing

Fieldproject „Entwicklung einer Marketingstrategie mit dem Ziel der Erhöhung des Bekanntheitsgrades der Volksbank Leipzig eG in der Region“

Partner: Volksbank Leipzig eG

Term: Winter 2009

From January to April 2009 the Chair of Accounting and Auditing conducted a field project with Volksbank Leipzig aiming to improving Volksbank's brand image. The ideas and concepts worked out by students of MSc3 were to allow the bank to gain new insights and objectives. For the company it was of particular interest to receive advice from persons out of the banking sector, in order to obtain an objective and unaltered feedback.

The results were presented to the company management in a mid-term presentation, a work shop and a final presentation that was held at the beginning of April.

During the whole project an intensive exchange of information took place with both, the project team and the company as well as the supervising chair. An emphasis was put on the three following topics which were analyzed in detail:

- External appearance: Where and how does the company appear to the customers?
- Slogan: How is the slogan used and how does it come across?
- Advertising strategy: Where, how and how often does the bank place advertisements?
Is the company engaged in other areas in order to reach current as well as potential new customers?

On the basis of the analysis' results, concrete measures and the use of further communication instruments was derived. These were summarized in a revised marketing and budget plan and can be considered as recommendations for the upcoming marketing activities of the company.