**NMIMS**

**B2B marketing**

**Internal Assignment for June 2020 Examination**

**1. Crompton Greaves Ltd is the leader in Indian Domestic market for electric motors, which conform to Indian & International Standards. The company faces a severe competition from small scale motor manufacturer as well as large global players like Siemens & ABB. What suggestions you would like to give to the company to maintain its leadership position in this product category?**

**Answer**: Organisations that enjoy competitive advantage are able to produce or sell more goods effectively. Marketers usually develop business strategies to gain competitive advantage over other organisations in the industry. Michael Porter asserts that the effectiveness and supremacy

of organisations in business markets are due to two main factors: their ability to be cost-effective and their ability to provide a differentiated product offering. According to Porter, these two factors combined with the range of activities that the organisation involves itself in to achieve their abilities lead to three generic competitive strategies: differentiation, cost leadership and focus.

**To maintain the leadership position in the market, Crompton Greaves should focus on any of the below strategies**:

**Cost leadership strategy** is based on exploiting some aspects of the production process, which can be executed at a cost significantly lower than that of competitors. There can be various sources of this

**2. An automobile component OEM manufacturing alternator has appointed your advertising agency to design the promotional strategy for their product. You are required to prepare a marketing communication campaign & select appropriate media vehicle for the same keeping in mind the target audience**.

**Answer**: Communication is a process whereby the meaning is defined and shared between living organisms. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or be aware of the sender's intention to communicate at the time of communication. Thus, communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the sender.

A communication plan is a strategic application of transferring the important information to your target audience. The plan defines the need of communication, its audience, objective, time of its delivery and communication medium to be used. Communication is as important for any business or organization as the entire process to meet the end result. An effective communication plan helps you with Its half solved sample only

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**3. Read the following Case & solve the questions given:**

**ABC is a leading brand of furniture in B2C segment having presence in various cities in India. ABC now plans to introduce in B2B category by launching a product line in the office furniture category. It intends to sell both Indian as well as imported furniture so as to cater to the different needs & wants of the target audience. It intends to target corporates but is not clear how to go about marketing & selling it to corporates (B2B) as ABC was always involved in selling home furniture (B2C).**

**a. Suggest positioning strategies to be adopted by ABC for their new product line in B2B Category.**

**b. Suggest a suitable sales promotion strategy for ABC’s new product line of office furniture**.

**Answer**: a) Positioning is an act of developing the company’s offerings and image to occupy a distinct place in the minds of the target market. Positioning is a consumer driven strategy in which the objective is to occupy a unique place in the customer’s mind and maximize its potential benefit for the firm. Each brand must thus be ‘positioned’ in a particular class or segment. Example, Mercedes is positioned for luxury segment and Volvo is positioned for safety. The position of a product is the sum of those attributes normally ascribed to it by the consumers – its standing in the market, its quality, the type of people who use it, its strengths, its weaknesses, its price, the value it represents, and any other unusual or memorable characteristics it may possess.

**Positioning strategies to be adopted by ABC**

* **Positioning by Attributes, Features or Customer Benefits**: Marketers, while using this approach, place emphasis on the benefits of the particular features or attributes of the offering.