**NMIMS**

**Brand management**

**Internal Assignment for June 2020 Examination**

**1. In a competitive market of commodities, Ali plans to launch Organic milk in a country where people are new to the concept of organic and heavily rely on synthetic/chemical products. If Ali wants to launch this product, then how can branding help him. Define the name for the product & come up with a brand manual including all brand elements. Also design a marketing plan to push the product**.

**Answer**: Brands are everywhere in our life. A product is anything that can be offered to a market for attention, use, or consumption that might satisfy a need or want. A product is a physical good, service, retail store, person, organisation, place, or idea. A brand helps the customer to distinguish the goods of one producer from another. Let us understand the conceptual meaning of the term brand. A person is known by a name. Likewise, a product is known by a brand name, which enables the consumers to distinguish it from other products. A brand Its half solved sample only

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**2. What is Strategic Brand Management Process that the Ali’s organic milk brand should follow? Explain the 4 steps**.

**Answer**: The brand is the best tool which helps to attract the consumer’s attention to the product. It serves to create an image for the product in the market. Branding cannot be undertaken as a superficial exercise, as brand is the unique signature of the product and is a symbol of the creative process of product development. While the company makes the product, the brand is the value of the expectations or service perceived by the consumer, for which the customer buys the product.

Brand management is nothing but an art of creating and sustaining the brand. It includes managing the tangible and intangible characteristics of brand. The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers.

**Strategic Brand Management Process**

**Identifying and establishing brand positioning**: Brand positioning is a delicate task that needs a thorough and deep knowledge of the market and competitors’ activities. It is done by the following tools:

**3. Mother Dairy Fruits & Vegetables, a company with a billion-dollar (Rs 4,200-crore) turnover, has been a well-established player in NCR known for products the firm has been largest seller of milk in NCR , with 65% of the revenue being contributed by milk. Amul entered Delhi market few years back and in 2011 with in a span on 4years it defeated mother dairy in terms of market share. Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40%. This spoils the taste of the product. Also Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country. Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years. Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy. They plan to increase their capacity and also expand procurement of the milk. One of the regions why Consumer shifted to Amul has been difference in the taste of the milk. Amul milk is fresh where as a portion of Mother dairy milk is reconstituted. Mother dairy sells through its own outlets and home delivery is not possible where as Amul used channel and home delivery of the milk is possible. Mother dairy milk price has been less than the price of Amul milk, still a huge number of mother dairy loyal customers moved to Amul. Now Mother dairy is restructuring its strategy and systems to combat Amul.**

**a. What would you suggest to Mother Dairy for its revitalization plan**

**b. What more challenges you foresee for the brand?**

**Answer**: a) Brand image is the perception of customers about a particular brand. Image of any brand tends to develop over time. Brand image is formed in the minds of customers based upon the experience and interaction of the customers with the brand, interactions can take place in different ways and not necessarily only the buying or using of the product and service. Brand repositioning is undertaken in order to increase a brand’s competitive position and therefore increase sales volume by seizing market share from rival products. When repositioning companies can change aspects of the product, change the brand’s target market or both.

When the brand is not working well, company should go for brand repositioning so as to survive in the market and keep its existing share. As mentioned in the question, Mother dairy was not performing well for last few years and losing market share to Amul.

**Suggestions for revitalization plan**

* **Observe the current**