**NMIMS**

**Sales management**

**Internal Assignment for June 2020 Examination**

**1. The management of ABC & Co. is losing sales due to superior product offerings by their competitors’ Please help the management of ABC & Co. to change their Product Policy and Product offerings you may give illustrations for the same**.

**Answer**: A strategy is a plan of action designed to achieve a particular goal. Strategy is different from tactics. How a battle is fought is a matter of tactics; whether it should be fought at all is a matter of strategy. In the business context, strategy can be translated as the plan of action drawn up to meet organizational goals. These goals, in the first instance, would have been drawn up based on the vision and mission of the organization. As goals pertain to a time horizon, business strategies are necessarily drawn up for a period of time (long-term, medium-term) to meet organizational goals which are usually to gain competitive advantage and meet or exceed stakeholder expectations. Strategy would also spell out the scope (markets addressed) and context (competitive landscape), besides enumerating the resources (in terms of assets, finance, skills,

**2. Trained Man Power is an important aspect for sales growth, how does a company recruit the right sales Personnel and trains them to meet their objectives**.

**Answer**: Sales organization development refers to the formal, coordinating process of communication, authority and responsibility for sales groups and individuals. An effectively designed sales organization has a framework that enables the organization to serve its customers. Once the sales people know what their responsibilities are and who they report to, they can concentrate on doing their expected jobs to the best of their ability. After a company has determined the type and number of salesmen it needs and the applications for the job have been received, the management is ready for the selection process. It involves processing the applicants to select the individuals who best fit the needs of a particular company. The sales force selection process refers to

**3. CASE STUDY - Cipla**

**Cipla is one of the biggest manufactures of bulk drugs and formulations. The company has introduced several formulations and active pharmaceutical ingredients (APIs). It commissioned the second phase of its manufacturing operations in Goa and has entered into a research alliance for biopharmaceutical products with a Bangalore based biotech company This makes it one of the leading Pharma companies of India Cipla exports a wide range of APIs and formulations to over 150 countries. Cipla has entered into new arrangements with leading US generic companies for the supply of a wide range of finished dosage formulations. They have obtained approvals from USFDA, MHRA of UK, PIC of Germany and WHO, for most of their drugs. Its overall profitability was due to the optimisation of resources and implementation of rigorous cost control measure. Cipla focuses on technological excellence and innovation to improve its performance both in domestic and international market. The company has already accepted the growing importance of strategic alliances for research, manufacture and marketing, in the changing business environment.**

**a. Outline the Strengths of Cipla in having a competitive edge in the International market**

**b. Do its arrangements with US companies help in Product development?**

**Answer**: a) International marketing activities begin from the home market. Upon saturation, companies plan to explore the markets across the national boundaries for further growth opportunities. In the highly competitive global market place of today, the pressure on organizations to find new ways to create and deliver value to customers is intense. Proximity to the market lowers the cost of logistics and distribution of goods and services and helps in better management of investments in international markets. Each market is different in terms of consumer needs, competitive preferences and value perceptions. The customer needs to be understood by the international business organizations by analysing market segments in a bid to identify the similarities and differences thereof across countries. International business houses generally cluster the countries by common attributes, such as political systems, social structures, economic development and accessibili

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