**International Marketing**

**December 2021 Examination**

# Q1. The spa industry in Dubai is currently experiencing growth and spas in Dubai are steadily becoming a pertinent cultural force, influencing not only how consumers care for their health, well-being, and appearance, but also how they work, travel, and socialize. As interest in physical wellness increases, spa therapy becomes increasingly popular in Dubai and is highly recommended by many medical specialists. As a result, spas are challenged with increasing competition. At the same time, customers are looking for “new” and “unique” experiences. You have been employed by Anantara Spa in Dubai to devise marketing plan to increase profitability and market share. Conduct a macro scan of the environment and introduce the brand to Dubai, UAE. (10 Marks)

# Answer 1.

## Introduction

In ensuring that the organization will behave in a reasonable fashion, it is imperative for the organization to ensure that the organization's external environment is justified and fit for purpose. This, in turn, will help establish the company better in Dubai and allow it to concentrate on accumulating a diverse customer base as quickly as possible. This is where the PESTEL evaluation can help us find those aspects that are driving our business and how those elements

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# Question 2. Design a marketing mix strategy (4-Ps) for a start-up, brand (can be from any geography) to expand in the global market and offer a practical solution to them. (10 Marks)

## Ans 2.

## Introduction

In marketing a good or service, the four Ps are key factors. A good or service's product, price, location, and promotion make it. These four Ps are influenced by internal and external business factors, and they interact significantly. These factors help businesses determine what their customers want from them, how their product or service meets those needs, how it is perceived globally, how it stands out from their competition, and how it interacts with them. The 4 Ps of advertising are the product (items or services), the price, the location (region), and the

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# Question 3. Mango, a strong retail brand with 29 stores in India plans to expand its market share in the premium luxury apparel market.

# a. Suggest its value-based pricing strategy (5 Marks)

# b. Discuss how changes in consumer shopping behavior can be useful to Mango apparel brand especially in India. (5 Marks)

## Ans 3.

## Introduction

The mango originated in Spain, and it has since migrated to other regions of the sector. Mango's performance may be attributed to 2 factors: they're innovative and adaptable in their management style, as proven by the studies that observed. For this reason, they interact with marketplaces that, in terms of the structure of their political and financial machine, are appreciably dependent

**Ans 3(B)**

On Mango we utilize a general structure, a general organization wherein all knowledge, all directives, all alternatives, all activities, and all failures to act come from the head zone and from the supplementary zone. This is done in order to maintain the management of its various outlets,