**Consumer Behavior**

**April 2023 Examination**

**Q1: How has Cadburys Oreo positioned itself in the market? What was the marketing strategy of launching the Oreo in the Indian market and what was the target market?**

**Ans 1.**

**Introduction**

The Oreo cookie is usually recognized as the maximum famous cookie in the world. As a consequence, Kraft-Cadbury is making an effort in India to version its income and earnings after the Oreo cookie, which is broadly considered the most popular among the international. In 2011, India entered the marketplace for biscuits in the USA, which became believed to be worth more than 12,000 billion rupees. India's access to the industry got here when the sector was seeing rapid growth.

It is now not possible to tour the different paths. Our trip thru the Cadbury Oreo advertising

It is only half solved

Buy Complete from our online store

<https://nmimsassignment.com/online-buy-2/>

NMIMS Fully solved assignment available for**session APRIL 2023,**

your**last date is 25th March 2023**.

Lowest price guarantee with quality.

Charges**INR 299 only per assignment.**For more information you can get via mail or Whats app also

Mail id is aapkieducation@gmail.com

Our website [www.aapkieducation.com](http://www.aapkieducation.com/)

After mail, we will reply you instant or maximum

1 hour.

Otherwise you can also contact on our

whatsapp no 8791490301.

Contact no is +91 87-55555-879

**Q2. A good display in a store would increase the sale of products and change the customer’s perception about the product and encourage him/her to make the purchase?**

**Ans 2.**

**Introduction**

With the assistance of customized presentations, which can be a powerful tool for marketing and are an efficient device, businesses can grow their sales and increase the wide variety of people familiar with their emblem. This will be carried out with the resource of an efficient tool. They will region your wares in a prominent place so that customers can easily see them and choose the stuff they wish to purchase from the several possibilities provided to them.

You have access to a broad choice of retail display alternatives; the one you select needs to

**Q3a. What is the strategy of future group regarding its private brands and joint-venture brands into the general trade? Why is the future group adopting this strategy and what benefit they stand to get from this stand?**

**Ans 3a.**

**Introduction**

According to Kishore Biyani, the company's founder and current-day CEO, the company's Private Brands manufacturers have evolved to grow their presence in different countries. In his previous statements, he stated that "25%-30% of our cash already derives from shops outside our system." from his point of view, there can be no want to set up a connection

**Q3b. What is the size of the number of retail outlets in India? How has future improved the distribution of its products and in how many cities it is trying right now and how is it going to fight the competition?**

**Ans 3b.**

**Introduction**

It is an industry well known for businesses that create and promote fast-shifting customer goods (FMCG) to apply now not simply one but two distinct distribution networks to get their products from factor A to point B. both the present-day and traditional markets have