**Merchandising Management**

**April 2023 Examination**

**1. How should a company launch new innovative products so it could capture the market share and generate good profits**? **(10 Marks)**

**Ans 1.**

**Introduction**

Launching new innovative products is critical for any business looking to capture a considerable percentage of the market and generate maximum profits. With the proper method, businesses can create excitement, construct anticipation, and generate buzz around their products. In this essay, we can discuss the steps businesses can take to launch new innovative merchandise successfully.

The fulfillment of a brand-new modern product launch can decide an organization's future. Launching a new product in today's aggressive market calls for more than just an outstanding

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**2. A good display in a store would increase the sale of products and build the brand for sure. How would you justify this statement?** **(10 Marks)**

**Ans 2.**

**Introduction**

A good display in a shop could significantly affect the sale of products and brand construction. A shop show can be defined as the arrangement of merchandise, signage, and promotional materials in a retail store. A nicely-planned and executed display can increase the visibility of merchandise and generate interest and interest among customers. In this essay, we can discuss how a good display in a shop can increase the sale of products and construct the

**3. Case Study**

**HUL eyes central India to boost nutrition biz**

**Aims double-digit growth in the region from current 1% this calendar year after integrating the distribution of GlaxoSmithKline Consumer (GSK consumer) with its own set-up, Hindustan Unilever (HUL) has outlined an ambitious double-digit growth for its nutrition business for central India from the current 1 per cent in this calendar year. The fast moving consumer goods (FMCG) giant, in a meeting with distributors from the region, said central India saw double-digit overall growth in calendar year 2021. This compares to mid single digits in 2020, according to a distributor who attended the meeting.**

**In central India, the maker of Lux soaps, saw an overall growth of 18 per cent in 2021 (calendar year) compared to 5 per cent growth in 2020 (calendar year). To sell GSK Consumer products like Crocin, Otrivin and Ostocalcium, HUL distributors had to apply for a drug licence and were facing a problem with on-boarding smaller distributors during the year. This issue has since been resolved. Also, while integrating GSK Consumer's distributors with itself, the company had to help distributors push for sales of HUL products along with the existing GSK Consumer products. GSK Consumer distributors also had to adjust/change in line with the system of HUL.**

**This, coupled with HUL's larger portfolio of products, took a while to align with. Queries sent to HUL did not elicit any response till the time of going to press. GSK Consumer has a strong hold across channels like chemists, kiranas, modern trade and e-commerce in South and East India.**

**Prior to the acquisition. GSK Consumer did not have a strong presence in central India, said Vishal Gutka, vice-president of equity research at PhillipCapital India. He added that the chemists' channel prefers to order medicines and consumer goods through semi-wholesalers, who distribute products for multiple companies and brands. Reasons for this being higher credit period and chemists' inclination towards selling high-margin products. Compared to this, margins of fast-moving consumer goods (FMCG) items are relatively low and products occupy more shelf space.**

**HUL had earlier said it wants to sell its GSK nutrition portfolio via direct distribution. This increases the engagement level compared to adopting the semi-wholesaler route of product distribution, Gutka said. The consumer goods major also asked distributors to increase women in the sales force and has set a target of on boarding 1,000 women by the end of 2022.**

**In 2020, HUL completed its merger with GSK Consumer.**

**a. How has HUL planned to expand its nutrition business after the takeover of GlaxoSmithKline?** **(5 Marks)**

**Ans 3a.**

**Introduction**

After taking over GlaxoSmithKline consumer (GSK consumer), Hindustan Unilever (HUL) has planned to enlarge its nutrition business in crucial India. The company has set an ambitious target of reaching double-digit growth in the region from the current 1% in the

**c. How did central India carry out growth for HUL in 2020 and 2021, and what could be the reasons for this performance?**

In crucial India, HUL noticed an overall growth of 18% in 2021 compared to a 5% boom in 2020. The general growth in primary India was pushed by the company's more extensive portfolio of products and the mixing of GSK client's distributors with its very own set-up.

**c. Why did glaxco not have a good market share in central India and what is HULs strategy in the central Indian market to capture the market share? (5 Marks)**

**Ans:**

GlaxoSmithKline consumer (GSK consumer) had a weak presence in central India after acquiring Hindustan Unilever (HUL). The chemists' channel inside the vicinity prefers to reserve drug treatments and customer goods through semi-wholesalers who distribute