**Brand Management**

**September 2023 Examination**

**Indian Delights is a retail chain of stores that specializes in selling a variety of traditional Indian snacks. With a focus on preserving the essence of Indian culinary heritage, the organization sources and offers a wide range of mouth-watering snacks from different regions of India.**

**Indian Delights takes pride in adhering to a traditional concept of business, reminiscent of the bygone era when small local stores played a vital role in the community. Each store is designed to recreate the ambiance of a traditional Indian marketplace, evoking nostalgia and a sense of familiarity for customers. The staff members are friendly, knowledgeable, and passionate about Indian snacks, ensuring a personalized and authentic shopping experience.**

**One of the major challenges faced by Indian Delights is the lack of advertising and promotion efforts. The organization relies heavily on word-of-mouth marketing and the loyalty of their existing customer base. However, in an increasingly competitive market, this approach proves insufficient to attract new customers and expand their reach. Without effective advertising and promotion, Indian Delights struggles to create awareness and build brand recognition beyond their immediate localities.**

**Another hurdle faced by Indian Delights is the absence of a specific brand name that unifies all their stores. Each store operates under a different name like Mumbai Delights, Kanpur Kachori, Delhi Delights, etc. leading to a lack of brand consistency and recognition across different locations. This poses challenges in establishing a strong brand identity and dilutes the potential impact of their marketing efforts.**

**1. What are the various types of brand elements that you would suggest for Indian Delights? (Note: You can even change the brand name i.e. Indian Delights in totality)**

**Ans:**

**Introduction:**

Building stable brand identification is crucial for Indian Delights, a retail chain of shops specializing in traditional Indian snacks. In an increasingly competitive marketplace, where advertising and merchandising are critical for attracting new clients and increasing reach, Indian Delights faces the challenge of depending entirely on word-of-mouth advertising and customer loyalty. To overcome this hurdle and create broader attention, it is necessary to set up sensible brand factors that resonate with clients and differentiate the enterprise. Those factors embody the brand name, emblem and visual identification, tagline or slogan, save the layout, atmosphere,

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**2. Explain various types of marketing communication that you will use to make Indian Delights a national brand.**

**Ans:**

**Introduction:**

Indian Delights, a retail chain specializing in conventional Indian snacks, objectives to become a national emblem by correctly implementing various marketing communication strategies. With a focal point on preserving Indian culinary history and providing a personalized shopping experience, Indian Delights recognizes the need to overcome challenges related to advertising, emblem consistency, and popularity. This essay explores one-of-a-kind marketing communication that may be employed to establish Indian Delights as a prominent national

**3. a. Explain various ways through which Indian Delights can leverage secondary brand association**

**Ans:**

**Introduction:**

Indian Delights, a retail chain specializing in traditional Indian snacks, faces challenges in advertising, promotion, and brand recognition. Leveraging secondary brand associations can be an effective strategy to overcome those hurdles. Secondary brand associations involve linking a brand with other entities to enhance its image, recognition, and appeal. This approach allows

**b. What are the benefits of Line Extension and how should Indian Delights take benefit from Line Extension?**

**Ans:**

**Introduction:**

A line extension is an advertising method that introduces new products or variations of existing products within the same line or emblem. This method offers several blessings to businesses, including elevated market percentage, enhanced brand recognition, and the ability to cater to diverse customer preferences. In the case of Indian Delights, a retail chain specializing in