**Marketing Strategy**

**September 2023 Examination**

**Q1. Explain the concept of Value Chain Analysis with an example. (10 Marks)**

**Ans:**

**Introduction:**

Value chain analysis is a strategic control framework that helps companies identify and evaluate the sports that create value inside their business. Michael Porter added in his book "competitive gain," it has become a broadly used tool for analyzing and improving business operations. The concept of the cost chain recognizes that organizations are part of a more extraordinary extensive device, and their success relies upon how well they manage the activities worried in creating and delivering cost to customers. This analysis enables corporations to understand their aggressive function, discover areas of electricity and weak

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**Q2. What do you mean by Strategy? Explain Corporate, Business & Functional level strategy. (10 Marks)**

**Ans:**

**Introduction:**

Strategy is a fundamental concept within the field of business control. It refers to the plans, actions, and selections corporations rent to reap their lengthy-term dreams and goals. The method gives a roadmap for businesses to navigate their competitive landscape and make alternatives that maximize their probabilities of success. There are specific degrees of the technique inside a business enterprise, including company, enterprise, and purposeful degrees. Each degree focuses on the employer's operations and contributes to its

**Q3. Pratap Kapoor’s wild dinning format is unique and one of its kind in Mumbai. Advertised as a jungle theme restaurant, it is named as “Sher Baugh.” Wild dinning is more of an amusement park then dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm, features that would delight children.**

**It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants. Mr. Pratap was planning to convert his venture into a franchise format with opening of outlet in all the metro cities in India. However, he is not sure of the sale ability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wild dining restaurant is not all that fun. In addition, the cost incurred in setting up the format is a point of concern.**

**a) What kind of format is Pratap trying to offer to its customers, what kind of customer profile/target market should he focus on? (5 Marks)**

**Ans:**

**Introduction:**

Pratap Kapoor's "Sher Baugh" venture gives a unique and immersive dining revel in Mumbai. Advertised as a jungle-themed restaurant, it goes past conventional dining areas to provide households with an exciting, enjoyable park-like environment. With robot animals and simulated thunderstorms, Sher Baugh targets transporting urbanites into the wild and offering a clean break from standard upscale restaurants. But Mr. Kapoor is uncertain approximately

**b) Many retailers have tried to make their store entertaining. What are the pros and cons of providing entertainment in the retail store or restaurant? (5 Marks)**

**Ans:**

**Introduction:**

In competitive retail and restaurant businesses, entertaining specific studies has become famous for attracting and engaging clients. Creating a pleasing environment inside a retail keep or restaurant targets to beautify the overall consumer enjoyment and differentiate the commercial enterprise from the competition. However, both pros and cons are associated