**Merchandising Management**

**September 2023 Examination**

**1. What products in the watches should a company go about innovating so it could grow its market share, compete and generate good profits? (10 Marks)**

**Ans :**

**Introduction:**

In the contemporary speedy-paced, and technologically-driven global, the watch industry is continuously evolving to fulfill customers' converting needs and options. As competition intensifies, organizations must be innovative to live on and thrive in the market. This essay explores numerous product improvements that an eye-fixed company should remember to reinforce its market share, competitiveness, and profitability.

The watch industry has a protracted and illustrious record, courting again to the 16th century when timepieces were, in most cases, mechanical. But with technological improvements,

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**2. You are to create a unique display for a new brand of chips and tacos. What are the type of promotions would you come out with to capture the market? (10 Marks)**

**Ans :**

**Introduction:**

Welcome to the world of ChipTac Inc., where we convey the ultimate fusion of flavors with our new brand of chips and tacos! Our challenge is tantalizing your taste buds and revolutionizing the snacking experience by supplying various mouthwatering products that cater to each craving. As we enter the market, we understand the significance of modern promotions to seize the hearts and minds of consumers. This advertising method will define unique and exciting promotional thoughts to solidify ChipTac Inc.'s function as a trailblazing

**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 license 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 Phillip Capital 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 the strategic partnership of HUL with GSK helped in increasing the market share of both companies? (5 marks)**

**Ans :**

**Introduction:**

Hindustan Unilever restrained (HUL), a leading speedy-transferring consumer items (FMCG) giant, strategically partnered with GlaxoSmithKline purchaser (GSK consumer) to boost its nutrition business in critical India. The partnership involved integrating the distribution of GSK consumer products with HUL's current set-up. By doing so, HUL aimed to achieve

**b) What are the advantages of the merger and how will it work in the near future by turning this partnership into success and how will they do it? (5 marks)**

**Ans :**

**Introduction:**

The merger of Hindustan Unilever (HUL) with GlaxoSmithKline customer (GSK customer) marks a significant milestone within the fast-shifting customer goods (FMCG) enterprise in India. HUL's acquisition of GSK patron's vitamins enterprise has unfolded new opportunities and demands for the business enterprise to amplify its presence in significant India and