**Marketing Strategy**

**December 2023 Examination**

**1. Take any corporate of your choice and explain various levels of strategy for that organization. (10 Marks)**

**Ans 1.**

**Introduction (250 words):**

In the ever-evolving world of business, strategic planning plays a pivotal role in ensuring an organization's longevity and success. One such corporate giant that has consistently demonstrated the importance of strategic planning is Apple Inc. Founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, Apple has grown from a garage start-up to one of the most valuable and influential tech companies in the world. Its success can be attributed to its innovative products, but equally important is its adeptness at crafting and executing effective strategies at various levels of the organization. Apple's strategic planning is not just

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**2. Assume you are planning to start your own start-up and you have decided to start the same with a clear Vision, Mission, Goals, and objectives. Create and elaborate on the same. (You can decide any business of your choice) (10 Marks)**

**Ans 2.**

**Introduction**

In today's dynamic business landscape, the inception of a startup requires more than just an innovative idea; it demands a clear direction and purpose. This direction is often provided by a startup's Vision and Mission statements, which serve as the foundation upon which the entire business is built. The Vision statement paints a picture of what the company aspires to become in the future, providing a long-term direction and inspiration. On the other hand, the Mission statement delineates the company's core purpose and reason for existence, guiding its day-to-day operations and decision-making processes. Following these foundational

**3a) Explain the concept of need, want, and demand for the footwear category. (5 Marks)**

**Ans 3a.**

**Introduction**

In the realm of marketing, understanding the distinctions between need, want, and demand is crucial for any business, especially in the competitive footwear industry. These terms, while often used interchangeably, have distinct meanings that influence consumer behavior and purchasing decisions. By delving into these concepts, businesses can tailor their strategies to

**3b) Explain the 7P’s of Marketing for any restaurant of your choice. (5 Marks)**

**Ans 3b.**

**Introduction**

The 7P's of marketing, often referred to as the marketing mix, are a set of crucial elements that collectively define a business's marketing strategy. For the restaurant industry, which thrives on customer experience and satisfaction, understanding and implementing the 7P's is pivotal. Let's delve into the 7P's of marketing using the example of "Olive Garden," a popular Italian-themed chain restaurant, to see how they employ these principles to captivate their