**Global Retailing**

**December 2023 Examination**

**1. How is Nestle India planning its rural growth trend and which are the best selling products of Nestle and what’s its strategy? (10 marks)**

**Ans 1.**

**Introduction**

Nestle India, an integral subsidiary of the global food and beverage giant Nestlé S.A., has recognized the untapped potential of India's expansive rural market. While urban centers have traditionally driven Nestle India's sales and marketing strategies, the shifting socio-economic dynamics and increasing purchasing power in rural regions have opened a new vista of opportunities. The rural growth trend in India isn’t just about increasing numbers; it's a metamorphosis of lifestyles, consumption patterns, and brand awareness. This landscape provides a fertile ground for It is only half solved

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**2. You are supposed to set up an exclusive new brand of college bags? What is the kind of display that you can think of to increase the sale of these bags and give it a good brand name where it creates an impact? (10 marks)**

**Ans 2.**

**Introduction**

In today's world of education and technology, college bags are more than just carriers of books; they're reflections of a student's personality, taste, and lifestyle. Students desire bags that can house not just their academic essentials but also their tech gadgets, personal items, and even fashion statements. Recognizing this multifaceted need, setting up an exclusive new brand for college bags requires a strategic approach, both in terms of design and display. An effective display is essential as it not only introduces consumers to the product but also entices them, making the brand memorable. Creating a brand name with an impact further solidifies its presence in the

**3. Case Study**

**Ashok Leyland to enter used vehicle biz**

**Partners Shriram Automall to launch platform for pre-owned vehicles**

**Hinduja Group's flagship commercial vehicle major Ashok Leyland (AL) on Monday announced its foray into the used vehicles business by tying up with Shriram Automall India (SAMIL), which connects pre-owned vehicles and equipment buyers and sellers. The companies will launch an exclusive platform for pre-owned vehicles.**

**The phygital (physical plus digital) platform will facilitate exchange, proper disposal and purchase of old commercial vehicles. With this foray, Ashok Leyland aims to streamline the used-vehicles market by lever- aging its digital ecosystem, existing and potential channel partners in over 100 automalls spread across the country. The company aims to bring in more transparency in this space.**

**The customers will also have access to other value added services of Ashok Leyland like iALERT telematics solution, Driver SAATHI skilling solution, valuation, break down services and fuel, solutions through various digital solutions offered by the firm.**

**"With our aspirations to be an end-to-end mobility solutions provider, this partnership will help establish our presence in the pre-owned commercial vehicle segment. With our experience as one of the largest truck makers, this initiative will help to debottleneck the eco- system through a consumer- centric digital solution, which will serve as an easy- to us touchpoint for our consumers; said Sanjay Saraswat, the head -medium and heavy commercial vehicles, Ashok Leyland. The company expects that the initiative will also help it in implementing the scrappage policy at the grassroots level.**

**The company said that through facilities like an exchange, disposal hybrid, and special vehicle inspection, the platform aims to become the top choice of customers who are considering exchanging their vehicles. This will create an opportunity for Ashok Leyland to reach many fleets and single truck owners across India, it said.**

**"SAMIL is living on to the missions to bring innovative digital solutions to enhance the customer experience to the next level." said Sameer Malhotra, CEO of Shriram Automall India. “Through the OEMs expertise of the Commercial Vehicle segment and our Phygital auctions platforms, which include over 100 Automall network strength. spread across India, we aim to create all-inclusive mobility solutions for buyers and sellers," he said.**

**Questions**

**1. What is the strategy of Ashok Leyland? What is the advantage of this strategy and will it succeed? (5 marks)**

**Ans 3a.**

**Introduction**

Ashok Leyland (AL), a leading name in the commercial vehicle segment, has taken a strategic step by entering the used vehicle business, partnering with Shriram Automall India (SAMIL). By launching an exclusive phygital platform for pre-owned vehicles, they are aiming to revolutionize the old commercial vehicle market. This move serves dual purposes: enhancing the transparency of the pre-owned segment and extending Ashok Leyland's comprehensive mobility solution

**2. What advantages does Ashok Leyland have with its strategy? What types of customer experiences is Ashok Leyland speaking of? (5 marks)**

**Ans 2.**

**Introduction**

Ashok Leyland's recent foray into the used vehicle market, in collaboration with Shriram Automall India, reflects a visionary strategy tailored to contemporary market demands. By combining their commercial vehicle expertise with digital innovation, they're setting the stage for a transformative customer experience. The benefits of this endeavor extend both to the company's brand image and