**Rural Marketing**

**December 2023 Examination**

**Question 1: Q.1) Good India Ltd wants to use rural fairs and hatts to promote their newly branded Keya brand of shampoos in sachets for the rural markets. Please help them in using this medium to create awareness among potential customers.**

**Introduction**

Good India Ltd has lately introduced the Keya brand of shampoos in sachet packaging, focusing on expanding its market presence in rural areas. Rural gala's and hats, regularly known as local markets, have a prominent function within the social and cultural fabric of rural groups in India. Those occasions provide a unique opportunity to reinforce the advertising of Keya shampoo and foster logo awareness amongst capacity customers in rural areas. It's necessary to establish a comprehensive method to maximize the use of this marketing medium.

The start of the adventure entails sizeable market research, which permits a deep knowledge

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**Question 2:Q.2) Shriram Honda wants to launch a newly designed portable petrol generator suitable for small shops and homes outline the launch and distribution strategy for the company.**

**Introduction**

In the current dynamic market landscape, Shriram Honda, a nicely established producer of strength generators, is positioned to unveil a unique and cutting-edge supply. This imminent product includes a portable petrol generator meticulously engineered to cater to the particular necessities of small-scale retail establishments and residential dwellings. Shriram Honda must formulate a comprehensive strategy incorporating crucial factors to obtain a hit release and vast product distribution. Those factors include carrying out an intensive market look, strategically positioning the product, using effective marketing strategies, establishing appropriate distribution channels, organizing a well-planned launch event, and providing

**Question 3. a :3. A) As a marketing manager what suggestions will you give the company in increasing the market share of Asian steel in rural markets**

**Introduction**

To enhance the market penetration of Asian metallic in rural areas, enforcing a range of strategic initiatives is essential. To commence, doing comprehensive market studies is vital to fully comprehend the different traits and choices proven via rural purchasers for the duration of diverse geographical regions.

**Concept and application**

This ambition is to comprehensively understand rural market segmentation by analyzing

**Question 3. B: 3. B) Please advice on the sales promotion policy of the company**

**Introduction**

To establish successful client connections and foster motivation, it's vital to devote meticulous attention to detail while devising the sales advertising strategy for Asian Steel's growth into rural regions. The following suggestions are supplied:

**Concept and Application**

Adopting a tiered rate discount scheme is one potential technique to incentivize the purchase