**Sales Management**

**September 2024 Examination**



**Q.1. Jeffrey Hyman founded the first Pret a Manger in London on 21 October 1983.The first shop opened in Hampstead, London, in 1984.The name Prêt à Manger (French pronunciation: [pʁɛt‿a mɑʒe], means "ready to eat"). Pret has recently opened 2 outlets in Mumbai, 2 outlets in Delhi and 1 in Gurgaon. They believe in serving organic coffee and freshly baked/cooked food to customer.**

**Do you think Indian market is already saturated with coffee chain outlets like Café coffee Day, Starbucks, and The Third Wave coffee. What chance does Pret have to flourish in India? What should be their expansion strategy? If you were made the sales consultant of Pret what advice would you like to give to the company? Support your answer with a valid reason. (10 Marks)**

**Ans 1.**

**Introduction**

The entry of Pret a Manger into the Indian market signifies a bold move, venturing into a terrain already bustling with established coffee chains such as Café Coffee Day, Starbucks, and The Third Wave Coffee. As a brand that originated in London, Pret a Manger brings a distinct European flair to its offerings, particularly with its commitment to organic coffee and freshly prepared meals. This introduction into such a dynamic and competitive environment prompts an examination of the market's saturation level and the potential strategies Pret could employ to carve out a niche. This analysis seeks to assess the viability of Pret’s expansion in India, considering consumer preferences and market trends, and to suggest strategic recommendations to

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**Q2. Do you think sustainability and sales can go hand in hand? What can organisations do to streamline their sales to meet their sustainability goals? (10 marks)**

**Ans 2.**

**Introduction**

In the modern business landscape, sustainability and sales are no longer mutually exclusive but are increasingly becoming interdependent. As global awareness of environmental issues rises, consumers are more inclined to support companies that commit to sustainable practices. This shift in consumer preferences makes it imperative for organizations to integrate sustainability into their sales strategies. By doing so, companies not only contribute to the environment and society but also enhance their brand image and competitiveness. This paper will explore how organizations can align their sales strategies with sustainability goals to create a synergistic relationship that promotes both

**Q3a. Do you think personal selling is helpful in selling Life Insurance policies?(5 Marks)**

**Ans 3a.**

**Introduction**

Personal selling plays a pivotal role in the insurance industry, especially in marketing products as complex and crucial as life insurance. This method involves direct interaction between sales representatives and potential clients, facilitating a tailored approach to each individual's needs and concerns. This essay explores the effectiveness of personal selling in the context of life insurance, examining

**b. Explain the concept of SPIN selling with an appropriate example. (5 Marks)**

**Ans 3b.**

**Introduction**

SPIN Selling, developed by Neil Rackham in the 1980s, is a sales technique based on scientific research that focuses on understanding customer needs through a structured questioning process. The acronym SPIN stands for Situation, Problem, Implication, and Need-payoff, which are the types of questions used to guide a sales interaction. This essay will explain the SPIN selling concept and illustrate its application with a relevant example, demonstrating how it effectively aids