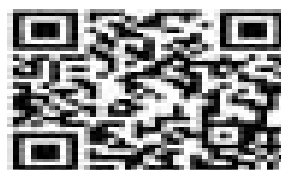


Marketing Strategy of Micromax



MARKETING STRATEGY AND MANAGEMENT OF MICROMAX CANVAS 2 A110

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INTRODUCTION

1. The mobile phone market in India is worth 130 million handsets annually. While the big players like Nokia, Samsung, Motorola and SonyEricsson make up for 70% share, the market ... Show more content on HelpWriting.net ...

PORTER'S FIVE FORCE MODEL

12. The framework of Porter's five force model can be utilized for industry analysis and business strategy. Following inferences can be brought out. (a) Bargaining power of the supplier is poor. (b) Bargaining power of the buyer is higher. (c) Threats of new entrants is very high. (Zen, I ball, Zync, Karbonn, Lemon) (d) Large no of substitutes available. (e) Major business rivals are Nokia, Samsung, LG, Sony Ericsson and Motorola.

INTEGRATED MARKETING COMMUNICATION TOOLS

13. Integrated Marketing Communication (IMC) tools Advertising is the one of the biggest tool to development of integrated marketing communication. Micromax uses IMC tools to promote the product and build the strong image of the brand in the consumers mind. Integrated Marketing Communication (IMC) is the practice of unifying all marketing communication tools so to send a consistent persuasive message promoting company goals.

With a 360 degree advertising and marketing strategy sketched out, the company has an optimistic outlook for the telecom consumer space. Currently present in more than 40,000 stores across the country, the company plans to have an aggressive market incursion to reach out to its customers through 70,000 operational stores in the coming year

The following tools of IMC are being used by Micromax: (a) Events and experiences

For marketing of its products the company is riding on two enduring Indian obsessions sports and films to

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research worldwide their pioneering academic research and case development practical consulting and management experience and their conversations with industry leaders on several continents You will learn about the experiences and actions of both local and global enterprises in industries ranging from consumer goods to entertainment apparel to finance The authors share new insights for attracting non users by developing products aligning with local traditions upscaling selecting channels financing brand messaging using e commerce building relationships and more Discover how to Convert non users Optimize acceptability affordability accessibility and awareness Create functional Fusion Adapt products to blend western and local elements Design cultural fusion Embed local tradition history language and taste Democratize the offer Make products more affordable financially and psychologically Upscale the offer Upgrade choices and experiences across the income spectrum Manage reach Get your channels and supply chains right Reinvent reach Leverage revolutionary channels and payment methods Build brand identity Align your brand essence with your customer s experience Engage stakeholders Serve the needs of every entity you touch Eleventh Report, National Spray Model and Application Technology Working Group Meeting Patricia J. Skyler,2001 **Bibliography of Scientific and Industrial Reports** ,1948 ASTM Bulletin ,1948 **Marketing Management, 2nd Edition** Arun Kumar & N. Meenakshi,2011 Marketing is a way of doing business It is all pervasive a part of everyone s job description Marketing is an expression of a company s character and is a responsibility that necessarily belongs to the whole company and everyone in it *Genome Research* ,2001 **RRB General Awareness 3000+ Previous Years Questions for Junior Engineer, NTPC, ALP & Group D Exams (2015-2017)** Disha Experts,2019-08-04 Speedomax Type G Pyrometers for Measurement and Control Leeds and Northrup Company,1946 *Paper Trade Journal* ,1950

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