## Marketing Strategy of Micromax



#### MARKETING STRATEGY AND MANAGEMENT OF MICROMAX CANVAS 2 A 110

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#### INTRODUCTION

 The mobile phone market in India is worth 130 million handsets annually. While the big players like Nekia, 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 Perter'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. (c) Major business rivals are Nokia, Samsung, LG, Sony Erricson and Motorola.

#### INTEGRATED MARKETING COMMUNICATION TODAS

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 massage 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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