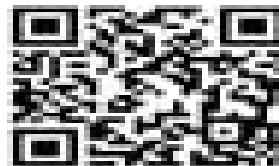


Marketing Strategy of Micromax



MARKETING STRATEGY AND MANAGEMENT OF MICROMAX CANVAS 2 A110

1. Introduction.....	Pg 1
2. Key features and product pricing armp; situation analysis.....	Pg 2
3. Environmental analysis consumer behavior in Indian market.....	Pg 3
4. Porter's 5 force model.....	Pg 4
5. Integrated Marketing Communication tools.....	Pg 5 6
6. Identified problems and alternative solutions.....	Pg 7
7. Conclusions and findings.....	Pg 8
8. Recommendations and views.....	Pg 9

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

Research Paper On Micromax

Daniel F McAuley



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1. Understanding the eBook Research Paper On Micromax
 - The Rise of Digital Reading Research Paper On Micromax
 - Advantages of eBooks Over Traditional Books
2. Identifying Research Paper On Micromax
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Research Paper On Micromax
 - User-Friendly Interface
4. Exploring eBook Recommendations from Research Paper On Micromax

- Personalized Recommendations
- Research Paper On Micromax User Reviews and Ratings
- Research Paper On Micromax and Bestseller Lists
- 5. Accessing Research Paper On Micromax Free and Paid eBooks
 - Research Paper On Micromax Public Domain eBooks
 - Research Paper On Micromax eBook Subscription Services
 - Research Paper On Micromax Budget-Friendly Options
- 6. Navigating Research Paper On Micromax eBook Formats
 - ePub, PDF, MOBI, and More
 - Research Paper On Micromax Compatibility with Devices
 - Research Paper On Micromax Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Research Paper On Micromax
 - Highlighting and Note-Taking Research Paper On Micromax
 - Interactive Elements Research Paper On Micromax
- 8. Staying Engaged with Research Paper On Micromax
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Research Paper On Micromax
- 9. Balancing eBooks and Physical Books Research Paper On Micromax
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Research Paper On Micromax
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Research Paper On Micromax
 - Setting Reading Goals Research Paper On Micromax
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Research Paper On Micromax

- Fact-Checking eBook Content of Research Paper On Micromax
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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