

Marketing communication



Brand: Mehta Solutions

Product Code: case154

Weight: 0.00kg

Price: Rs500

Short Description

Marketing communication

Description

Marketing communication CAST STUDY solution

M/S ABC, a major automobile firm in India and a leader in passenger car segment has recently launched an entry level car at a price of Rs. 2.50 Lakhs (approximately US\$5000). The other two main competitors had also launched similar models earlier. These companies are coming out in mass media with comparative advertising suggesting how these models are superior to ABC's new launch. These companies are also offering attractive exchange offers and freebies corresponding to the festive season. Such

aggressive moves by the competitors have negatively affected the expected sales of ABC's new launch.

Questions :

(a) Suggest a sales promotion strategy for ABC and give reasons for your recommendations.

(b) Also suggest the other Marketing communication tools to ABC so as to build its market share.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers