**Marketing Strategy**

**April 2025 Examination**

**Q1. Imagine you are the marketing manager for a new luxury smartphone brand entering the Indian market. The company aims to create a unique position in a highly competitive market. Discuss the strategic mapping and key decisions you would consider while formulating the marketing strategy for this product. Explain how external environmental factors, such as economic conditions and technological advancements, would influence your strategy. (10 Marks)**

**Ans 1.**

**Introduction**

India's smartphone market is one of the largest and most competitive globally, driven by a tech-savvy consumer base and diverse economic segments. Introducing a new luxury smartphone brand requires careful strategic planning to carve out a niche and achieve differentiation in a crowded marketplace. As the marketing manager, the aim would be to position the brand as a premium, aspirational product that appeals to affluent and discerning customers. This strategy must integrate consumer behavior insights, competitive analysis, and economic and technological trends to ensure sustained market penetration. External environmental factors like India's growing economy, rapid technological advancements, and

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**Q2. You are tasked with developing a marketing strategy for a new premium skincare brand in India that targets middle-to-high-income urban women aged 25-45. Describe how you would segment the market for this product and select the target market. Discuss how you would position the brand using the concepts of customer value and competitive advantage. (10 Marks)**

**Ans 2.**

**Introduction**

The Indian skincare market has witnessed remarkable growth in recent years, fueled by increasing awareness of personal grooming and the influence of global beauty trends. Launching a premium skincare brand targeting urban women aged 25-45 presents a significant opportunity to tap into the aspirations of a demographic that values quality and results-oriented products. This segment is characterized by middle-to-high-income consumers who prioritize health-conscious, effective, and sustainable skincare solutions. A successful marketing strategy for this product requires detailed segmentation to identify the most promising market

**Q3. M/s XYZ is a startup that has recently launched an innovative, eco-friendly, reusable water bottle in the Indian market. The bottle is crafted from high-quality stainless steel, ensuring durability and safety. Its primary objective is to promote sustainability by reducing single-use plastic waste. The product is competitively priced at INR 500 and is available in a variety of colors (red, blue, green, black) and sizes (500ml, 750ml, 1L).**

**The company has identified its target market as environmentally conscious urban consumers aged 18-45, residing in metro cities like Delhi, Mumbai, Bangalore, and Hyderabad. Their market research indicates a growing interest in sustainable products but also reveals competition from established brands offering similar reusable bottles priced between INR 400–700.**

**M/s XYZ has allocated a modest marketing budget and plans to use a mix of digital platforms, such as Instagram and YouTube, and online marketplaces, like Amazon and Flipkart, for its product promotion and distribution. The company is looking for innovative strategies to differentiate its products and create a strong market presence.**

**a) Using Ansoff’s Product-Market Growth Matrix, develop a comprehensive marketing strategy for M/s XYZ, addressing potential opportunities for market penetration, market development, product development, and diversification. (5 Marks)**

**Ans 3a.**

**Introduction**

M/s XYZ’s innovative, eco-friendly water bottles are positioned to capitalize on the growing demand for sustainable products in India’s urban markets. The Ansoff Product-Market Growth Matrix provides a structured framework for exploring potential growth opportunities. By focusing on market penetration, market development, product development, and diversification, the company can create a robust strategy to build brand recognition, increase sales, and differentiate itself in a competitive landscape. Each quadrant of the matrix enables

**b) Suggest an appropriate pricing strategy for the product, considering factors like competitors' pricing, consumer willingness to pay, and the brand’s sustainability message. Justify your recommendations with a rationale. (5 Marks)**

**Ans 3b.**

**Introduction**

Pricing plays a pivotal role in M/s XYZ’s strategy to position its eco-friendly water bottles as accessible yet premium sustainable alternatives. Priced competitively at INR 500, the product aligns with consumer expectations in a market dominated by brands priced between INR 400–700. The chosen pricing strategy must reflect the product’s sustainability message, target demographic, and competitive landscape while ensuring profitability. A hybrid pricing approach combining competitive pricing and value-based pricing can optimize consumer