|  |
| --- |
| MBC |
| BESONDERHEDE BESONDERHEDE VIR HIERDIE MAAND |
| DRAENDE NR. HOEV |
| 30208 NBC DRAAG 30 STK |
| 30308 NBC DRAAG 6 STK |
| 32007X NBC DRAAG 74 STK |
| 33005 NBC wat 5 stelle dra |
| 52799 / 800U (25877/21) NBC wat 30 PCS dra |
| 6001 NBC wat 100 stuks dra |
| 6004 NBC wat 180 stuks dra |
| 6006 NBC wat 30 PCS dra |
| 6011 C3 NBC wat 10 stuks dra |
| 6202 NBC wat 280 stuks dra |
| 6203 NBC DRAAG 330 STK |
| 6205 (Stel) NBC DRAER 224 STK |
| 6205ZZ NBC DRAAG 8 STELS |
| 6207 NBC DRAER 32 STK |
| 6207N NBC wat 10 stuks dra |
| 6207ZZ NBC DRAER 52 STK |
| 6209 NBC wat 24 stuks dra |
| 6209N NBC wat 10 stuks dra |
| 6211 NBC met 26 st |
| 6212 NBC met 24 st |
| 6213 C3 NBC wat 20 stuks dra |
| 6215 C3 NBC wat 10 stuks dra |
| 628RSS NBC wat 120 stuks dra |
| 6300 NBC wat 180 stuks dra |
| 6304 (Kit) NBC DRAER 4 STK |
| 6307ZZ NBC wat 10 stuks dra |
| 6308 C3 NBC DRAAG 40 STK |
| 6308ZZ NBC wat 10 stuks dra |
| 6311 NBC wat 10 stuks dra |
| 6312 NBC wat 10 stuks dra |
| 6312ZZ C3 NBC DRAER 6 STK |
| 6902 C3 NBC wat 20 stuks dra |
| LM48548 / 510 NBC DRAER 96 STK |
| NJ309 NBC DRAER 6 STK |
| 1988/1922 (NSPP01) .NC 70 |
| 6304.BEARING SET (NPP02) 112 |
| 30209 (NSPP01) .NC 20 |
| 30205 (P.NSP01) 92 |
| 30207 (NSPP01) .NC 64 |
| 30209 (NSPP01) .NC 18 |
| 30305 (NSPP01) .NC 44 |
| 32013X (P.NPP01) 6 |
| 32208 (NSPP01) .NC 36 |
| 32210 (P.NSP01) 18 |
| 32308 (NSPP01) .NC 28 |
| 3780/3720 (NPP01) .NC 12 |
| 462A / 453X (P.NSPP01) 2 |
| 683/672 (NSPP01) .NC 6 |
| LM48548 / LM48510 (P.NSP01) 96 |
| 6309Z (NPP01) 10 |
| 6310 (NPP01) 20 |
| 6205ZZ (NPP01) 100 |
| Groottotaal 2781 |

Document created in earlier version microsoft office word.To view or edit this document, please click ("Enable editing") from the yellow bar aboveASSIGNMENTMCS 473: MARKETING MANAGEMENT & STRATEGYSTUDENT NAME: Frank HuttonSTUDENT No: 20724414INDEX No: 5056120CENTRE: GREENFIELDS1. i. Guerilla marketing strategy refers to a surprising advertising strategy and with unconventional interactions to promote the products and services. Guerilla marketing strategy is publicity practices, low-cost marketing advertising, very much local target, and getting quick attention. Consumer research is a systematic process to understand the consumer's preferences, attitudes, motivations, buying behaviors of targeted consumers. Consumer research is the scientific process that improves the demand for the product by successfully observing and understanding the customer's practices. Consumer research keeps focusing on consumer trends with the help of a variety of data, direct interaction with customers, tracking company sales with the help of mathematical tools, and technique to understand consumer behaviors. Guerilla marketing strategy very instant and for short term attention but consumer research is a very wide concept and it has long term advantages to business and experts. Guerilla marketing keeps focusing on the local market but consumer research much large and focusing on a variety of customers and considering nations and also internationally. Consumer research work on scientific analysis of data and interpretation of information to produce and results that enhance the product's demand and consumers can get the products they are looking for but guerilla strategy is an advertising practice work for creating demand with the help of existing products in the markets. Consumer behavior is a scientific process that works for producing new concept and new products and service that fulfill the consumer's demand but guerilla strategy work for instant response from consumers.ii. Each and every product has a life cycle. Each product should go through this cycle. Manufacturers are investing huge amount of money in research and development activities and conducting market researches timely to check the impact of their product in different market conditions. Let us first identify how many stages are there for a product and what all are the different marketing mix separately. Product life Cycle. Every product pass through certain stages at different points of its life. They can be classified as below:• Developmental Stage • Introduction stage • growth stage • maturity stage • Decline stage. Every product will definitely pass through the decline stage or it will face an end. This happens due to several factors like lack of proper market