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ASSIGNMENT	ASSIGNMENT 1
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1. Brand Factory PR Crisis Communication & Recovery Plan

Crisis Communication Steps:

Immediate Response:

Issue a public apology via press release and social media, acknowledging the issue and taking full responsibility.

Announce an independent audit of all suppliers to ensure ethical practices.

Stakeholder Engagement:

Customers: Launch a transparency campaign (e.g., "Ethical Fashion Promise") with regular updates on corrective actions.

Employees: Internal town halls to reassure staff and align them with the company's values.

Investors: Host a webinar to outline recovery plans and financial safeguards.

Long-Term Actions:

Partner with NGOs like Fair Trade to monitor suppliers.

Introduce a supplier code of conduct with penalties for violations.

Donate a percentage of profits to labor rights organizations.

Expected Outcomes:

Regain consumer trust within 3–6 months.

Stabilize stock prices by demonstrating accountability.

Position Brand Factory as a leader in ethical fashion.

2. Lakme Digital Marketing Strategy

Key Steps:

Influencer Partnerships: Collaborate with micro-influencers in the beauty niche for authentic product reviews.

SEO & Content Marketing: Optimize website content with keywords like “organic skincare” and publish blogs/videos on sustainable beauty routines.

Paid Ads: Run targeted Instagram/Facebook ads focusing on demographics (women aged 18–35) and interests (vegan, cruelty-free).

E-Commerce Enhancements: Implement a user-friendly interface, live chat support, and loyalty rewards.

Expected Outcomes:

50% increase in website traffic within 3 months.

30% boost in online sales in 6 months.

3. Nova Supply Chain Strategy

Strategic Initiatives:

Risk Mitigation: Diversify suppliers across regions (e.g., nearshoring in Southeast Asia).

Technology Integration: Use blockchain for real-time tracking and AI for demand forecasting.

Logistics Improvements: Partner with 3PL providers for flexible shipping options.

Sustainability: Shift to electric delivery vehicles and recyclable packaging.

Expected Outcomes:

20% reduction in lead times and logistics costs.

Improved supplier reliability and customer satisfaction.

4. 7up Advertising Strategy

Target Audience:

Demographics: Health-conscious millennials/Gen Z (18–35), urban professionals.

Psychographics: Values wellness, sustainability, and transparency.

Repositioning & Channels:

Rebranding: Highlight “100% Natural, Zero Sugar” as a core message.

Digital Campaigns:

TikTok/Instagram Reels with influencers showcasing 7up as a “guilt-free” drink.

Google Ads targeting keywords like “healthy soda alternatives.”

Data-driven ROI: Allocate 70% of the budget to digital channels, using A/B testing to refine ads.

Expected Outcomes:

40% increase in brand awareness among target demographics.

25% growth in online sales within 6 months.