

## **Marketing Management -1**

Assignment No.1

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Example of a Service which succeeded.

**Name of the company- Amazon E-Commerce company head quartered in USA**

### **Reasons for success**

1. Superior customer service
  - a. Timely delivery
  - b. Refund if customer complained of defective product/service
  - c. Orders terminated if supplier defaults
2. Competitive pricing
3. Understanding of customer needs
4. Superior customer experience during online shopping.
5. Customer feedbacks taken seriously
6. Supplier rating based on customer feedback provided
7. Vast distribution network covering most parts of the world
8. Consistent service
9. Availability of Resources- Financial and manpower

**Service company which failed and reasons . E-commerce Co- [www.indiaplaza.com](http://www.indiaplaza.com), Bangalore based.**

1. Entered E-Commerce space too early (1999) when customers were not ready for e-commerce.
2. Was a pioneer, survived E-Commerce bust in 2000 and was affected due to it
3. Lack of Innovation , even when competitors arrived, resulted in lack of customer retention
4. Poor customer experience –Web site was not user friendly, resulted in loss of customers
5. Lack of financial resources resulted in payment default to suppliers and non fulfillment of customer orders. Introduced cash on delivery model and could not manage finance properly
6. Did not understand customer needs and tried charging customer for deliveries.