

Assignment

Questions

1. **You are a shopkeeper who sells laptops. The sales are down from the last few weeks. The festive seasons such as Dussehra & Diwali are around the corner. You must design a sales strategy to boost your sales for the upcoming festive season.**

During the holiday season, our laptop store may have a great opportunity to improve sales. Consider the following sales technique to help you increase sales during the Dussehra and Diwali festivals:

Holiday Specials and Discounts:

Provide exclusive discounts and promotions on laptops, particularly for popular models. Subscriptions to software or peripherals such as wireless mice or laptop bags may be included in bundle offerings.

Decorate Your Shop: You may make your store feel warm and pleasant by adding lights, rangoli, and other traditional decorations. Make shopping more fun by playing Christmas music.

Visibility on the internet: Create a website that is user-friendly to internet users. Make it user-friendly for mobile devices. Use social media to reach out to potential customers and promote your holiday promotions.

Customer loyalty programmes: As a thank you, provide loyal customers exclusive discounts or early access to deals.

Make a referral programme to encourage repeat customers to refer you to others.

Gift cards and e-gifts: Make it easier for customers to give PCs as gifts by offering gift cards or e-gift certificates.

Customer Support: Ensure that you give outstanding customer service during this stressful period. Provide personalised support to customers in order to assist them in purchasing the best laptop.

Delivery Services: Installation and delivery services to customers' houses are available, particularly for more powerful and sophisticated laptop models. Make ensuring that delivery are on time and precise to improve the client experience.

Suggestions for Improvement: Collect feedback from your clientele to better understand their needs and interests. Based on this feedback, make modifications to your product line and customer service.

Collaboration with Other Companies: Collaborate with adjacent businesses to promote one another's products and services. Collaboration with a local software company or electronics merchant, for example.

2. **You have recently started a new coaching class, but you have one of the most prestigious coaching classes already running in your city. Design a solution to attract & convince more students to join your coaching class rather than the renowned one in your city?**

Here is a strategy to set your coaching class apart and attract students:

Determine your unique selling proposition (USP):

Find out what sets your coaching class apart from the rest. Individualised education, a unique teaching method, or advanced course materials are all possibilities.

Customised marketing campaign:

Create a marketing approach that highlights your unique selling point. Focus on how your coaching class responds to the students' individual goals and concerns.

Parents and students should be involved:

Host webinars, workshops, or seminars to engage students and parents. Address their concerns and questions directly.

Give out a free class:

Provide free or highly discounted trial lessons to allow students to experiment with your teaching style and classroom setting.

Create an Online Presence: Create a good website and keep your social media profiles up to date. Highlight student successes, success stories, and endorsements to establish credibility.

discount Pricing and Scholarship options: Make your coaching course more affordable by offering discount pricing or scholarship options. Make a point of emphasising the value and grade of the education pupils will receive for their money.

Teachers with Extraordinary Talent:

Display your instructors' credentials and experience. Emphasise their dedication to the children's success.

Resources for Interactive Education:

Invest in interactive learning technology such as online learning environments or virtual labs to improve the learning process.

Individualised Service:

Emphasise your commitment to offering customised care and small class sizes, which can be a significant advantage over more prestigious, larger classes.

Planning that is adaptable: To accommodate students with varying commitments, provide a variety of flexible class schedules, such as after-school or weekend sessions.

Progress monitoring: Put in place a dependable mechanism for monitoring and reporting students' progress to keep parents informed.

Networking and Alumni Gatherings: To develop a sense of community and belonging, organize networking events and alumni gatherings.

3. **Find out who are the competitors of Edu-versity and list down their benefits. (Don't include Coursera, Udemy, Internshala)**

Viven Eduversity—

In collaboration with B-schools throughout the city, they provide two-year, full-time management programmes. These programmes are a perfect fit for graduates who want to arm themselves with management skills, realise their full potential, and launch a rewarding career because they include an industry-synched curriculum that covers every aspect of business and management.

Sunstone—

Sunstone is a higher education institution in India that offers industry-ready programs in management and technology. It is a new-age education model aimed at producing job-ready professionals.

4. Who do you think is the best: Zomato or Swiggy & why?

Zomato:

Restaurant Discovery: Zomato is renowned for its comprehensive restaurant discovery tools, which include in-depth restaurant listings, user reviews, ratings, and menus. It's a go-to resource for people who want to discover new dining venues.

Global Presence: Zomato is accessible to consumers who travel abroad and seek a dependable food discovery experience thanks to its presence in a number of nations.

Zomato Gold: Zomato provides a subscription program known as Zomato Gold that offers specials and savings at affiliated restaurants. Those who dine out frequently may find this useful.

Swiggy:

Broad Coverage: Swiggy is renowned for its broad delivery network, which provides food delivery from a huge selection of restaurants, including smaller neighborhood eateries. This may be helpful if you desire a wide selection of food options.

Fast Delivery: If you're looking for a rapid meal delivery, Swiggy frequently touts its quick delivery timeframes.

Swiggy Super: The Swiggy Super subscription plan offers free delivery as well as additional perks. It can be economical for frequent users.

Grocery and Essentials: Swiggy now offers grocery and essentials delivery, turning it into a one-stop shop for all of your food and everyday needs.

Zomato might be a better option if you value restaurant discovery, comprehensive restaurant information, and a global presence.

Swiggy can be the best choice if you're looking for a broad selection of meal delivery alternatives, quick delivery, and other services like grocery delivery.

