

Deadline 20 May EOD(11:59 pm).

Assignment: 1

Task: Comprehensive Analysis of Blinkit's Market Strategy

1. Analyze Blinkit's Innovative Approach: Investigate the strategies and methods Blinkit employs to capture and maintain a competitive edge in a highly competitive market.

2. Complete SWOT Analysis: Conduct a thorough SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of Blinkit to understand its internal capabilities and external environment.

3. Detailed Marketing Strategy Analysis: Provide an in-depth analysis of Blinkit's marketing strategy. Map and evaluate this strategy using the 4 P's of Marketing.

Make sure to address each point comprehensively, ensuring the analysis is detailed and well-supported with relevant data and insights.

<https://forms.gle/5KuFfMXvQfAYUyhaA>