1. THE SYNDICATED DATA AS RECEIVED FROM A SALES REPRESENTATIVE OVER AT “REAL SIMPLE” MAGAZINE

ACCORDING TO THE REPORT RECEIVED ON NOVEMBER 18, 2014:

COVERAGE % IS THE TARGET MARKET

COMPOSITION% IS THE READER OF THE PARTICULAR MAGAZINE THAT BELONGS TO THE TARGET

3 TYPES OF WOMEN:

AFFLUENT

BEAUTY ENGAGED

BUSY LIFESTYLE

\*AT FRIST THE REAL SIMPLE MAGAZINE IS RANKED 4 ON COVERAGE PERCENTAGE RANK BASED ON THE RANGE COVERED IN THE TARGET MRKET, NO.OF AUDIENCE AND READER OF THE MAGAZINE.

IT IS RANKED 4 BECAUSE IT ACQUIRED MORE AUDIENCE IN THE TARGET MARKET COVERAGE.

\*Women 25-44 and HHI $75,000+

HERE THE COVERAGE RANK IS 3 BECAUSE IT COVERAGED MORE AREA IN THE TARGET MARKET BUT REACHED LESSED NO.OF AUDIENCE IN THE TARGET MARKET WITH AN INDEX OF 209

\*MULTICULTURAL

HERE THE COVERAGE RANK IS 7 BECAUSE IT TARGETED HUGE MARKET BUT COULDN’T REACH MORE CUATOMES INFACT IT REACHED NLY FEW AUDENCE SO EVENTUALLY THE NO.OF READER OF THE MAGAZINE ALSO DECREASED.

\*GRADUATED COLLEGE PLUS

HERE THE COVERAGE RANKED NO.1 AS BECAUSE IT HAS COVEREGED HUGE AREA IN THE TARGET MARKET AND REACHED MANY MORE AUDIENCE SO THE NO.OF READERS OF THE MAGAZINE ALSO INCREASED A LOT.

\*SOFISTICATED CUSTOMERS

THE COVERAGE RANK IS 4 BECAUSE AGAIN THE REAL TIME MAGAZINE COVERED HUGE TARKET MARKET AND REACHED MORE AUDIENCE AND EVENTUALLY THE PERCENTAGE OF MAGAZINE READERS ALSO INCREASED.

\*HIGH SOCIAL STATUS WOMEN

HERE THE COVERAGE RANKED 7 BECAUSE THE AREA COVERED IN THE TARGET MARKET AS WELL AS THE NO OF AUDIENCE REACHED IS VERY LESS SO THE PERSENTAGE OF THE READERS ALSO DECREASED AND INDEX ALSO DECREASED.

\*WOMEN WHO LIVES A LIFESTYLE WHICH IMPRESSES OTHERS

HERE THE COVERAGE RANK IS 6 BECAUSE THEY COVERED MORE AREA OF THE TARGET MARKET BUT LESS NO. OF AUDIENCE SO THE PERCENTYAGE OF READERS AND INDEX BOTH DECREASED.

\*HIGH SOCIAL STATUS

AGAIN HERE THE COVERAGE RANK IS 4 BECAUSE IT COVERED HUGE TARGET

SO BY ANALYSINING THE GIVEN DATA THE TOP 5 TAKEWAYS FOE THE TARGET SEGMENTS THAT WILL BEST HEPL THE SALES REPRESENTATIVES SELL ADVERTISING SPACE IN REAL SIMPLE MAGAZINE ARE:

* INDIVIDUALLY TOP N BOTTOM CAN BE SEGREGATED
* OVERALL COMPOSITION AND COVERAGE THAT HAS NUMBERS THAT MUST BE REFLECTED IN THE FORM OF PERCENTAGE
* THE TARGET SHOULD BE TO REACH MORE NO. OF AUDIENCE AND MORE NO. OF COVERAGE AREA.
* THE TARGET SHOULD BE TO GO BEYONG THE BENCH MARK OF THE INDEX .(THE MORE THE BETTER)
* THE PERCENTAGE OF READERS OF PARTICULAR MAGAZINE DEPENDS ON THE PERCENTAGE OF COVERAGE AREA AND THE NO.OF AUDIENCE.

2. YOLO – IT IS AN ACRONYM FROM YOU ONLY LIVE ONCE, AND BUTTERS, WHICH MEANS THAT SOMEONE IS UGLY. PARENTS GET FRUSTRATED OR PERPLEX WHEN THEIR CHILDEREN TELL THEM SOMEONE IS “DERP” OR “YOLO” ARE TO GIVEN A NEW SLAG.THE NEW DICTIONARY DETAILING ONLINE SLANG WAS RELEASED AFTER A POLL FOUND THAT ALMOST 70% OF THE PARENTS HAD NO IDEA WHAT THEIR CHILDREN WERE SAYING. YOLO, AN ACRONYM FROM YOU ONLY LIVE ONCE, WHICH MEANS SOMEONE IS UGLY. YOUNG GENERATIONS USE THIS LANGUAGE OR SLANS ONLINE. THE POLL TO COINCIDE WITH THE START OF AN ONLINE SAFETY CAMPAIGN FOUND THAT 66% OF 1000 PARENTS QUESTIONED WITH CHILDREN AGED BETWEEN 6 TO 14 YRS SAID THEY HADN’T A CLUE ABOUT LANGUAGE USED BY THEIR CHILDREN ONLINE.

DR. CLAIRE HARDAKER, PROFFESOR OF LINGUISTICS AT LANCASTER UNIVERSITY, SAID “CHILDREN HAVE ALWAYS BEEN WONDERFUL INNOVATORS THAT DELIGHT IN CREATING NEW WORDS.”

AND WITH YOUND PEOPLE INCREASINGLY COMMUNICATING ONLINE, SOAKING UP DOZENS OF NEW WORDS, SLANGS LANGUAGE IS EVOLVING AT LIGHTING SPEED, PARTICULARLY WORDS OF PRAISE OR INSULT.

THE POLL ALSO FOUND THAT 50% OF THE PARENTS DON’T MONITOR THEIR CHILDS’S ONLINE ACTIVITY AND THAT 90% WOULD LIKE WEBSITES TO MAKE IT CLEARER HOW TO ENSURE CHILDREN ARE KEPT SAFE WHEN THEY BROWSE THE WEB.

THE WORDS INCLUDED ARE

EPIC- USED WHEN SOMEONE IS AWESOME OR AMAZING

YOLO- YOU ONLY LIVE ONCE USED FOR A PERSON WHO IS UGLY

BRO- A BOY’S BEST FRIEND

BEACH- BITCH

OUTERS- OUT OF ORDER

DUB- UNINTELLIGENT

ETC.

3. MY APPROACH FOR THE FIRST TEST QUESTION IS TO IMPROVE THE AVERAGE THE BENCH MARK OF THE INDEX. THE COVERAGE AREA SHOULD HE HIGH AND THE NO. OF AUNDIENCE REACHED SHOULD BE INCREASED SO THAT THE NO. OF READERS INCREADES.

2.

* BASED ON THE JOB PROFILE AND THE TEST SHARED WITH ME I ENVISION MY AVERAGE WORK DAY TO BE VERY CHALLENGING AND EXCITING.
* IT IS VERY EXTRAORDINARY WORK AND NEW MARKET SO I HAVE TO BE VERY UPDATED ABOUT CURRENT SENARIO OF THE US MARKET THAT HOW IT IS GOING TO EFFECT THE BRANDING & SALES BASED ON THE MARKET, CUSTOMER PREFERANCE & CUSTOMER NEEDS AND WANTS.
* HAVE TO ADOPT MYSELF WITH THE WORK ENVIRONMENT, AND THE WORK EXPECTED FROM ME BY THE COMPANY.
* HAVE TO THINK VERY INNOVATIVE AND CREATIVE. (BY ORGANISING EVENTS TO PENITRATE OUR POTENTIAL CUSTOMERS AND CREAT A STRONG MIND SET TO THE CUSTOMERS ABOUT THE BRAND AND THE PRODUCT)
* IT WILL ENHANCE MY INTERPERSONAL SKILLS AND EXCEL IN DEALING WITH CLIENTS.
* IT WILL ALSO ADD TO MY PERSONAL GROWTH KNOWING THAT MY SKILLS AND KNOWLEDGE IS ADDING VALUE TO THE ORGANISATION.

3.

* IN THE NEXT 2 YEARS I CANNOT ACHIEVE EVERYTHING THAT I WANT TO BUT I WILL GO AS HIGH AS I CAN GO WITHIN A SHORT SPAN OF TIME.
* I WANT TO CONTRIBUTE AS MUCH AS I CAN TO THE ORGANISION IN THE POSITION I AM HIRED FOR.
* ALTHOUGH MY INITIAL FOCUS WOULD BE TO WORK TO MY FULL POTENTIAL, THAN I WOULD VERY MUCH LIKE TO MOVE INTO A SUPERVISORY OR MANAGEMENT ROLE IN NEXT 2 YEARS.
* I ENJOY SUPPORTING MY TEAM MEMBERS AND STRIVE TO SET A GOOD EXAMPLE FOR OTHERS
* MY FIRST GOAL WILL BE TO MEET OR EXCEED THE COMPANY’S EXPECTATION IN THE POSITION I AM HIRED FOR. AFTER THAT I WILL ENJOY THE RESPONSIBILITIES OF THE MANAGEMENT.