

Ct&Dt SPSU Batch.no: Task.no:2 Complex Problem Table:

s.no	Application Domain	Complex Problem Identified	Justification
1.	LPG Vehicles	<p>Filling Stations</p> <p>Gas Tank Capacity</p> <p>Vehicle Performance</p>	<p>There is no proper gas filling stations in urban areas and some filling stations has less pressure to insert the gas. It leads to less density of gas in tank</p> <p>Gas tank capacity is less it is around 9kg. It fully filly when the gas pressure is high in other cases it doesnt fill fully It leads to give less mileage</p> <p>The performance of gas vehicle while compare to petrol/diesel vehicles it is very less. It doesn't pickup as fast as petrol vehicles</p>
2.	Nokia	<p>Lack of Innovations</p> <p>Emergence of Smart Phones</p> <p>Poor marketing strategy</p>	<p>It doesn't make advanced mobile. Instead of that they created same modal of other companies.</p> <p>It entered in smart phone field after coming of so many brands that brands are running good in the market. Then Nokia entered into smart phone field.</p> <p>They failed to create a compelling narative around their products</p>
3.	Royal Enfield Machismo	<p>Unable to face competition</p> <p>Bike lookings</p>	<p>When this bike entered into market their is so many bikes are trending that's why it unable to face competition</p> <p>It is not attracting user base</p>



		Marketing Strategy	They failed to create perfect advertisement
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TEAM MEMBERS:

ENROLLMENT.NO:

- S.PRASAD 24CS003330
- S.AKHIL 24CS003340
- S.DURGAPRASAD 24CS003342
- A.VISHNU VARDHAN MANI 24CS003372
- V.VIJAY KUMAR 24CS003347

