



Concept of Value , Business Environment in India, Demand states, company orientation towards market-place,

Name of the Presenter

Course Outcomes

C01 – Recall various important concepts of marketing management.

C02 – Understand the frameworks, processes and models of marketing management.

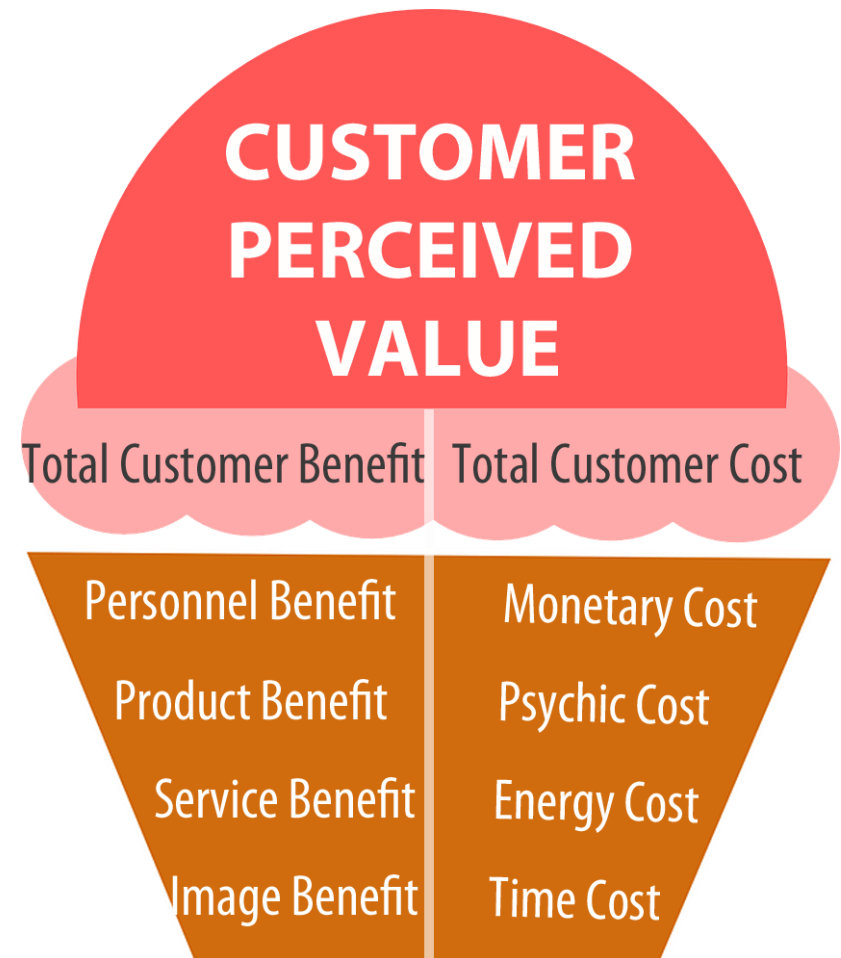
C04 – Analyse the marketing environment and decisions in different business scenarios.

Concept of Value



Perceived value

- The problem or the need which is addresses
- The benefits offered by the product
- Service attribute like aftersales, repair & maintenance
- Additional benefit of prestige, status, reputation



Customer cost

Monetary

- Purchase price of product or service
- Operating cost of product or service
- Service cost
- Switching cost
- Opportunity cost

Time

- Finding information about product or service
- Travel to acquire product or service
- Learning curve

Psychic

- Effort required to find product or service
- Effort required to use product or service
- Concern about risk of product or service

Concept of Value

A Value Proposition has 4 essential elements

It shows how products/services create value for a specific customer segment

The customer's
perspective

Customer needs and
insights

- What problems do they need to solve?
- How can they increase sales?
- How can they reduce costs?

What's in it for
them?

Promise of value that
resonates

- Benefits that add value to your customer
- Solving their urgent problems
- Why they should care about your solution

Why choose to
buy from you?

Competitive
Differentiation

- Demonstrate points of difference from your competition that matter to your customers.
- Put action plans in place to improve points of parity

Prove it

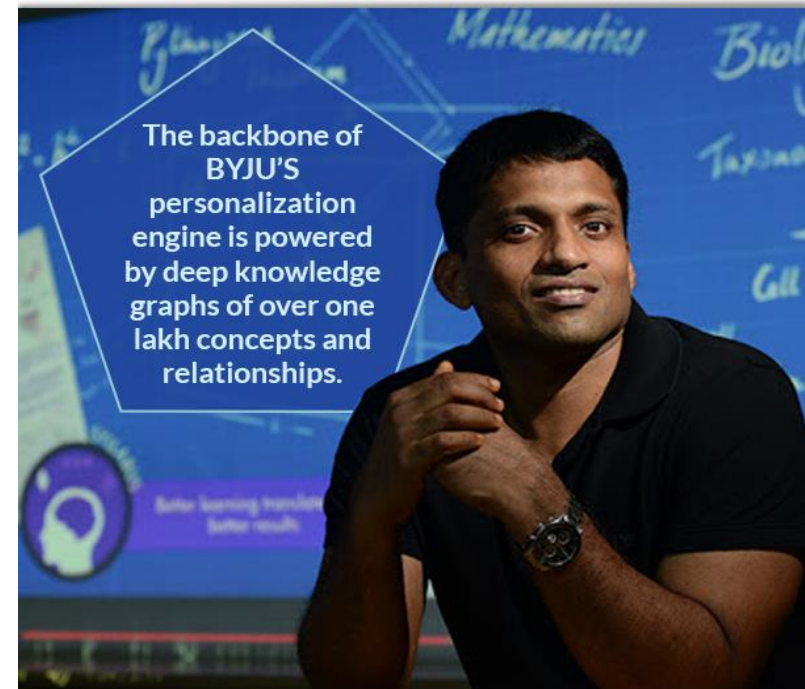
Proof and
quantification

- Create trust -why should your customer believe you?
- Quantify the benefits in your customers' language

Concept of Value: Case Study

- Opening Case –
**BYJU'S – THE LEARNING
APP, GIVING VALUE AND
CAPTURING VALUE**

Forbes ONE CEO CLUB IN PARTNERSHIP WITH Google Cloud



benefit grade esteem regard
significance merits value purpose
eminence substance
desirability superiority
worth quality



Case Background

SUCCESS STORY

■ **2011:** Byju Raveendran starts Think & Learn (the parent company of Byju's: The Learning App) along with Riju Ravindran and Divya Gokulnath, the other two partners

■ **2013:** The company raises a Series-A round of funding of \$9 million from Aarin Capital

■ **July 2015:** Sequoia Capital pumps \$25 million in a Series-B round of funding

■ **August 2015:** Byju's: The Learning App is launched

■ **March 2016:** Raises \$75 million in a Series-C round of funding from Sequoia Capital, Sofina

■ **September 2016:** Raises \$50 million from the Chan

Zuckerberg Initiative and Sequoia Capital in a Series-D round of funding

■ **December 2016:** World Bank arm International Finance Corp invests \$15 million

■ **January 2017:** Acquires Vidyarthi, a career guidance and academic profile-builder, for an undisclosed amount

■ **March 2017:** Raises \$30 million from Verlinvest in a Series-F round of funding

■ **May 2017:** A new version of the app is launched

■ **July 2017:** Buys TutorVista and Edurite (online education ventures) from UK-based Pearson to expand global footprint

Case Analysis

- In the groups of two, list the value propositions created by Byju's
- Identify the factors business environment in India that have favoured the success of Eductech players like Byju's
- Analyse the latest development in the offerings, acquisitions and expansions by Byju's **(after the period covered in the case)**

Demand States



Negative Demand

- Products/ services that people dislike and merely don't want.



Non-existent Demand

- Products/ services that people don't know or uninterested in.



Latent Demand

- Demands that people realize later.



Declining Demand

- Demands that people have less interested in than before.



Irregular Demand

- Products/ services which usage are based on time.



Unwholesome Demand

- Products/ services that have bad effect.



Full Demand

- Products/ services that have the supply meeting its demands.



Overfull Demand

- Products/ services that the demand is more than the supply.

Business Environment in India

