1. Market share of Brand A, B, C are 50%s, 30% and 20% respectively. Customers shift their brands and brand switching matrix of every quarter is given below .find market share at the end of the quarter?



|  |  |  |  |
| --- | --- | --- | --- |
|  | A | B | C |
| A | 50% | 30% | 20% |
| B | 20% | 70% | 10% |
| C | 20% | 20% | 60% |



1. Suppose that new razor blades were introduced in the market by three companies at the same time . when they were introduced ,each company had equal market share but after one year some change took place which are shown in the transition matrix. Find out market share of three companies after one year



|  |  |  |  |
| --- | --- | --- | --- |
|  | A | B | C |
| A | 90% | 3% | 7% |
| B | 10% | 70% | 20% |
| C | 10% | 10% | 80% |



1. Market share of Brand A, B, C are 60%,20% and 20% respectively. Customers shift their brands and brand switching matrix of every quarter is given below .find market share at the end of the quarter?

|  |  |  |  |
| --- | --- | --- | --- |
|  | A | B | C |
| A | 55% | 15% | 30% |
| B | 45% | 45% | 10% |
| C | 40% | 25% | 35% |

|  |  |  |  |
| --- | --- | --- | --- |
|  | A | B | C |
| A | 50% | 30% | 20% |
| B | 20% | 70% | 10% |
| C | 20% | 20% | 60% |

1. Market share of Brand A, B, C are 75%,10% and 15% respectively. Customers shift their brands and brand switching matrix of every quarter is given below .find market share at the end of the quarter?

|  |  |  |  |
| --- | --- | --- | --- |
|  | A | B | C |
| A | 80% | 8% | 12% |
| B | 10% | 75% | 15% |
| C | 25% | 25% | 50% |

1. only three Retail Organizations operating in New Delhi namely “Times Group”, Express Group” & “Dawn Group”. Entire New Delhi Market is captured by these three companies. Times group is market leader with 800 thousand customers. Dawn group is at second potion with 500 thousand customers and Express group is at third position with 400 thousand customers. Times group is at market leader position so their main concern is to maintain their market leader position whereas other two companies are trying to get market leader position by attracting more customers. These companies have started marketing war because of which it has witnessed huge Brand Switching. Times Group has lost 250 thousand customers out of which 150 thousand went to express group and 100 went to Dawn group. Express Group lost 150 thousand customers to Times Group and 50 thousand to Dawn Group. Dawn Group lost 100 thousand customers to Times Group and 25 thousand customers to Express Group

Find out Brand Retention % , Brand Switching

1. **Mr. Kapoor , the owner of samachar newspapers agency which supplies papers to readers in this section of the town, compliled data on the readership of the three newspapers for last two months , his finding are**

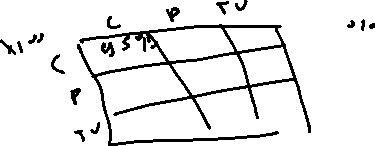
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Newspapers | Jan | Losses | Gains | Feb |
| Today | 200 | 40 | 80 | 240 |
| Everyday | 500 | 50 | 30 | 480 |
| Fresh news | 300 | 40 | 20 | 280 |



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Gains | | | Losses | | |
| Newspapers | Today | Everyday | Fresh news | Today | Everyday | Fresh news |
| Today | 0 | 45 | 35 | 0 | 25 | 15 |
| Everyday | 25 | 0 | 5 | 45 | 0 | 5 |
| Fresh news | 15 | 5 | 0 | 35 | 5 | 0 |



Find brand retention and brand switching



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Brand | March | Gains | Losses | April |
| COKE | 5000 | 300 | 250 | 5050 |
| PEPSI | 5000 | 200 | 100 | 5100 |
| THUMP UP | 5000 | 100 | 250 | 4850 |



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Gains | | | Losses | | |
| Brand | COKE | PEPSI | THUMP UP | COKE | PEPSI | THUMP UP |
| COKE | 0 | 100 | 200 | 0 | 150 | 100 |
| PEPSI | 150 | 0 | 50 | 100 | 0 | 0 |
| THUMP UP | 100 | 0 | 0 | 200 | 50 | 0 |