

Answer to Q1.

Mamaearth can focus on the two major ways of growing revenue which are:-

1. They can grow number of customers by:-

- Acting upon the customer feedback and improving their product.
- Better brand endorsements and influencer marketing which include fitness bloggers, youtubers would have more influence than the ones who are only famous and do not make health/fitness related content.
- Delivering ads to customers based on the weather in their area will give Mamaearth an edge and better effectiveness over rivals' ads.
- They may choose to offer their best performing products outside India to increase sales.

2. They can increase customer lifetime value by:-

- They can do loyalty campaigns offering discounts to repeat customers and rewarding customers who reach a certain "number of referrals done."
- Cross selling which recommends customers to buy complete skincare/haircare/babycare kits will increase sale of multiple products through single purchases.
- Increasing the price of the bestselling products will generate more revenue.
- They can post content on their website regarding the hazards associated with chemical-based shampoos, oils, babycare products which will result in even more conversion of visitors into buyers.

Answer to Q2.

I won't recommended brick and mortar method for Mamaearth due to the following reasons:

- Potential customers are mostly the ones who come via digital media.
- Brick and mortar method will result in higher prices(retailer involved) due to which it won't be able to attract more customers as India is a price sensitive market.
- People who are aware of the company are mostly the ones who actively use social media so these products in kirana stores and hypermarkets won't attract many customers as they are more expensive than the less natural/more chemical based rival products.