

LSM ASSESSMENT 8

19BCI0238

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SLOT:TAA1

Describe about Customer Relationships and Customer Development Processes in detail.

Make your marketing and advertising campaigns in a new way that the competitors have no idea about or hesitate to do. Give customers more and more attraction towards your market as well as absorb their attention towards your brand

Profitable marketing plan :Customer to customer network plays an important role in increasing our service. We should establish a marketing network such that to provide benefit to the introducer of a new client from the previous client. In this way we can improve our relation with customers even further. This type of marketing plan will encourage the clients to introduce new clients to us, and increase our marketing network.

Awareness of the Product – We should plan on how we will intend to make our service known to our intended customer base. You could have the best offering in your industry or niche, but if nobody has heard of it or you, you're as good as sunk. The time to plan your social media, content marketing and advertising campaigns is not when you are ready to go to market! Who Will Benefit from our Offering – Segmentation, targeting and positioning are the essences of Marketing. Your target customer base will go some way to determining the price you can ultimately charge. It will also determine how you can best communicate your offering to them and where you will find them.

Google is where people search for what to do, where to go, and what to buy. We can increase the publicity of the services by putting the advertisement of our service on all the google platforms and sub platforms like youtube. Also these advertisements cost around 2L per month , thus this step will be undertaken once the company starts generating a revenue. Once the target audience has started using the services of our ChargeUp then we can keep in touch with them, ask them for feedback on our services so that we can make the necessary changes and keep ourselves updated according to the market. By doing so we can develop a community of loyal customers. Hence this may also help in increasing the word of mouth publicity of our service. Of all the reasons why customers buy something, saving money is near the top of the list. This need to save is why discount coupons have become a bigger part of running a successful business.

- Adding Discounts to Lead Forms.
- Use Limited-Time Offers.
- Creating a Customer Reward Program.
- Promo codes and Referrals
- Premium Subscription

Market a community, not a product Different target audiences might value different requirements, but everyone values their community. Here community means different things depending on your renters' demographics. For young people, community could mean modern clothing, gym equipment, vehicles and electronic gadgets, opportunities for inexpensive family activities, and safe neighborhoods.

For seniors, community might mean books, furniture, kitchen equipment and long distance travelling vehicles. When you're marketing a product you're not just marketing that thingy, you need to market the entire community of products as that's what your renters will value. Do what your competitors won't do by taking steps to oppose them . Make your marketing and advertising campaigns in a new way that the competitors have no idea about or hesitate to do. Give customers more and more attraction towards your market as well as absorb their attention towards your brand.

Customer perception and out look further pose the challenge of product acceptability in India. Electric vehicles are perceived to be under power vehicles at higher cost. The whole phenomenon of electric vehicles have picked up in recent years owing to the increasing oil prices and pressure on developed nations to reduce the carbon footprint. Globally smart cities are being developed which are focused on promoting electric vehicle usage. Indian government is also planning four smart cities in Manesar, Shendra, Changodar and Dahej to be built along the dedicated freight corridor. These cities are being designed in association with Japanese firms like Hitachi, Mitsubishi and Toshiba and would be based on successful models of Japanese cities Kitakyushu, Toyota City and Yokohoma. By 2020, India's population in cities is expected to grow manifold to a staggering 200 million while population is expected to grow by five times as compared to 2010.