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Roll no
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Date: _____

QNo.1

The Boston Consulting Group approach.

The Boston Consulting Group approach using the classical Boston Consulting Group approach a company classifies all its SBU's according to a growth-share matrix. On the vertical axis market growth rate provides a measure of market attractiveness.

		Relative Market Share High (Cash Generation) Low	
Market Growth rate (Cash uses) High Low	Stars	Question Marks	High
	Cash Cows	Dogs	Low
		High (Relative share) Low	

Stars

Stars are high-growth, high-share business or products. They often need heavy investments to finance their rapid growth. Eventually, their growth will slow down and they will turn into cash cows.

Cash Cows:-

Cash cows are growth, high-share business or products. These established and successful SBUs need less investment to hold their market share.

Question Marks:-

Question marks are low-share business units in high-growth. They require a lot of cash to hold their share let alone increase it. Management has to think hard about and which should be phased out.

Dogs:-

Dogs are low-growth, low-share business and products. They may generate enough cash to maintain themselves but do not promise to be large sources of cash.

Q No 2:-

SWOT Analysis

The following is a brief summary of SWOT Analysis components

Strengths

Strengths in SWOT analysis are the attributes within an organization that are considered to be necessary for the ultimate success of a project. Strengths are resources and capabilities that can be used for competitive advantage.

(e.g.)

- Strong brand names
- Good reputation
- ~~Weakness~~

Weakness

The factors within the SWOT analysis formula that could prevent successful results

within a project are Weakness.

Weakness include factors such as an abundance of rivalry between departments a weak internal communication system.

(e.g)

Weakness include:

Weak brand name

Poor reputation

Opportunities:

Opportunities are classified as external elements that might be helpful in achieving the goals set for the project.

These factors could involve vendors who wish to work with the company by the general public. segment of the market.

Opportunities include:

Arrival of new technology

Threats:-

These external factors could gravely affect the success of the project or business venture. The possible threats that are critical to any SWOT analysis include a negative public image, no ready-made market for the final product and the lack of vendors.

Qn03

Marketing Information to gain Customer Insights.

Marketing Information System -

People and procedures for assessing information needs, developing the needed information and helping decision makers to use information to generate and validate actionable customer.

Marketing Information to gain Customer Insights.

1):- Managing Marketing information to gain Customer Insights

2):- Learning Objectives Marketing information and Customer Insights.

3):- Marketing Information and Customer Insights. Fresh and deep insights.

Customer's unsure of their behavior. Better information and more effective use of existing information Customer Insights are:

4):- Marketing Information and Customer Insights. Companies are forming customer insights teams - Include all company functional areas - Collect information from a wide variety of sources.

5):- Marketing Information and Customer Insights Marketing consists of people and procedures for - Assessing the information needs - Developing needed information - Helping decision makers use the information for customers.

6):- Marketing Information System

7):- Assessing Marketing Information Needs provides information to the company marketing and other managers and external partners such as suppliers, resellers, service agencies.

8):- Assessing marketing information needs • Balancing what the information users would like to have against what they need.

9):- Developing marketing information
internal data marketing intelligence
marketing research marketers
obtain information.

10):- Developing marketing information
Internal databases are
electronic collections of
consumer and market
information obtained from
data sources within
the company network
internal data.