# ENT 101 Introduction to Innovation & Entrepreneurship



# Marketing / Go To Market 17<sup>th &</sup> 18<sup>th</sup> Oct 2023

### **Announcements**



- Project Team Presentations
  - 14<sup>th</sup> Nov: 1130am to 130 pm
- End Sem
  - Full Portion
- All other marks have been shared with you and closed
- Pending Item Glossary
  - Need your help in listing the items
  - https://forms.gle/3fGb6SDyHCS25uK5A

# Plan for Balance Classes

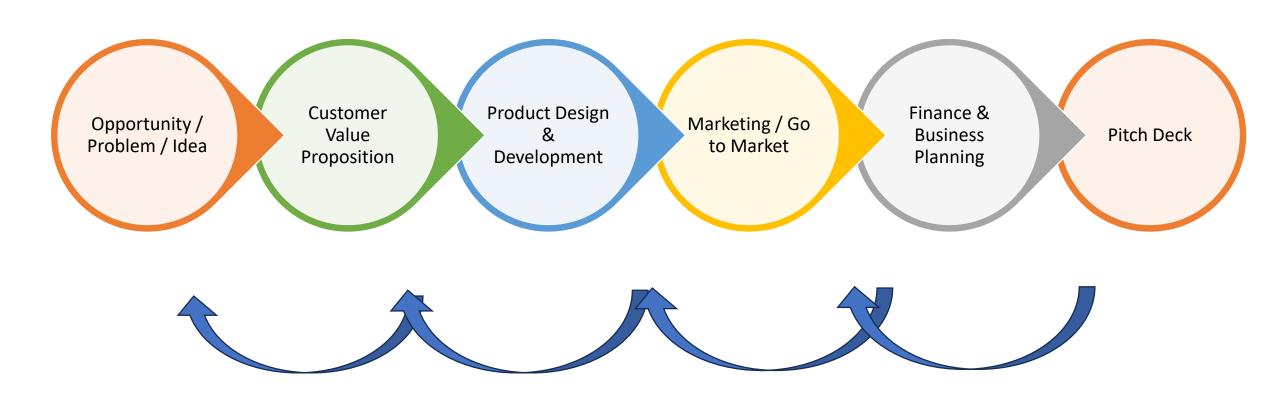


10 <sup>th</sup> , 11 <sup>th</sup> Oct	New Product Development	Prof Anu
17 <sup>th</sup> , 18 <sup>th</sup> Oct	Mktg, Go To Market	Prof Anu
25 <sup>th</sup> Oct	Communication / Pitch Deck	Prof Anu
31st Oct, 1st Nov	Basics of Finance	Prof Ramesh
7 <sup>th</sup> Nov	Doubt Solving – Full Course	Prof Anu
8 <sup>th</sup> Nov	Course Closing	Prof Anu
14 <sup>th</sup> Nov	Project Presentations	Prof Anu + Prof Ramesh

# **Process for Start up Creation**

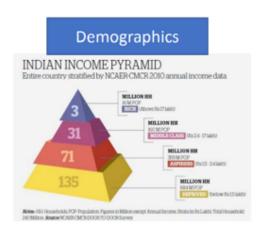


#### **Continuous Learning & Iterative Process**



# **Customer Segments & Customer Persona**

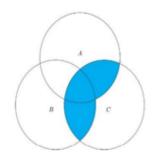




# VALS Lifetime Scale Upper Class Actualizers Fulfilleds Believers Achievers Strivers Experiencers Makers Strugglers www.marketingteacher.com

Usage Characteristics

Solus, Loyal, Flirtatious Heavy User, Low user



#### Rachel Small Business Owner

- · Social Media Marketing
- · Key decision-maker

#### Demographics

- · Age 32-39
- · Skews female
- \$90,000/yr
- Urban location
- · Master's degree
- · Married, no kids



#### Goals and Challenges

- · Save time online
- · Find interesting content to share
- · Maximize social media resources

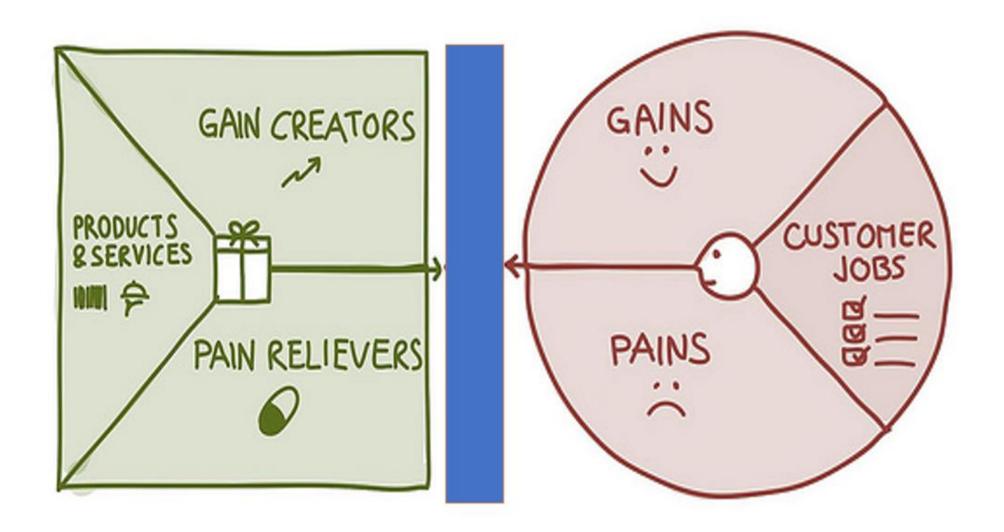
#### How we can help

- Schedule posts to a queue
- · Content suggestions



# How do we create our value proposition?





# Creating a Marketing Mix: 4 P's of Marketing



Brand
Features
Quality
Packaging
Sizes
Services
Warranties
Returns

Distribution
channels
Coverage,
Footprint
Assortment
Merchandising
Inventory
Terms & Margins

**Product** 

**Price** 

MRP
GMV
Discounts
Promotions
Subscriptions
Credit Terms

Place

**Promotion** 

Advertising Saes promotions

Source : Philip Kotler,
Marketing Management

## The Product "P"



#### **Internal Memory** Less than 3.9 GB 4 GB 8 GB 16 GB 32 GB 64 GB 128 GB 256 GB & above **RAM** 8 GB & above 6 GB 4 GB 3 GB 2 GB ☐ 1 GB Less Than 512 MB Number of Cores

**Quad Core** 

Hexa Core

Octa Core

#### Screen Size Up to 3.9 in 4 to 4.4 in 4.5 to 4.9 in 5 to 5.4 in 5.5 in & above **Processor Speed** Less Than 0.99 GHz 1 - 1.49 GHz 1.5 - 1.99 GHz 2 - 2.4 GHz 2.5 GHz & Above Colour **Battery Capacity** Less Than 999 mAh 1000 - 1999 mAh 2000 - 2999 mAh 3000 - 3999 mAh 4000 mAh & More

# **Product**

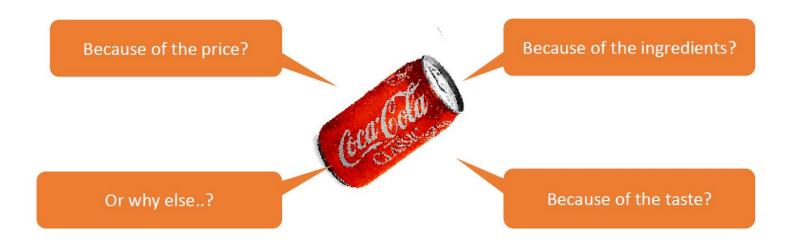
Brand
Features
Quality
Packaging
Sizes
Services
Warranties
Returns

Shoes Seasons	Refrigerator Door Type	
Spring	☐ Multi-Door	
Summer	Standard Double Door	
☐ Fall	Standard Single Door	
Winter		
Shoos Special Features	Cooling Goods Capacity	
Shoes Special Features	☐ Up to 120 l	
☐ All Weather Grip	☐ 121 - 200 l	
☐ Breathable ☐ Flexible	201 - 230 l	
Lightweight	231 - 300 l	
Slip Resistant	☐ 301 - 400 l	
Stain Resistant	☐ 401 l & above	
Water Resistant		
→ See more	Colour	
Material  Beaded Canvas Cotton	Refrigerator Special Features	
Crochet	☐ Adjustable Shelves ☐ Door Lock	
☐ Denim		
→ See more	☐ Inverter Compressor	
Shoe Closure Type	☐ Water Dispenser	
☐ Buckle	Appliances Family Size	
☐ Hook & Loop	Family of 3	
Lace-Up	Family of 4	
Slip On	Large Families	
Speed Laces	Large runnies	

Is this how we buy?

# Why do customers put money down to buy?



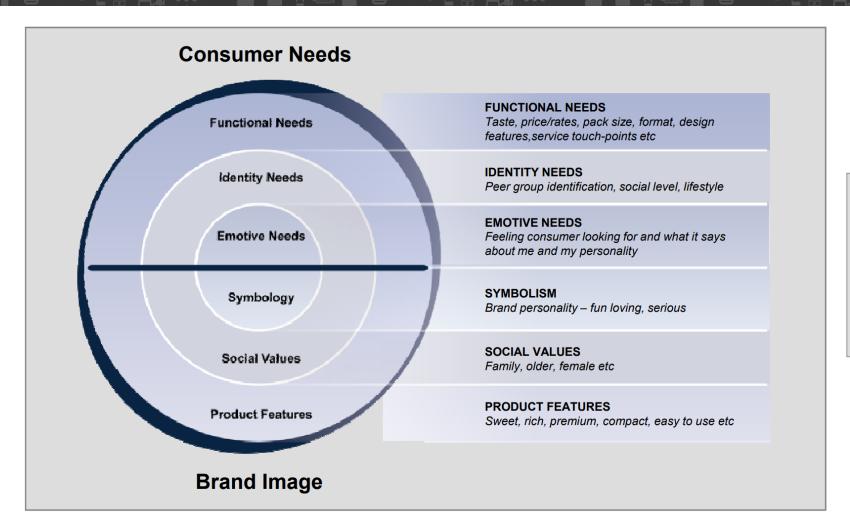


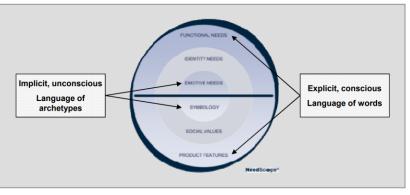
"To consumers across the world, **Coke** is THE beverage that provides deep refreshment for the body, mind and spirit better than any other alternative because only Coke combines the unique Coke taste with a sense of what's real and genuine which makes the moment more enjoyable"

# Who am I? Why buy me?

# From Product/Features to BRAND







# **Creating Brands**







power to you



Icon

Logo

Endline

Brand device









Colour

Typefaces

Imagery - Illustration

Imagery - Photography

# Functional to Emotional Benefits to Purpose





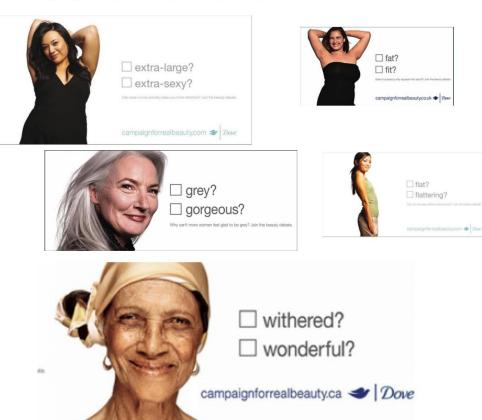


Dove doesn't dry your skin the way soap can

Dove has 1/4th moisturizing cream



#### Brand with a Point of View

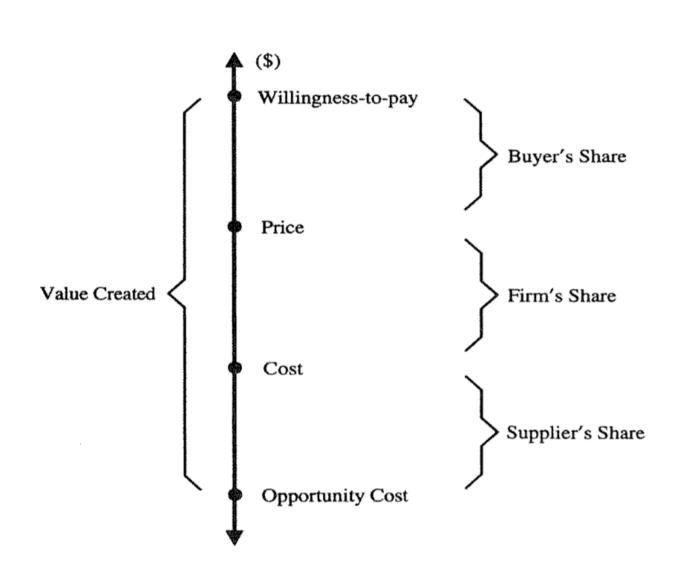


https://www.youtube.com/watch?v=wpM499XhMJQ

https://www.youtube.com/watch?v=XpaOjMXyJGk

# The Price "P": Some Fundamental Concepts





Price

MRP
GMV
Discounts
Promotions
Subscriptions
Credit Terms

- Cost Plus Pricing
- Perceived Value Pricing

# The Pricing P: Some Manifestations







Price shopping? We're price matching. bby.me/869qk

# **Price Match Guarantee.**

We won't be beat on price.







**Price** 

On request

# **Brand - Price Trade Off**

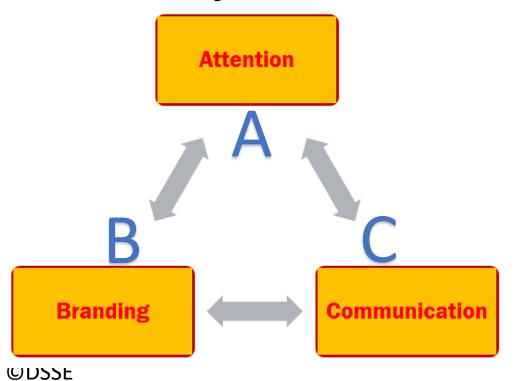
# The Promotion "P": Advertising





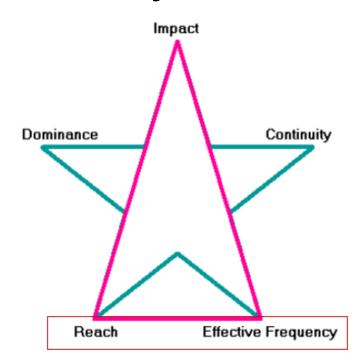
#### **Creative**

#### What will you showcase?



#### Media

#### Where will you showcase?



# Marketing Campaigns: Creative + Media







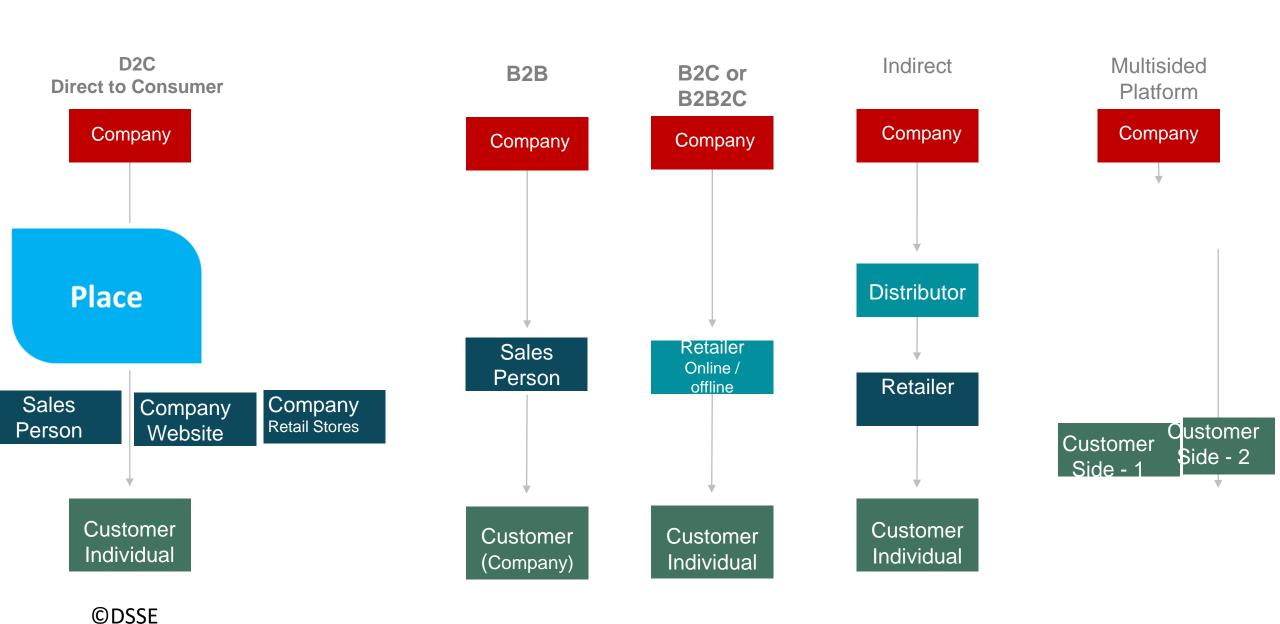






## The Place "P": Channels of Distribution





# **Sales Channels**

# DSSE

#### **TRADITIONAL STORE SELLING**



**B2B / SOLUTION SELLING** 



**MODERN TRADE SELLING** 



**EXHIBITIONS** 



**TELE-SELLING** 

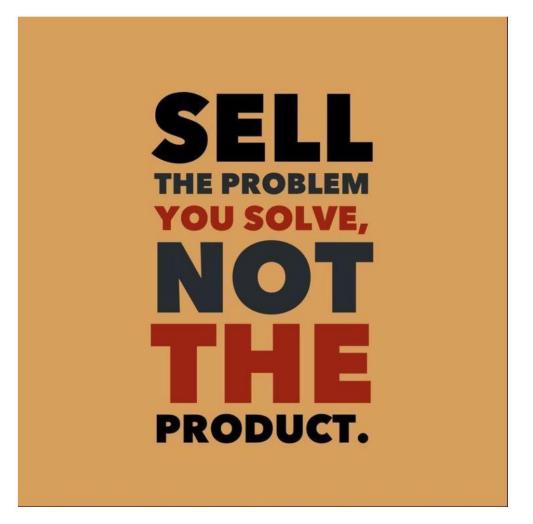


**ONLINE** 



# The Art of Selling









# Selling is not about....

- Fast talking
- Tricking
- Lying
- Pushing product to everyone

# Selling is about...

- Understanding your customer
- Solving problems
- Building relationships



# **Today's Selling Systems**



