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|  | **Semester: Fall 2020**  **Assignment ENG201**  **Business and Technical English (Eng201)** | | **Total Marks: 20**  **SOLUTION** | |
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| **Assignment Solutions** | |  | | |
| **Q1.**  **1. d. Pie Chart**  **2. c. Flowchart**  **3. a. Bar Graph**  **4. b. Pictograph**  **5. b. Organizational charts**  **Q2.**   1. **Introduction**   This proposal is to enhance our sales in the south division of Lahore. We have noticed that it has capacity to improve in this region as compared to the other regions of the lahore. We can invest both in hard-working and finance to find ways to grow the sales.   1. **Objectives** 2. Mark the deficiencies in the region 3. Mark the new opportunities 4. Find new incentives 5. Regular visits and feedback from the area 6. Regularly compare the price and marketing strategies of the competitive 7. **Method**   **Survey-Gather Data – Analysis through Graphs/Charts – Concluding Decisions**   1. The brands need to invest more marketing of olpers brand in the targeted region. There might be different ways to do that. For examples; on shops, on sign boards etc. 2. Find new places to sell and market the brand. For example, there might small corner shops, bus stands shops, railways shops, small restaurants. 3. Give incentives like discount prices, or give extra quantity per pack, or give extra biscuits pack, or give some lucky draws. 4. The sales manage should arrange regular visits to the area and get regular feedbacks and see what is decided have been implemented. 5. The brand should also put a mechanism to check, monitor the marketing and pricing strategies of the competitive brands and set the parameters accordingly. | | | |