**Q1. Indian Pharmaceutical company having good range of well established brands in India and overseas market mainly in African countries. Now the company has business expansion plan where in they would like to enter into FMCG segment; in this scenario as a company’s marketing consultant what are your recommendations and explain each of your recommendations with logical reason/s.**

**Ans.**

The company has a good brand value as it is well established in pharmaceutical segment across India and africa. As, the company wants to expand its wings in FMCG segment, company will implement differentiated multiple segment marketing which demands higher sales volumes and stronger position within each segment.

The company has to make major decisions regarding its brand positioning for effecting marketing campaigns.

1. **Category Feasibility:** Before we decide on the markets to expand, it is critical to analyze the category construct and trends. Let's take an example start with some examples. In FMCG category, there are 3 key segments - soft drinks, toiletries and processed foods, dominated by processed food sub-category. Now, here the first step is to see the trends in each sub-category. In this case, toiletries is a dying category, soft drinks is an upcoming & fastest growing category and processed foods is already established. Processed food is dominated by frozen dishes, with a market share of 70%. Soft drinks was dominated by thums-up, but coca-cola is also catching up. Post this contribution analysis is required, where I will compare all three sub-categories and may conclude that thums-up is more profitable. Also as the urban lifestyles are changing and are moving towards evolved products. With this we will also do an exhaustive competition analysis. At the end, we may decide to expand with Soft drink Category.
2. **Differentiation Innovation:** Once we freeze on the category to enter, the next step is to do a positioning mapping of all brands in the category (What do they all stand for in the consumer's mind? What are their key proposition?) Rather than making a me-too product, it is also advisable to provide differentiation in the product. The differentiation may be in form of product improvements/ benefits etc or may be packaging innovation, which comes from some consumer insights. At the end, the consumer should find some value addition in the product.
3. **Distribution :** Once we are confident of our Offer, the next step is to increase the increase your distribution depth. There can be multiple approaches to it. First is to roll-out pan India in all markets. But here you should have strong distribution network, which is possible for big FMCG companies like HUL, ITC etc. Second is to identify the right markets for the category. The right markets can be the top markets for the category.

**Q2. One of the largest Swedish company very well known for their furnitures**

**interested in entering Indian market, explain what are the pros and cons according to you for this company, you need to responds to this question with specific points, keeping in mind Indian consumers and their culture.**

**Ans.**

India presents lucrative business opportunities, but both foreign and domestic

enterprises face formidable challenges in conducting their businesses here. Furthermore, a complex bureaucracy and lack of proper infrastructure facilities magnify these challenges. The biggest challenge that most multinational companies face is the Indian governance framework, which is intertwined between the Central and State structures. These factors are the major reasons why many Dutch companies indicate ‘dealing with regulations and procedures’ as one of the major challenges.

Following are the pros:

1. Huge market still untapped
2. Largest open market economy
3. Consumers are exposed to information age and becoming more demanding in terms of product quality, usage and design.
4. Business model is outdated.

Following are the cons:

1. No Do-IT-Yourself culture.
2. Needs to change sourcing strategies
3. Competitors with very low prices
4. Low home and garden expenditure.

**Q3. One of the largest Indian well known brand of wrist watch manufacturing company interested in entering Indian market, with new segment of premium leather goods.**

1. **What are your recommendations to the company viz production position strategy.**

**Ans.**

As the company is planning to enter into indian market following points are to be considered before expanding operations:

1. Through study of competitors.
2. Usability study of the products, how consumer perceive the product.
3. Brand positioning of the competitors.
4. Analyzing user stories, what is required by consumer.
5. Positioning the company product, this includes defining segment for sale.
6. **How do you prepare back-hand new business risk analysis and arrive at chances of success in the new segment.**

**Ans.**

Risk Analysis is a process that helps us identify and manage potential problems that could undermine key business initiatives or projects.

To carry out a Risk Analysis, we will first identify the possible threats that we will face, and then estimate the likelihood that these threats will materialize.

Risk Analysis can be complex, as we'll need to draw on detailed information such as project plans, financial data, security protocols, marketing forecasts, and other relevant information. However, it's an essential planning tool, and one that could save time, money, and reputations.

To carry out risk analysis:

1. Identify threat
2. Estimate Risk
3. Manage Risk by:  
   A. Avoiding the risk  
   B. Sharing the risk  
   C. Accept the risk  
   D. Controlling risk