

Assignment No. 2

Course Code: EMKT503

Registration Number: 322201297

Instructions:

- Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.
- The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.

Q1. Channel design will normally emanate from channel objectives. Take two companies of your choice and explain how their channel designs have emanated from their channel objectives

[10 Marks]

Below are explanations of two Indian companies and how they align with their objective.

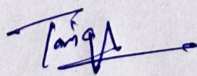
1. Flipkart (E-Commerce):

- * Channel Objective: Flipkart aimed to become the leading e-commerce platform in India.
- * Channel Design:
 - Online Marketplace: Flipkart established an online marketplace where sellers could list their products.
 - Mobile App and Website: Developed a user-friendly mobile app and website for seamless shopping experiences.
 - Logistics and Delivery: Setup a robust logistics network for timely product delivery.
 - Customer Support: Created a responsive customer support system.
- * Outcome: Flipkart became a household name, dominating the Indian e-commerce market.

2. Coca-Cola (Retail):

- * Channel Objective: Coca-Cola aimed to establish a direct-to-consumer (D2C) e-commerce platform in the Maldives region.
- * Channel Design:
 - Conduct user research to understand consumer preferences and behaviours.
 - Designed an intuitive app with a focus on user experience (UX) and user interface (UI).
 - Ensured responsive design for seamless access across devices.
- * Outcome: Coca-Cola successfully launched an e-commerce platform, enhancing its reach and sales in the Maldives.

Signature of the Student



Assignment No. 2

Course Code: EMKT503

Registration Number: 322201297

Instructions:

- Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.
- The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.

Q2. Why do conflicts arise among channels of a firm (among channel levels and among channel members in a given level). Find out one such conflict that occurred in any organizations and discuss how it could have been resolved.

[10 Marks]

Conflicts among a firm's channels can arise due to :

1. Goal Incongruence : Differing objectives among channel members.
2. Role Ambiguity : Unclear responsibilities causing misunderstandings.
3. Resource Allocation : Limited or unequal resource distribution.
4. Market Coverage : Disputes over market areas or customer segments.
5. Pricing Policies : Variations in pricing strategies leading to disputes.
6. Communication Breakdown : Poor communication resulting in unmet expectations.

Conflict Example : Coca-Cola and Its Bottlers

Company : Coca-Cola

Conflict : Coca-Cola faced conflicts with its bottlers over control and distribution strategies. The bottlers were unhappy with Coca-Cola's direct distribution approach, which they felt undermined their role and profitability.

Resolution Approach :

1. Dialogue and Negotiation : Coca-Cola initiated open dialogues to understand bottlers' concerns.
 2. Revised Policies : Adjusted policies to ensure fair treatment and profitability for bottlers.
 3. Improved Communication : Enhanced communication channels to keep bottlers informed and involved in strategic decisions.
 4. Collaborative Strategies : Developed collaborative strategies to align company and bottlers' objectives, leveraging each other's strengths.
- By addressing concerns through transparent communication, policy adjustments, and collaboration, Coca-Cola mitigated the conflicts, fostering stronger long-term relationships with its bottlers.

Signature of the Student

