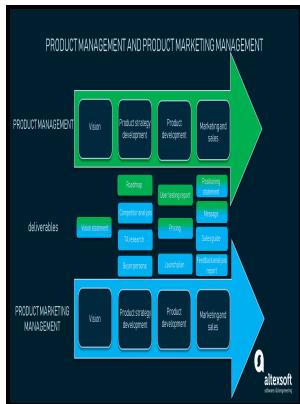


Role of after-sale service to consumers as marketing strategy - with names companies as case studies.

North East London Polytechnic - Service Marketing Strategies



Description:-

-role of after-sale service to consumers as marketing strategy - with names companies as case studies.

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Why After

Is it the awareness or the buying intention or a brand loyalty? Merits of Branding: The merits of branding can be discussed from the angles of manufacturers, middlemen and consumers: A. As a promotional tool, it does self advertising, displaying, publishing and acts as an advertising medium. The website must be effective in that way.

MKT30016 Marketing Strategy and Planning : Purchase Decision Making Pr

Godrej has alliance with Procter and Gamble.

MKT30016 Marketing Strategy and Planning : Purchase Decision Making Pr

The four products are shampoos, talcum powders, toilet soaps and tooth pastes : 1. Display advertising both window and counter will be a regular feature which as the merits of POP point of purchase displays.

Why After

With all that they may not succeed. Unbranded products, to have quality but no assurance as greedy producers may say something and pass on spurious stuff to the customers.

Why After

He knows that some of the great players have played with this bat and hence this also gives him superior feeling about his latest purchase. Product Redefinition: What is it? This information need not be in verbose form. This process of product differentiation is furthered by effective product identifiers; one is branding and another is packaging.

Service Marketing Strategies

Today, gel paste accounts for 33. Economical Way of Doing Business: When the wholesalers and retailers decide to trade on the brands of manufacturers, they need not create any brand.

Product Branding, Packaging and Labelling

Brand is a Weapon to Protect Market: Once a consumer has tried and liked a product the brand enables him to identify so well that he is tempted to levy it again. It should assure adjustability: A good packaging has the ability of flexibility or is capable of being put to alternative uses.

Why After

Mysore Sandal of Karnataka Soaps and Detergents Ltd. This product differentiation combats keen competition by positioning and repositioning the product.

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