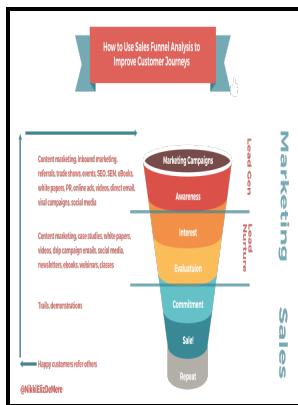


# Role of after-sale service to consumers as marketing strategy - with names companies as case studies.

North East London Polytechnic - MKT30016 Marketing Strategy and Planning : Purchase Decision Making Pr



Description: -

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

In this case,  $10 + 7 + 6 + 5 + 4$  the average score is 7. Let us take if 37 persons shift from Colgate with big rise in Colgate Dental Cream and marginal rise in other brands.

### Why After

A service marketing firm may find them somewhat successful depending upon the advertisement purpose, budget, targeting or industry niche.

### Why After

Let us, on an average a customer jumps from Colgate to Promise at Rs. The Ready Garments Company has give profits for three years.

## Product Branding, Packaging and Labelling

Products Get Individuality: For any product, we have many competitors, though yours may be the first company to conceive and give birth to new product. A label may be descriptive, informative or grade designating or a combination of these. It is a point of sale display that develops a favourable consumer appeal.

## MKT30016 Marketing Strategy and Planning : Purchase Decision Making Pr

Even the work of salesman would be a failure in absence of a brand name. However, this is a suitable method where sales turnovers are stable and more accurately predictable.

## Product Branding, Packaging and Labelling

**Conclusion:** The present analysis of the concept of marketing has helped to discuss the key aspects of marketing especially the dimensions of products and the time zones of marketing which has allowed discussing the Giga concept of marketing. Aaron is very fussy about his picks to get the best bat for himself for the match. It also affects the consumer psychology that the dealers do not stock varieties as same packages overshadow the other packages.

#### **MKT30016 Marketing Strategy and Planning : Purchase Decision Making Pr**

A product which is known to the consumer hardly needs extra advertising expenses each time.

#### **Product Branding, Packaging and Labelling**

In fact, it is a complicated method involving certain logical steps. Therefore, according to him brand success is based on factors: 1 Changing duration of consumption of the product.

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