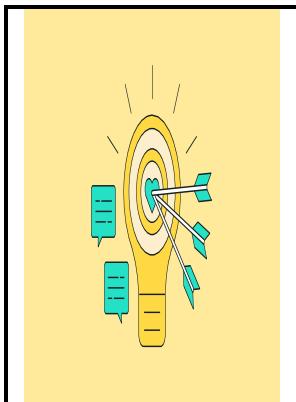


Role of after-sale service to consumers as marketing strategy - with names companies as case studies.

North East London Polytechnic - Product Branding, Packaging and Labelling



Description: -

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Service Marketing Strategies

Remember the lead-nurturing funnel given in the diagram earlier? These Satchets were procured from Small Scale packaging units where the package cost dropped down considerably. With all that they may not succeed. ADVERTISEMENTS: A brand is a symbol, a mark, a name that acts as a means of communication which brings about an identity of a given product.

Product Branding, Packaging and Labelling

Updating design may help to give the pack a more contemporary image.

Why After

The canning and deep freezing of some perishable products like straw berries, orange juice, and mango pulp enable all the year round consumption on the part of consumers.

MKT30016 Marketing Strategy and Planning : Purchase Decision Making Pr

Secondary Packaging: Secondary packaging serves for providing quantitative convenience of the buyers and sellers. This means the company has greater control through middlemen. So one can ask many questions as he thinks fit.

Service Marketing Strategies

As he is to buy all, he will even run away from tie and kerchief. Ever Increasing Demand: Powerful brands have the capacity to create, maintain and extend the demand for a product. Generally, lower quantity packages cost more per gram than bigger packages.

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