### ENT 101 Introduction to Innovation & Entrepreneurship

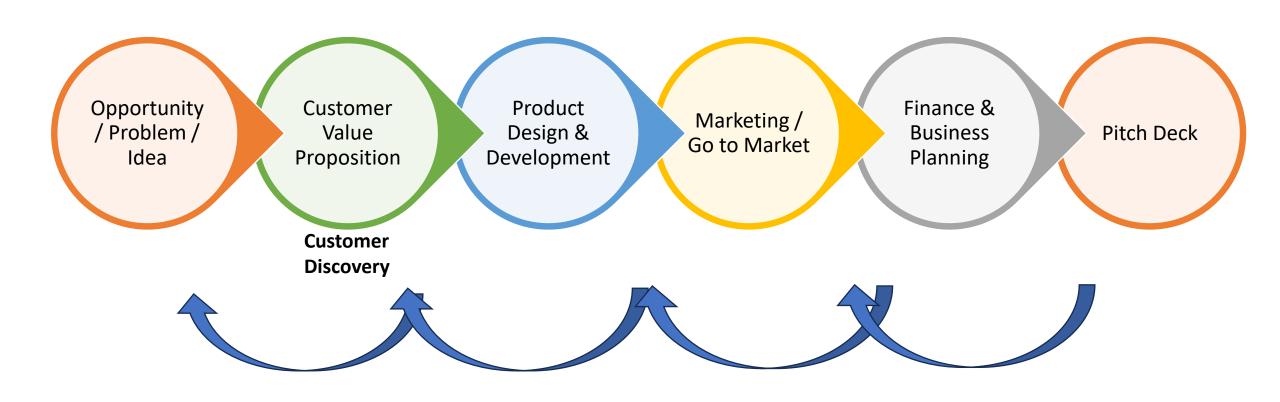


Marketing / Go To Market 24<sup>th</sup>, 25<sup>th</sup> Sep

## **Process for Start up Creation**



### **Continuous Learning & Iterative Process**



### Creating a Marketing Mix: 4 P's of Marketing



Brand
Features
Quality
Packaging
Sizes
Services
Warranties
Returns

Distribution
channels
Coverage,
Footprint
Assortment
Merchandising
Inventory
Terms & Margins

Product

**Price** 

MRP
GMV
Discounts
Promotions
Subscriptions
Credit Terms

Place

**Promotion** 

Advertising Saes promotions

Source : Philip Kotler,
Marketing Management

### The Product "P"



#### **Internal Memory** Less than 3.9 GB 4 GB 8 GB 16 GB 32 GB 64 GB 128 GB 256 GB & above RAM 8 GB & above 6 GB 4 GB 3 GB 2 GB 1 GB Less Than 512 MB

#### Number of Cores

- Quad Core
  Hexa Core
- Octa Core

#### Screen Size

- Up to 3.9 in
- 4 to 4.4 in
  4.5 to 4.9 in
- 5 to 5.4 in
- 5.5 in & above

#### **Processor Speed**

- Less Than 0.99 GHz
- 1 1.49 GHz
- 1.5 1.99 GHz
- 2 2.4 GHz
- 2.5 GHz & Above

#### Colour



#### **Battery Capacity**

- Less Than 999 mAh
- 1000 1999 mAh
- 2000 2999 mAh
- 3000 3999 mAh
- ☐ 4000 mAh & More

### **Product**

**Brand** 

**Features** 

Quality

**Packaging** 

Sizes

Services

Warranties

Returns

#### **Shoes Seasons**

- \_\_\_ Spring
- Summer Fall
- Winter

#### **Shoes Special Features**

- All Weather Grip

  Breathable
- Flexible
- Lightweight
- \_\_ Slip Resistant
- \_\_\_ Stain Resistant
- Water Resistant
- See more

#### Material

- Beaded
- Canvas
- Cotton Crochet
- ☐ Crochet
- See more

#### **Shoe Closure Type**

- Buckle
- Hook & Loop
- Lace-Up
- Slip On
  - Speed Laces

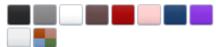
#### Refrigerator Door Type

- Multi-Door
- Standard Double Door
- Standard Single Door

#### **Cooling Goods Capacity**

- \_\_ Up to 120 l
- \_\_ 121 200 l
- 201 230 l
- \_\_ 231 300 l
- \_\_ 301 400 l
- \_\_\_ 401 l & above

#### Colour



#### **Refrigerator Special Features**

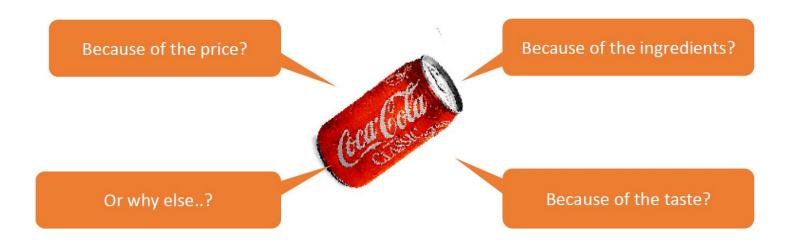
- Adjustable Shelves
- Door Lock
- Inverter Compressor
- Water Dispenser

#### **Appliances Family Size**

- Family of 3
- Family of 4
- Large Families

## Why do customers put money down to buy?



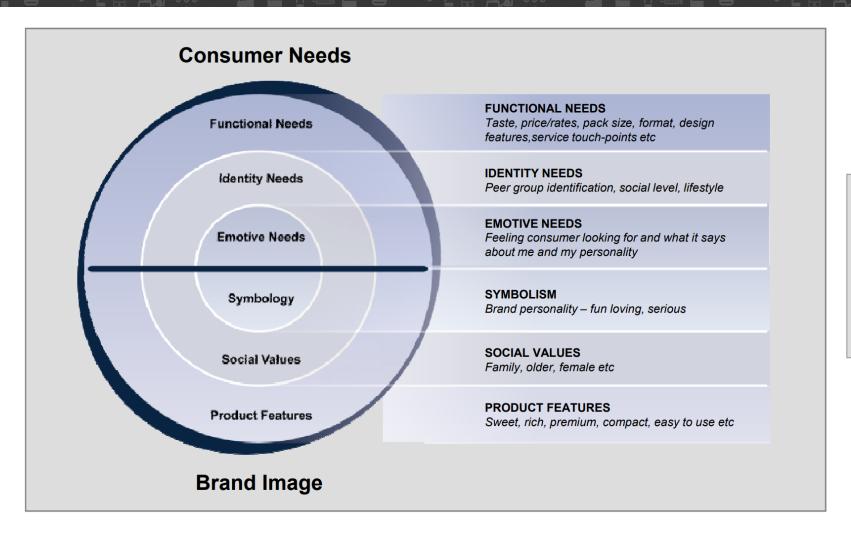


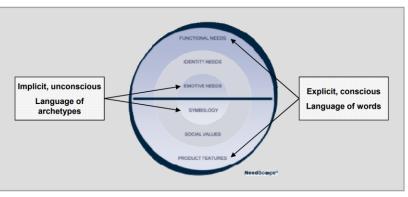
"To consumers across the world, **Coke** is THE beverage that provides deep refreshment for the body, mind and spirit better than any other alternative because only Coke combines the unique Coke taste with a sense of what's real and genuine which makes the moment more enjoyable"

### Who am I? Why buy me?

## From Product/Features to BRAND







## **Creating Brands**







power to you



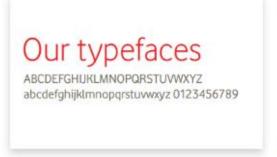
Icon

Logo

Endline

Brand device









Colour

**Typefaces** 

Imagery - Illustration

Imagery - Photography

## Functional to Emotional Benefits to Purpose







Dove doesn't dry your skin the way soap can

Dove has 1/4th moisturizing cream



#### Brand with a Point of View



https://www.youtube.com/watch?v=wpM499XhMJQ

https://www.youtube.com/watch?v=XpaOjMXyJGk

### **Purpose as Branding**



- Make work life simpler, more pleasant, and more productive
- To organize the world's information and make it universally accessible and useful
- To be Earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.
- Vision is to elevate the quality of life of urban consumers by providing unparalleled convenience.
- Breakthroughs that change patients' lives
- Refresh the world, Make a difference
- Mission is to accelerate the world's transition to sustainable energy
- Becoming the best global entertainment distribution service
- We believe beauty should be a source of confidence, and not anxiety. That's why we are here to help women everywhere develop a positive relationship with the way they look, helping them raise their self-esteem and realise their full potential

### Purpose as Branding - Contd.



- Make work life simpler, more pleasant, and more productive Slack
- To organize the world's information and make it universally accessible and useful Google
- To be Earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online Amazon
- Vision is to elevate the quality of life of urban consumers by providing unparalleled convenience - Swiggy
- Breakthroughs that change patients' lives Pfizer
- Refresh the world. Make a difference Coca Cola
- Mission is to accelerate the world's transition to sustainable energy Tesla
- Becoming the best global entertainment distribution service Netflix
- We believe beauty should be a source of confidence, and not anxiety. That's why we are here to help women everywhere develop a positive relationship with the way they look, helping them raise their self-esteem and realise their full potential - Dove

## **Writing a Winning Proposition**



### Concept Format

- Insight
- Functional Benefit
- Reason to Believe
- Emotional Benefit

## Jacob's Concept

"Feel Good Snacking"

I love to eat between meals, but it's not always easy to make the healthy choice when it comes to snacking. (insight)

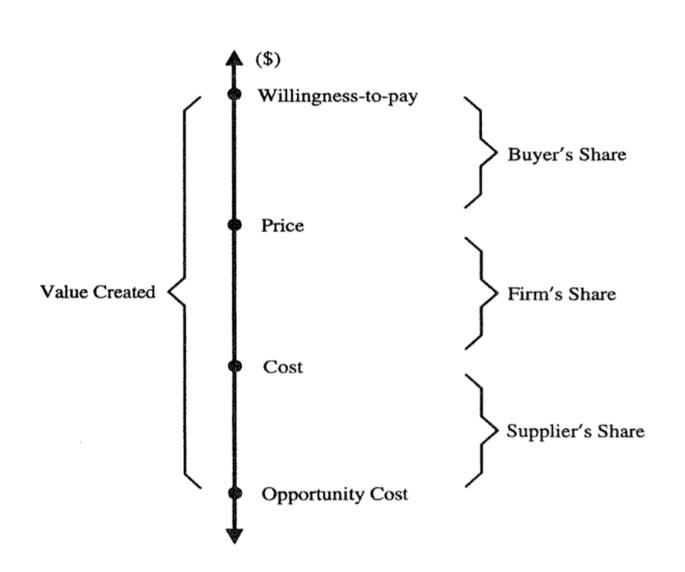
Jacob's crackers are a tasty and healthy way to snack between meals. (functional benefit)

Because they're made with the simple goodness of carefully selected ingredients and have 8 essential vitamins and minerals. (reason to believe)

Jacob's allows me to feel good about snacking. (emotional benefit)

### The Price "P": Some Fundamental Concepts





Price

MRP
GMV
Discounts
Promotions
Subscriptions
Credit Terms

- Cost Plus Pricing
- Perceived Value Pricing

## The Pricing P: Some Manifestations







Price shopping? We're price matching. bby.me/869qk

# **Price Match Guarantee.**

We won't be beat on price.







**Price** 

On request

### The Promotion "P": Advertising



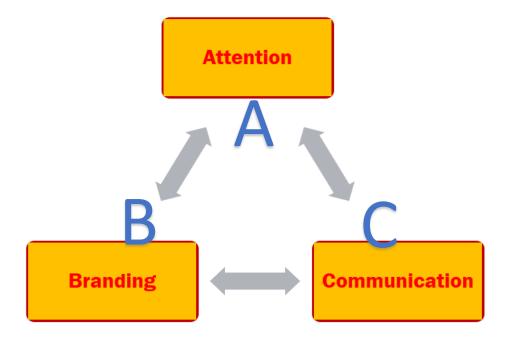
### Message

What will you showcase?

**Promotion** 

### **Medium**

Where will you showcase?



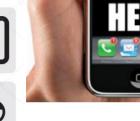












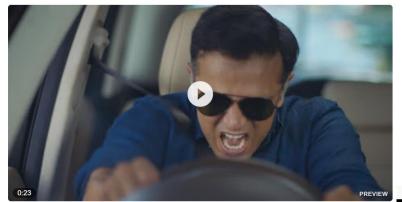
Branding & Creative Strategy

Digital Marketing

Media Strategy

## Marketing Campaigns: Creative + Media















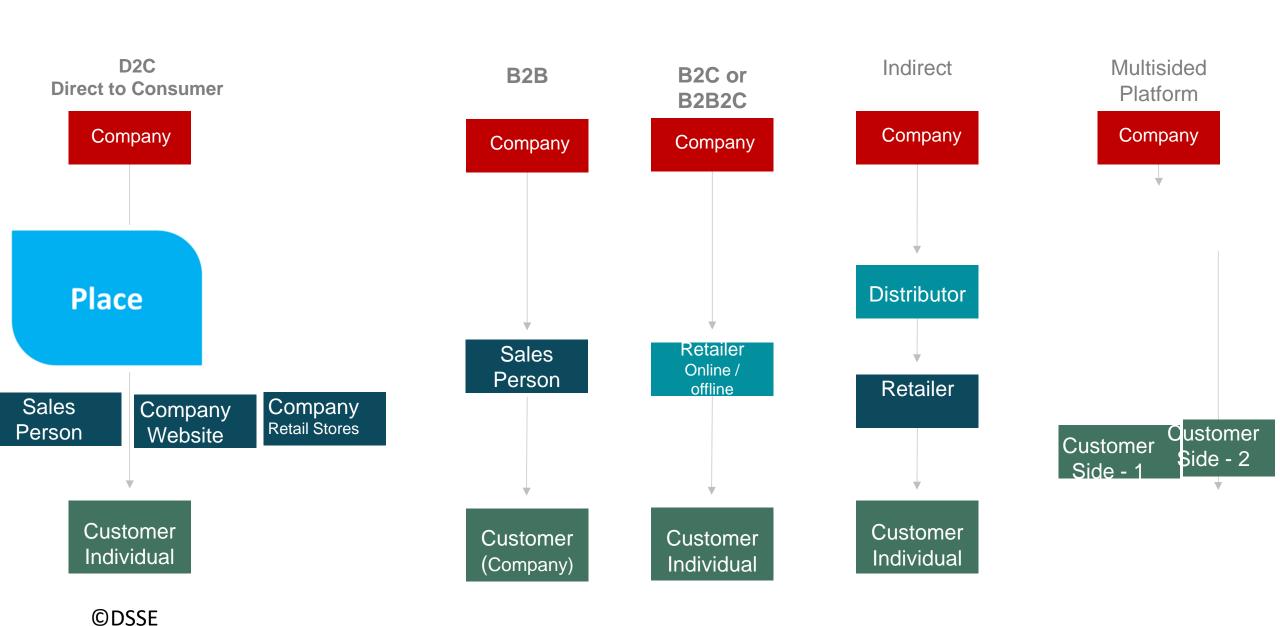




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### The Place "P": Channels of Distribution







## **Sales Channels**

## DSSE

### **TRADITIONAL STORE SELLING**



**B2B / SOLUTION SELLING** 



**MODERN TRADE SELLING** 



**EXHIBITIONS** 



**TELE-SELLING** 

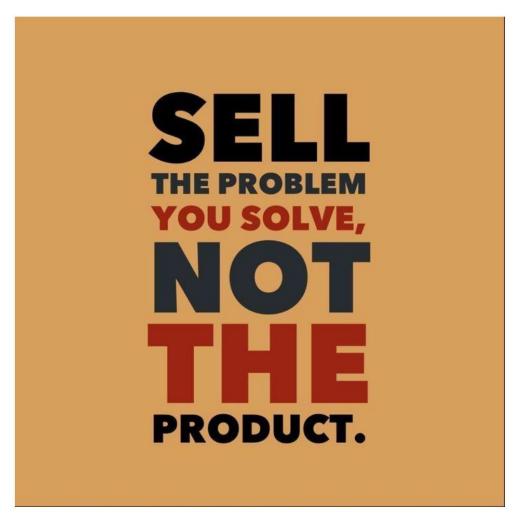


**ONLINE** 



## The Art of Selling

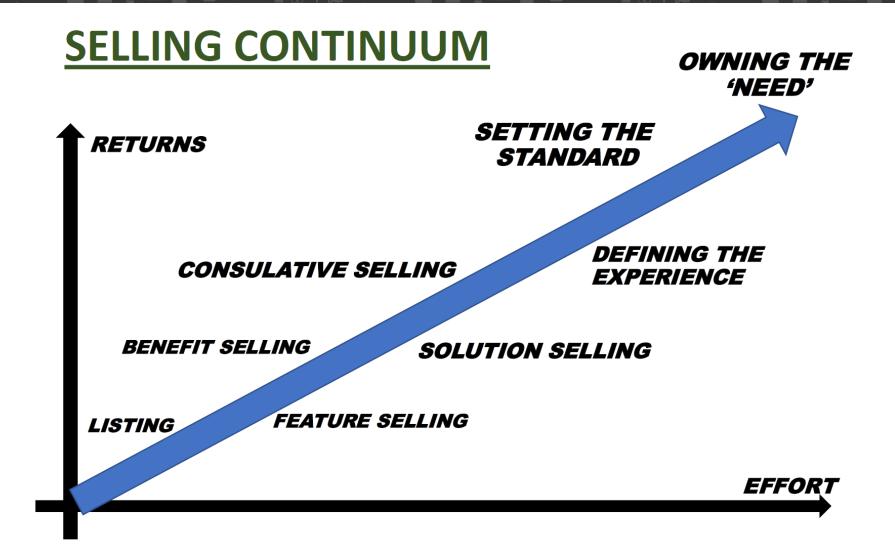






### The Art of Selling









### Selling is not about....

- Fast talking
- Tricking
- Lying
- Pushing product to everyone

### Selling is about...

- Understanding your customer
- Solving problems
- Building relationships



## Selling Skills



- Passion, Persuasiveness, Persistence
- Listening, Questioning, Objection Handling
- Communication Skills presenting at various levels
- Depth of Practice needed
- Focusing on Win-Win

## **Today's Selling Systems**



