Case Study Solution: Belawat and Son’s

1. **Suggest some new ways of marketing and gaining new customer segments according to the period of 2000-2004 which could be applied in the present period i.e., 2021.**

**Solution:** Marketing Strategies that were on the top in 2000-04, and are still very useful in 2021.

1. **Making your business Online available:** Back then it was a too new concept but those who invested in the early stages are right now way ahead in their competitions. Currently, also the technology is spreading in all verticals, which means it's still the hot cake to make your business digital.
2. **Collaboration & Tie-Ups:** A strategy that not only expands your business but also allows customers to look cross-sectionally into different products at the same place. In the present scenario, it became necessary to make your business sustainable and not just profitable. Collaborating with a business that is in your verticals, increases footfall on your business.
3. **Using Print Media effectively:** Even in the present scenario Print media is one of the best sources to create awareness of the brand and its product.
4. **Market segmentation:** According to geographic location and demographics, applying various discounts and schemes to attract more customers.

**2) Assume yourself in Rhea’s place and provide a solution that will save the Family, Family Business, and the reputation it has built over the years.**

**Solution:** Suggestions by which the family, family business, and the reputation will be saved.

* Pratap had made the mistake and after showing him the proof he admitted it. The very next step can be to ask him to **recover all the losses** he made to the company, as **parting ways is never recommended** as it is never beneficial in this case. Also, it will create trust issues in the brand image.
* Pratap may recover losses by **not taking some part of his profits from the business and rather giveaway it to the business back.**
* It is a big learning for the company, here the case is not only to solve the issue of Pratap but **anybody who is in the business might do the same mistake if the system is not improved**.
* To improve the system overall, few changes should be like:
* **Introduce Technology in business**, every inventory to every financial input is to be made through software, which will increase the accuracy, and also you will be able to see a **clear picture of your cash flow** and manage that well.
* **Weekly and monthly meetings**, where heads of each department will meet and discuss the growth and hurdles of their particular department, will increase the transparency of the business and any hurdles can be addressed by working on cross-department management.

Doing such system change will make the company transparent and by showing this transparency one can bring more investors and brands who will be very much happy to tie-up with Belawat & Son’s.

**3. Assume yourself as a competitor of Belawat & Son’s facing the same situations before the Supermarket scenario, what would have you done to attract customers to your stores and increase the edge over Belawat & Son’s?**

**Solution: 3 Actionable Marketing strategies** being a competitor of Belawat & Son’s.

1. **Free Home-Delivery Option:** At home, delivery is a better option than physically visiting a supermall.
2. **Creating Product Categories to make shopping from us “A Habit”:**
   1. FMG (Fast moving goods): are sold at a relatively lower price than the market to make customers attracted to our brand, where free delivery is always a plus.
   2. MMG (Money making goods): These are goods that will be sold at a relatively higher price, as after making “A Buying Habit” we can charge high by showing the quality, speed in delivery, and fresh products.
3. **Tie-Ups with local Kirana store:** It will give *ease of access* to the customer, No one can beat the knowledge of Kirana store in knowing their regional consumers. Using that knowledge, we can push them to build our empire.