**Marketing Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**Q1. For products like Amazon Alexa, and Google Siri (Voice assisted task completion gadget), develop a simple consumer buyer behaviour stages-based note to be shared with the Chief Marketing Officer (CMO) of your organization.**

**Answer:**

**Introduction:**

Voice-assisted devices like Amazon Alexa and Google Siri have gained significant popularity due to their ability to simplify everyday tasks and enhance convenience. Understanding the stages of consumer buying behavior for these products is crucial for shaping targeted marketing strategies. This note outlines the key stages of the buying process—from need recognition to post-purchase evaluation—helping us effectively guide potential customers toward making informed purchasing decisions.

Here's a simple note based on consumer buying behavior stages for voice-assisted devices like Amazon Alexa and Google Siri:

**This is partially solved sample answer**

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**Q2. For the product or service of your choice, design a customer-driven marketing strategy that covers four major steps (or components) of the STP marketing model.**

**Answer:**

**Introduction:**

I have chosen **premium haircare product** in this scenario. A customer-driven marketing strategy for a premium haircare product leverages the STP (Segmentation, Targeting, and Positioning) model to identify and appeal to the most relevant consumer groups. This approach allows for personalized communication, ensuring that the product addresses the specific needs of the target audience. By segmenting the market based on demographics, behaviors, and psychographics, selecting the most promising target segments, and positioning the product as a luxury and high-quality offering, brands can effectively build consumer loyalty, boost market share, and enhance customer satisfaction.

Here’s how we can apply it:

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**Q3. LAUNDROMAT INC., one of the UK’s leading laundry and dry cleaning service support providers, has entered India. It is following a franchising model and expanding rapidly. They offer cloth pick-up and drop service as well as at-home ironing service. Currently, they have 15 outlets across 5 cities. The Chief Marketing Officer (CMO) needs to develop a broad market development plan. Certain basic understanding is needed by him, which you can provide by answering the following two questions.**

**a) First, identify and explain the four characteristics that affect the marketing of services with one example. Later identify the services of Laundromat Inc. as equal to which specific service characteristic and justify your answer.**

**Answer:**

**Introduction:**

Laundromat Inc., a leading laundry and dry cleaning service provider in the UK, is expanding rapidly in India through a franchising model. The Chief Marketing Officer (CMO) needs to understand key service characteristics to develop an effective market development plan. This includes understanding how intangibility, inseparability, variability, and perishability affect service marketing, and how these characteristics apply to Laundromat Inc.'s offerings.

**Four Characteristics that Affect the Marketing of Services**

**Identifying the Service Characteristics of Laundromat Inc.**

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**b) Prepare your brief note for the CMO to suggest what is direct and digital marketing and suggest what Laundromat Inc. needs to do for each.**

**Answer:**

**Introduction:**

Laundromat Inc., expanding rapidly in India, needs to effectively utilize both direct and digital marketing to reach potential customers and build strong relationships. Direct marketing focuses on personalized, one-on-one communication with customers, while digital marketing leverages online platforms to increase visibility and engagement. A strategic combination of both can help Laundromat Inc. boost brand awareness, attract new customers, and encourage repeat business. Below are suggestions for implementing each approach effectively.

**Brief Note for the CMO: Direct and Digital Marketing for Laundromat Inc.**

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