**Strategic Management**

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

**Internal Assignment Applicable for April 2025 Examination**

**1. You are the CMO of Godrej Consumer Products, and sequentially sales are dropping every quarter – and the steepest decline (~10%) has happened in in this quarter. Naturally, the management is worried about this situation. In these circumstances. Analyze the reasons for the dropping revenue. What strategic approaches would you suggest in this situation? Give valid reasons to support your answer.**

**Answer:**

**Introduction:**

The 10% revenue decline signals a critical challenge for Godrej Consumer Products, reflecting shifting market dynamics, potential internal inefficiencies, and evolving consumer behavior. A thorough analysis of these factors is essential to identify root causes, assess their impact, and formulate strategic interventions to restore growth and sustain competitive advantage.

Analyzing the reasons behind a steep decline in revenue and formulating strategic approaches requires a comprehensive review of market dynamics, internal operations, and consumer behavior. By implementing these strategies, Godrej Consumer Products can effectively combat declining sales and reposition itself as a leader in the FMCG market.

Here's a detailed analysis and strategic recommendations:

**This is partially solved sample answer**

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**2. Given the size of the Indian market, the NBA is keen to expand into India and they have hired your Consulting firm to advise them. Describe (at least two) tools you’d use in your analysis and why you’re choosing them. Summarize your Action Plan and a high-level timeline.**

**Answer:**

**Introduction:**

The NBA's interest in expanding into India highlights the need for a strategic market entry plan. Our analysis will employ tools like PESTLE and Market Segmentation to assess external factors and audience preferences, ensuring a tailored approach. The action plan and timeline will streamline efforts for a successful entry. This approach ensures a strong foundation and gradual market penetration, tailored to India's unique dynamics.

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**3. You are the Head - Marketing Strategy for X-India. Your business is dependent on Paid Accounts and Advertising. However, despite the large number of consumers using your app, Advertising Revenue has been flat for the past 3 quarters. In this situation…**

**a. Create a strategy to attract advertisers. Provide examples to support your answer.**

**Answer:**

**Introduction:**

To revitalize advertising revenue, a multi-pronged strategy focusing on enhanced targeting, innovative ad formats, partnerships, and performance tracking can be implemented. By implementing these strategies, X-India can not only attract new advertisers but also retain existing ones, ensuring sustainable advertising revenue growth.

**Strategy to Attract Advertisers for X-India**

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**b. Develop two strategies to communicate with your advertisers.**

**Answer:**

**Introduction:**

**Strategies to Communicate with Advertisers**

To regain advertiser trust and drive engagement, it is crucial to adopt effective communication strategies that address advertiser needs and showcase X-India's value proposition. By fostering direct, personalized communication and creating a sense of community, these strategies will strengthen advertiser relationships, rebuild trust, and drive ad revenue growth for X-India.

**Two key strategies are outlined below:**

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