**Strategic Management**

**NMIMS Solved Assignments for December 2024**

**Q1. You are the marketing director of Hindustan Unilever, sequentially sales are dropping every quarter 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:**

Hindustan Unilever, a leading player in the consumer goods sector, is currently facing a concerning trend of declining sales over consecutive quarters. This situation poses a significant challenge for the management team, as sustained revenue drops can threaten market share, brand equity, and overall profitability. In today's competitive landscape, various factors may contribute to this decline, including shifting consumer preferences, increased competition, economic downturns, and ineffective marketing strategies. To address these issues and reverse the trend, it is imperative to conduct a thorough analysis of the underlying causes and develop strategic approaches tailored to regain market traction and drive growth. This introduction sets the stage for a comprehensive examination of the revenue challenges faced by Hindustan Unilever and the necessary strategic interventions to mitigate them.

**This is partially solved sample answer**

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**Q2. Olympic gold quest has hired you as a consultant for evaluating the reasons for India’s gold devoid performance in the Olympics. Suggest a strategic plan for achieving sporting excellence for India.**

**Answer:**

**Introduction:**

The performance of India in the Olympics has historically been below expectations, particularly regarding gold medal achievements. Despite a rich sporting culture and a growing investment in sports infrastructure, the country's athletes often struggle to compete at the highest levels. Factors contributing to this situation include inadequate training facilities, limited access to world-class coaching, insufficient mental health support, and a lack of financial backing for athletes. Furthermore, sports are often not prioritized in educational institutions, leading to a gap in nurturing talent from a young age. To address these issues, a comprehensive strategic plan is necessary to enhance the overall sporting ecosystem in India, focusing on athlete development, resource allocation, and increased public and private sector engagement in sports.

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**Q3. You are the marketing strategy head for meta- India. Your business is dependent on advertising, but, despite the large number of consumers using your app, advertising revenue has remained flat. In this situation:**

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

**Answer:**

**Introduction:**

As the Marketing Strategy Head for Meta India, the challenge lies in converting a vast user base into substantial advertising revenue. Despite the high consumer engagement on the platform, stagnant advertising revenue calls for a strategic overhaul. The focus should be on enhancing advertiser value through innovative solutions, personalized targeting, and improved analytics. This approach aims to attract a diverse range of advertisers and maximize the monetization potential of Meta's platforms.

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

**Answer:**

**Introduction:**

As the Marketing Strategy Head for Meta India, the challenge of flat advertising revenue despite a large consumer base necessitates effective communication with advertisers. It's crucial to bridge the gap between the platform's potential and advertisers' expectations. By implementing targeted communication strategies, Meta can provide value to advertisers, enhance partnerships, and foster trust. This approach aims to demonstrate the platform's unique advantages, ultimately driving higher advertising investments and revenue growth.

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