

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
1st TRIMESTER (Batch 2022-24)
END TERM EXAMINATION, NOVEMBER 2022

Course Name	MARKETING MANAGEMENT - I	Course Code	MKT-20101
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: Attempt all questions

Q1. Britannia Marie Gold is facing severe competition in the markets where they were leaders. Due to the entry of new players, the company has witnessed a decline in sales. The Marketing head has called for meeting along with the Brand Management team to discuss the way out to face the increasing competition.

Assume yourself as a marketing manager and suggest what competitive roles can be played by Britannia in the industry, based on competitive strategies. (8 marks)

Q2. Please read the article below and answer the following questions :

Vani Kola the managing director of Kalaari Capital recently took to LinkedIn to share her thoughts on competition and how founders can stay ahead of the curve. Competition is essential for progression in personal as well as professional lives. Competitors are everywhere. Be it a start-up or a legacy organization, all have competitors. Staying ahead of the competition is vital for all businesses to thrive. While outdoing another organization may be easier at times, but when consumer behavior changes dramatically at the drop of a hat businesses and services are rendered purposeless. Foresight and preparedness in all circumstances is the only way to survive.

“Who is your competition? I am sure you would have faced this question many times. Who you think is your competition may not even be your long-term competition to be worried about. Competitors can come from unexpected places and completely disrupt your business, usually catching your blind spots. How many people would have expected Amazon to compete with Netflix, or for Netflix to compete with Disney? Did PVR worry about Prime and Netflix early enough? As founders, it’s important to think about where competition can emerge strategically. Ask yourself - where there may be a collision of disruptions that can shift your industry? Companies over-index by going into a feature-by-feature analysis of their competition. This may be useful for building your sales strategy. But it does not help you to dominate your industry long term. It doesn’t give you the 5-year picture. What should the product and business direction be to anticipate changes in your customer preference? Changes in consumer behavior happen quickly and in turn, business models are significantly disrupted. Many are caught off guard. Blackberry and Nokia fell apart as Apple and Samsung emerged as smartphone behemoths. In fact, Apple is an example of a legacy company that has constantly evolved its products to stay ahead of the competition. Closer to home, Reliance is another example. What is vital is having clarity on where you can build your long-term competitive edge while relentlessly focusing on execution.”

- Review how start-ups like ‘Meesho’ anticipate and study consumer behavior so as to adapt their products according to it.(8 marks)
- Which positioning strategy should be followed by ‘Meesho’ for countering the giants like Amazon and Flipkart. Justify. (8 marks)

Q3. Please read the article below and answer the following questions:

Ready-to-Eat Food Market Outlook (2022-2032)

The global ready to eat food market is estimated to have a total value of USD 1,80,000 Mn in the year. It is expected to have a robust growth while registering a CAGR (compound annual growth rate of 7.7% and reaching a total value of USD 3,77,945.81 Mn by the year 2032. The Ready to eat food segment market

has been proven to be one of the most rapidly expanding and growing markets, especially during the Covid pandemic. Consumers have inclined towards ready-to-eat food as it could be used as a replacement for a regular diet and have a longer shelf life which makes it convenient to store for future use. The young population is the major target segment for this market as they opt for ready-to-eat food or convenient food due to hectic and dynamic lifestyles. With such great scope of demand, the ready-to-eat market is going to have a sharp growth curve. The global market for Ready-to-Eat Food is witnessed H1 2021 growth at magnitude of 7.6%. However, this growth is not evenly spread across all regions, with the developing markets recording higher growth rates of 8.5% (H1 2022 Expected). Thus, leaving the gap of +84.7BPS points between expected and projected growth during H1 2022. As the demand for convenience increases, so does the demand for ready-to-eat food. This type of food has been on the rise for several years now, and shows no signs of slowing down. Some of the reasons for this include busy lifestyles, the growing number of single-person households, and the increasing popularity of takeout and delivery services. There are a number of different types of ready-to-eat food available, from pre-packaged meals to frozen pizzas to takeout containers. And while most people think of unhealthy options when they hear the term “ready-to-eat”; there are actually many healthy choices available as well. In fact, some stores are now specializing in healthy pre-made meals that can be eaten on the go. Product launches are important, but for a ready-to-eat (RTE) food company, it's all about the product. A successful product launch is paramount to the success of a ready-to-eat food company, said Harry Balzer, vice president of The NPD Group, a market research company. The challenge for these companies is to create products that will resonate with consumers and stand out in what is an increasingly competitive marketplace. There are many factors that go into a successful product launch. The most important one, though, may be creating a product that consumers want. That is not always easy to do, but it's essential if a company wants to be successful. The growing millennial population are more inclined towards convenient foods like ready to eat due to hectic & dynamic lifestyle. Today's consumers want products that are healthier, customized, and natural, without sacrificing health goals, flavors, or ingredients. Above all, such items must help people to keep up with their demanding schedules. Manufacturers and retailers must reach out to consumers who are increasingly rushed for the time while also having high expectations for food quality, flavors, and forms. Millennials and Generation Z are driving demand for high-quality items due to their interest in food, but they may lack the equipment, skills, or time. This creates a market for higher-end convenience and ready-to-eat foods marketed for such people. The growing number of working women has encouraged households to move towards ready-to-eat food to replace regular lunch and dinner. Previously, women were limited to their homes and had a certain responsibility as housewives, but as society changed, they began to seek employment. There has been an increase in the ready-to-eat food sector as a result of the rise in working couples who are busy with their careers and have little time to spend on domestic tasks. Women, in particular, were left with little time to manage home tasks and maintain a sense of balance. People eat at home and avoid eating out, but there have been many changes in everybody's lifestyle over the last two decades, including an unexpected increase in the number of working women, which has resulted in urbanization, an increase in per capita income, a shortage of time, a change in lifestyle, and a tremendous increase in the level of the middle-income group. All of these factors have influenced working women purchasing habits, causing them to gravitate toward ready-to-eat foods. As a result, as the number of working women increases, this trend is likely to continue in the coming years, boosting the ready-to-eat food market. Interestingly, innovation is today happening on the packaging front that allows for reduction in use of preservatives in ready-to-eat foods. The growing practice of High-Pressure Processing (HPP) technology in the food industry will boost the market growth. Consumers want minimally processed ready-to-eat meals with a long shelf life and little or no preservatives without sacrificing sensory quality. As a non-thermal preservation solution for RTE meals, High-Pressure Processing (HPP) technology holds a lot of promise. HPP technology is applicable to a wide range of ready-to-eat food products, including drinkable vegetable soups, cold and hot soups, purees, wet salads, pasta, rice dishes, stewed or griddled protein-based meals, and fish and seafood dishes. HPP ready-to-eat foods are expected to become more popular in 2022. Fresh successfully created a plant-based HPP Bircher bowl in 2019, in which oats are blended with apples or berries and other veggies to create an RTE breakfast to take on the go. (<https://www.futuremarketinsights.com/reports/ready-to-eat-food-market>)

- a. Based on the above reading review the consumer insights on Ready to eat food market. (8 marks)
- b. Appraise the opportunities that the marketing environment offers for ready to eat food market Growth. (8 marks)