

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM) (G1, G2, G3)**  
**SIXTH TRIMESTER (Batch 2022-24)**  
**END TERM EXAMINATIONS, APRIL 2024**

Course Name	Strategic Marketing	Course Code	20136
Max. Time	2 hours	Max. Marks	40 MM

**INSTRUCTIONS:**

- a. Read the given case and attempt all the questions.**
- b. Please write in bullets/diagrams for impactful answers.**
- c. Use strategic tools to support the arguments. Data may be assumed wherever needed.**

**Case study: Launch of Nothing 2a**

Nothing, the tech brand founded by Carl Pei, has officially confirmed the imminent arrival of its latest smartphone, the Phone 2a. Nothing CEO Carl Pei engaged deeply with the Indian audience on X (Figure 1), and even changed his username to 'Carl Bhai' Nothing, a UK-based technology company. The new mid-range smartphone is the Nothing Phone (2a), which will be manufactured in India. The decision to manufacture the Nothing Phone (2a) in India aligns with a broader trend of tech companies producing devices locally.



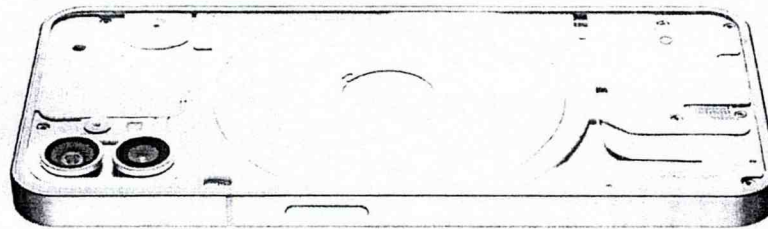
**Figure 1. Consumer engagement by CEO Carl Pei on X**

While the exact launch date is yet to be disclosed, Nothing assures fans that the Phone 2a will bring a blend of essential features, craftsmanship, and an upgraded daily smartphone experience. The Phone 2a, codenamed Aerodactyl, is poised to be a more budget-friendly alternative to the previously released Nothing Phone 2, maintaining some of its popular features while offering a distinct upgrade over the earlier model. The company has set up a dedicated landing page on its website, allowing interested users to stay informed with the latest updates by clicking the "Notify

Me" button (Figure 2). The anticipated launch price of the Nothing Phone 2a is expected to position it as a more affordable option as compared to the premium Phone 2. With leaks indicating a potential price below Rs 35,000, the Phone 2a is likely to be unveiled at the upcoming Mobile World Congress (MWC) 2024 event in Barcelona. Leaked specifications of the Nothing Phone 2a provide a glimpse into its design and capabilities. The device is anticipated to showcase a dual-camera system, with a vertically aligned 50-megapixel rear camera, distinguishing itself from the horizontal layout of its predecessor. Additionally, the Phone 2a is rumored to boast a 32-megapixel selfie camera with Glyph controls, offering users a simplified yet customizable experience. The display is expected to feature a 6.7-inch 120Hz OLED screen from Visionix and BOE, ensuring a smooth visual experience. Under the hood, the Phone 2a is said to be powered by the MediaTek Dimensity 7200 chipset, equipped with 8GB RAM and 128GB storage. While the battery capacity is estimated to fall between 4,500mAh and 4,800mAh, further details about display specifications remain undisclosed.

NOTHING (R)

phone (1)



Phone (1) is Coming  
Get Notified  
For Exclusive Privileges

Figure 2. Nothing Phone promotion page

As anticipation builds for the Nothing Phone 2a, the brand continues to keep enthusiasts on their toes with teasers and leaks. Positioned as an affordable variant with upgrades over Phone 1, the Phone 2a aims to provide a compelling option for users seeking essential features without breaking the bank. In India, Nothing phone was first marketed by Flipkart. Later, it extended its partnership with the local retailers. Recently, nothing opened its first store in India under the name of Drops by Nothing, which has been located in Bangalore's Lulu Shopping Mall. Customers are certainly buzzing with excitement about the new retail experience.

(Reference: [https://economictimes.indiatimes.com/magazines/panache/nothing-phone-2a-confirmed-to-launch-in-india-soon-check-expected-price-and-features/articleshow/107378289.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cpsst](https://economictimes.indiatimes.com/magazines/panache/nothing-phone-2a-confirmed-to-launch-in-india-soon-check-expected-price-and-features/articleshow/107378289.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cpsst)  
<https://www.businessloday.in/technology/news/story/nothing-ceo-carl-bhai-confirms-phone-2a-to-be-manufactured-in-india-418033-2024-02-19>)

## Questions

Imagine you are the Chief Marketing Officer of Nothing Smartphone answer the following:

1. **Explain** the macro environment factors reflecting the opportunities and threats identified by Nothing for entering the Indian smartphone market. (5 + 5 = 10 Marks)
2. Considering the market is filled with competitors like Samsung, Redmi, Oppo etc. making it a red ocean, do you think entering the Indian market is a good move by Nothing? **Elaborate** on the innovation in the marketing mix using appropriate strategic marketing tools. (5 + 5 = 10 Marks)
3. Global opportunities are expanding with every passing minute. India is amongst the most preferred markets for global brands. Considering the case, **interpret** how the launch of Nothing brand in India reflects international strategic relationships. (10 Marks)
4. Considering the vision of Nothing phones to capture high market share in India, enlist the risks of entering a high growth market. Using the concept of value proposition canvas, **design** a matrix to reflect the positioning of Netflix. (5 + 5 = 10 Marks)