

SRI AUROBINDO COLLEGE

SUBJECT :- PRINCIPLES OF MARKETING

CASE STUDY :- HEALTH AWARENESS

HEALTH AWARENESS AND KNOWLEDGE OF THE SLUM DWELLERS

INTRODUCTION :-

- Health is the prime concern for all the walks of life . The slum dwellers are vulnerable in this regard and they are far away from getting minimum healthcare services .



SOLUTION ON HEALTH AWARENESS

- **1. Increasing literacy rate .**
- **2. Establishing low price healthcare center**
- **3. Help the dwellers to increase their earnings .**



OBJECTIVES OF HEALTH AWARENESS

- **Highlights the economic and social conditions of the slum dw**
- **Identify rural people knowledge about available healthcare se and their uses.**
- **Evaluate the rural peoples level of satisfaction regarding pub private health facilities .**
- **Analyze rural peoples awareness and knowledge about the pr healthcare.**
- **Analyze rural peoples knowledge about the preventive health**



PREVENTIVE MEASURES OF HEALTH AWARENESS

Profit sharing or low interest based group micro credit programs further could be replicated for services provision in the slum area like ,installing water point, common toilet facility , electricity, solid waste bin etc.....



CONCLUSION :-

- ▀ It is apparent from the discussions that due to inadequate preventive and curative health facilities the poor are compelled to live in a highly unhygienic and degraded environment. However, there are growing trends of health awareness among the poor and they are also willing to pay more for better healthcare if it is affordable. However, there is serious knowledge among the dwellers about basic preventive care.



TEAM MEMBERS :-

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Thank
You



SRI AUROBINDO
COLLEGE



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PRINCIPLES OF MARKETING

Case study

Group Activity

Content :-

- Introduction
- Meaning of Organic Farming ?
- Need of Organic Farming
- Four Principle
- Basic steps of Organic Farming
- What are the 4Ps of Marketing ?
- Advantages
- Disadvantages
- Conclusion

Meaning :-

Organic Farming

- ▶ Organic Farming is a system which avoids or largely excludes the use of synthetic inputs (such as fertilizers, pesticides, hormones, feed additives etc) and to the maximum extent feasible rely upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrients mobilization and plant protection.



INTRODUCTION :-



- The concept of organic farming is not new to India. Organic farming was what was followed traditionally from time immemorial until the dawn of the Green Revolution we are headed by Dr. Norman Borlaug and Dr. M.S. Swaminathan, under the political support of the then Prime Minister of India, Mrs. Indira Gandhi.

● India had faced many famines and was constantly in war with Pakistan and China on its political borders. The recurring famines and wars had put considerable stress and the economy of the country. The war of 1947, fought against Pakistan, the Sino Indian War of 1962, the India pak War in 1965 come on the Bengal famine of 1943 had left the Indian economy weak and helpless.

Need of Organic Farming :-

- ▶ ★ Increase in population make compulsion to stabilize agricultural production, but to, increase it further, in sustainable manner.
- ▶ ★ Natural balance needs to be maintained at all cost for existence of life and property.
- ▶ ★ Agrochemical which are produced from fossil fuel and are not renewable and are diminishing in availability.
- ▶ ★ Organic Farming is Agriculture that makes healthy food healthy soils, healthy plants and healthy environments a priority along with crop productivity. Organic production systems do not use genetically modified (GM) seed, synthetic pesticides or fertilizers.



Basic Steps of Organic Farming :-

Organic Farming approach involves following five principles :

1. Conversion of land from conventional management to organic management.
2. Management of the entire surrounding system to ensure biodiversity and sustainability of the system.
3. Crop production with the use of alternative sources of nutrients such as crop rotation, residue management, organic manures and biological inputs.
4. Management of weeds and pests by better management practices, physical and cultural means and by biological control system.
5. Maintenance of live stock in tandem with organic concept and make them an integral part of the entire system.

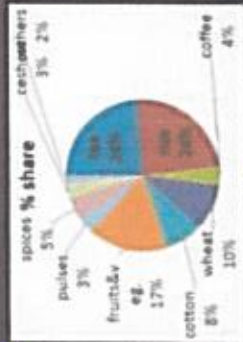
What are the 4Ps of Marketing?

- The 4Ps of marketing is a model for enhancing the components of your "marketing mix" – the way in which you take a new product or service to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand.
- The marketing mix and the 4Ps of marketing are often used as synonyms for one another. In fact, they are not necessarily the same thing.

THE MARKETING MIX



Product, Promotion, Place, Price



Advantages of Organic Farming :-

- Farmers can reduce their production costs because they do not need to buy expensive chemicals and fertilizers.
- Healthier farm workers.
- They improve plant growth and physiological activities of plants.
- In the long term, organic farms save energy and protect the environment.
- It can slow down global warming.
- There is an increasing consumer willingness to pay more for organic foods.
- Fewer residues in food.



Disadvantages of Organic Farming :-

- Organic food is more expensive because farmers do not get as much out of their land as conventional farmers do. Organic products may cost up to 40% more.
- Production costs are higher because farmers need more workers.
- Marketing and distribution is not efficient because organic food is produced in smaller amounts.
- Food illnesses may happen more often.
- Organic farming cannot produce enough food that the world's population needs to survive. This could lead to starvation in countries that produce enough food today.

Conclusion :-

- The organic consumers are still in the adoption stage. Although there is a great increase in the number of organic food consumers, they are still in the affective loyalty stage. Because organic food is more of a precautionary approach to good health, consumers see the benefits very slowly, that is if they are visible benefits.
- Keeping all this in mind, and the above results, we can say that organic food companies have to use their certification as a brand differentiating tool. As the consumers are mostly graduates the companies have to shift to information based experiential advertising.



SRI AURBINDO COLLEGE

PRINCIPLES OF MARKETING

CASE STUDY

TOPIC : SETTING UP EDUCATIONAL INSTITUTION IN RURAL AREAS



INTRODUCTION :

This provision ensures that every citizen of India should get education up to 14 years without any discrimination. But the reality is far different from this. The literacy rate in India is 77.7%. However, the literacy rate of urban region in India is 87.7% whereas in rural India it is only 73.5%.

Education plays a crucial role in shaping an individual's personality and future. The right to education is the primary right of every citizen of India, irrespective of caste, creed, religion, and economic conditions. Even though education is a basic right of every citizen, many are still deprived of this right. Compared with the education facilities available in urban areas, the schools in rural India have a scarcity of basic needs like drinking water, transportation facilities, and good teachers. Most of the population of India still resides in rural areas.

Child is meant to learn
NOT to earn

PROBLEMS FACED BY VILLAGE SCHOOLS

LACK OF INFRASTRUCTURE:

- Many schools in rural India lack proper infrastructure facilities. Due to the lack of basic classroom furniture in many schools, Kids have to sit on the floor for their classes. In some schools, because of the non-availability of rooms, students are compelled to sit under the open sky and take their classes.
- Gaining primary computer education is still a dream for many kids studying in rural India because of non-availability of computer labs in schools. Sports play an essential role in development of child's overall personality, for that it is essential that every compound has a playground with it.
- The RTE Act of 2009 also suggests that every school should try to provide a playground within the boundaries of the compound. However, the reality remains that many schools in rural India don't have a proper playground for kids to play and do some physical activities.
- Another basic facility that rural schools in India lack are the availability of washrooms. Because of the non-availability of washrooms, female students tend to avoid schools, which is not a good sign for our country.
- The non-availability of basic infrastructure and accessories related to teaching has led to reduced attendance in schools in rural India, thus reducing the quality of education.

DEFICIENCY OF FUNDS

Unavailability of funds in schools of rural India to buy basic infrastructure such as **benches, blackboards, etc.** is one of the severe hurdles in the proper functioning of schools

OTHER PROBLEMS

Non availability of teachers

- Since schools in rural India lack proper infrastructure and basic facilities, teachers prefer teaching in urban areas and avoid schools in rural India.
- Moreover, private schools in cities offer lucrative salaries to teachers whereas the salary of teachers in villages is less hence making it obvious for teachers to prefer teaching in schools in cities.
- Apart from the lack of basic facilities, teachers in rural schools have to handle non-teaching roles as well, such as giving election duty during the election period. Many times teachers have to visit remote areas to conduct elections.
- The issues of absenteeism of teachers in rural areas has also become very common, eventually hampering the education of students.

Less Number of Schools

- The number of schools in rural India is very less in comparison to schools in urban areas.
- Most of the patches of the city have schools, which makes education more accessible.
- However, this is not the case in rural India.
- Students in rural areas have to travel to far-flung places in order to reach their school because of the non-transportation in rural areas.



Lack of Technology

- Today we live in a technology-driven world and the education system of today also relies heavily on modern-day technology.
- Unlike schools of urban India, schools of rural India are not well equipped with basic modern-day gadgets such as a computer, availability of high-speed internet, etc.
- The way of teaching in rural schools is still primitive and does not focus on the overall development of students by adopting modern ways of teaching like concept learning.

Ways to Improve the Education System of Schools in Rural India

Since we have already discussed in detail the various shortcomings of schools in rural India, it is time for us to talk about the ways of improving the education system of rural India so as to help rural students come on par with the urban students.

Listed below are some of the ways to improve the education system of rural India.

- Increase the Number of Schools
- Make Use of Modern-day Technology
- Focus on Conceptual and Practical Knowledge
- Scholarship Programs
- Motivate Teachers

Increase the Number of Schools

For kids to enroll in the school government needs to set up more educational institutions with minimal fees. The Scarcity of schools in rural India makes it difficult for the students of remote areas to reach school and learn. If more schools are set up, and parents in rural India are promoted to send their kids to schools, it surely will improve the education level of rural India. For those who come from a very low financial background, the government should provide free textbooks, laboratory facilities, and other perks so the education doesn't seem like a burden to their parents. Special focus should be laid on enhancing the education level of girls in rural India.

Make Use of Modern-day Technology

To enhance the education system of rural India, it is the need of the hour to focus on technology and its benefits. The world we live in is technology-driven. Therefore, for kids of rural India to be able to compete at the national and international level, it is extremely important to have basic knowledge about the use of technology. Basic knowledge of technology of computer and other benefits of technology should be taught to the students of rural India. Teachers can use innovative ways of teaching to make learning more enjoyable for students with the help of technology. Projectors, PowerPoint presentations can be used to attract students.

Focus on Conceptual and practical knowledge

The education System of rural India doesn't focus on practical knowledge; rather, it's more about rote learning and facts learning. Teachers need to change the way of teaching and focus more on conceptual learning and practical knowledge. Rote learning is not every-one's cup of tea and doesn't help kids in improving their practical learning. Therefore, the focus should be laid on clearing basic concepts at the very beginning with the help of practical examples.



Scholarship Programs

To appreciate the efforts of students and to motivate them to excel in academics and extracurricular activities, some type of scholarships either in the form of gifts or books should be given to those who perform well in their class or school. This would motivate other kids as well to improve their performance.

Motivate Teachers

Teachers play a most important role in shaping the students' future. If teachers are motivated and well satisfied with their teaching job, naturally, they will give their 100% while teaching. However, if teachers are deprived of basic amenities and have less salary, they will lack the motivation to give their best. The government needs to lay focus on the basic demands of teachers and motivate them in a way that they realize their importance in shaping India's future.

Initiatives Taken by the Government to Enhance the Education System of Rural India

It is an undeniable fact that education plays the most important role in shaping one's future. To promote the importance of education in India, the Ministry of Law and Justice had introduced 'The Right of Children to Free and Compulsory Education Act, 2009'. This act was introduced to provide free and compulsory education to all children between the ages of six to fourteen years.

Apart from this, many initiatives have been introduced by the Government of India to promote the importance of education and make it accessible for every child of India. Some of the initiatives taken by the government to improve the education system of schools in rural India are listed below:

Lok Jumbish Project

This project has 75 blocks that cover population. Lok Jumbish works in coordination with government agencies, teachers, NGOs, elected representatives, and other people who promote universalization of primary education.

A process rather than a Product Approach



Shiksha Karmi Project

SKP project is being implemented since 1987, with assistance from the Swedish International Development Cooperation Agency (SIDA). This project aims at universalization and qualitative improvement of primary education in the remote villages of Rajasthan, with a special focus lay on girls. Shiksha Karmi Project, at present, covers over 1, 50,000 Students in 1,785 schools, which involves over 4,271 Shiksha Karmis.

Sarva Shiksha Abhiyan (SSA)

The aim of this programme is that all children between the age group of 6-14 years should receive an education. This Abhiyan covers the whole country with special emphasis on girl education and children with special needs.

The National Programme of Nutritional Support to Primary Education (School Meal Programme)

This programme was introduced on 15th August 1995, with an aim to increase the retention of students in schools by providing them free nutritious meals every day in school. Under this meal programme, the students of classes 1-5 attending the schools are given cooked meals of 100gms every day. The implementation of this scheme showed positive results, and the retention of students in schools increased.

Hindrise Foundation's Objectives to Enhance the Education System of Schools in Rural India

The importance of education in everyone's life is a well-know fact. For any country to develop, it is essential for that country to have a robust education system. Sadly, a major population of India, which resides in rural areas, is deprived of basic education rights and facilities. We at Hindrise Foundation realize the importance of education in shaping our country's future.

As we are aware of the fact, there is a huge gap between rural and urban education system, our volunteers at Hindrise Social Welfare Foundation take this responsibility of eliminating this gap and create a common platform unifying students across the country.

Our NGO plans to start schools with all basic amenities and quality education in rural areas of the country. All those kids who have been deprived of basic education facilities will be provided quality education, which shall help them choose the right career path for themselves and eventually support their family and people of their native village.

We begin this venture of our organization of setting up schools in rural India by establishing mini-schools in villages. Gradually when our venture gains momentum, we will be establishing schools with world class facilities and infrastructure.

Summing Up

For our NGO to gain Success in our venture of imparting education to the underprivileged, we seek donations from those of you are settled in a thriving career or a business. If you have and you can, then you should definitely donate because that's what life is all about, helping people in need, isn't it? We shall also be seeking guidance from Government agencies to help us maneuver our way through administrative responsibilities entailed in establishing schools in rural India.

In order to make India great, we all should together join our hands and try to do our bit even through the smallest of possible contributions. As of now, let's start with educating the underprivileged.

Why is education important in rural areas ?

Education creates new employment opportunities. If people in rural areas will get high-quality education, then they'll be able to become more eligible for both public and private sectors. Most of the rural households are engulfed with the **Problem Of Poverty** and it becomes extremely essential for them to get a job.



How to improve education system in rural India

- ▶ Boost Free education
- ▶ Establish more schools
- ▶ Work on school infrastructure
- ▶ Bring innovative teaching methods
- ▶ Promote computer literacy
- ▶ Skill Based Learning
- ▶ Free basic Computer Skills Classes
- ▶ Increase the number of schools
- ▶ By adopting modern teaching technologies
- ▶ By providing Scholarships
- ▶ Proper Infrastructure and availability of resources



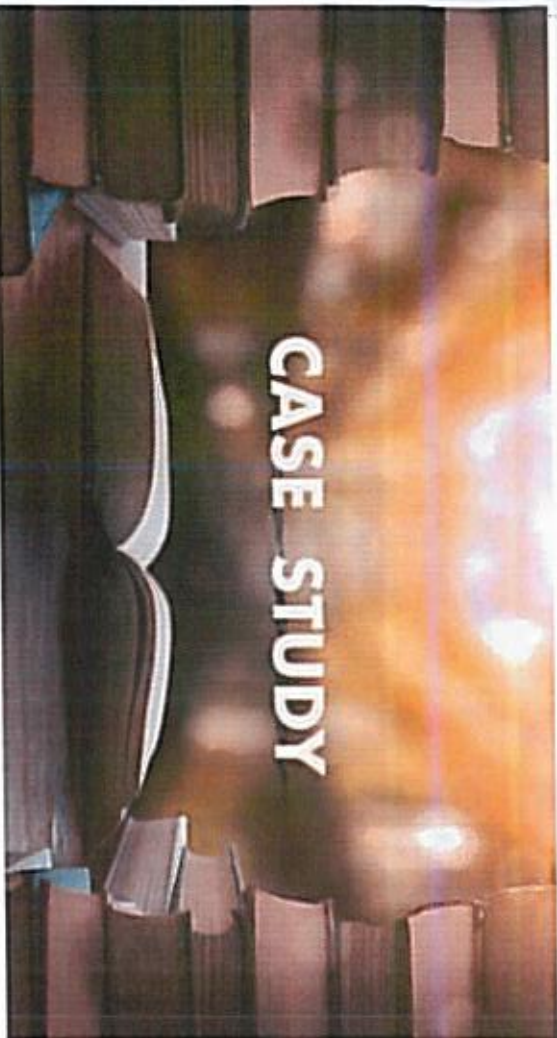
"The future of India lies in its Villages"

- Mahatma Gandhi

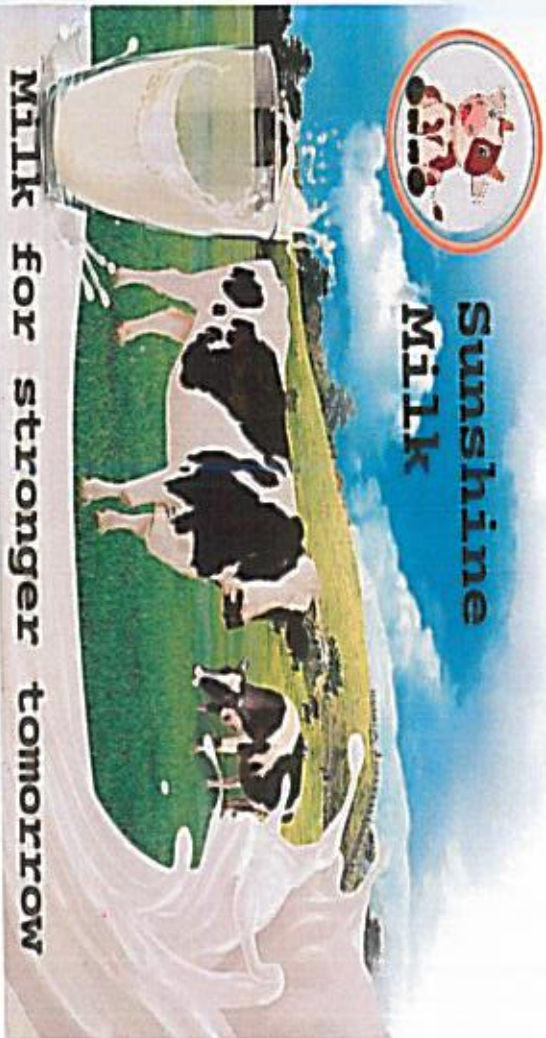
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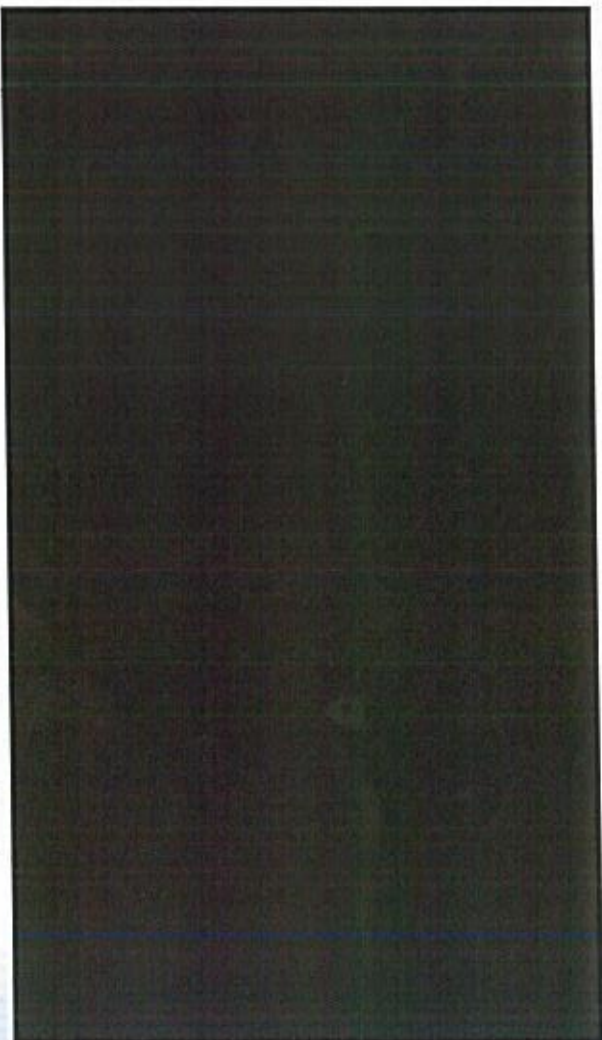


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INTRODUCTION

A case study can be defined as intensive study a person, a group of people or a unit which is aimed to generalised over several units. A case study has also been described as an intensive systematic investigation of a single individual group, community or some other units in which the researcher examines .



4. P'S OF MARKETING

- ❖ Place
- ❖ Promotion
- ❖ Price
- ❖ Product

1. PLACE

Place plays a major role in the successful implementation of business we have chosen mandya which have more production of milk will by their from farmers and sells them in the place . Dharwad which have more milk scarcity at reasonable price our farm is located in Dharwad.



2. PROMOTION

HOW TO PROMOTE A MILK IN A RURAL AREAS??

- ❖ Word of mouth
- ❖ Join organisations
- ❖ Promote other products
- ❖ Talk to your customer

3. PRICE

A price change will act in at least two separate ways to affect milk production . Short-run production changes can be made by culling herds and /or after feeding practices . Long - production increase require change in herd size. If a model of quantity produced as a function of past price is specified and estimated . We the producer buy milk at 12rs per litre. We distribute or sale it for 18rs per packet.



4. PRODUCT

Quality: Good quality raw milk has to be free of debris and sediment, free of off-flavours and abnormal colour and odour; low in bacterial count, free of chemicals and of normal composition and acidity. The quality of raw milk is the primary factors determining quality of milk product.

Quantity: cows normally will not secrete more milk daily than equivalent of 8-10% of their body weight, whereas goats may secrete enough milk daily to equal 20 or more percent of their body weights.

CHALLENGES FACED BY MILK PRODUCTION

There are two challenges faced by farmers while producing the milk to the market they are-

- ❖ Competitors
- ❖ In rural area cows are more how to promote people to buy our product

1. COMPETITORS

The fear of competitive setback is not only alarmingly real but also frightening, especially if you are a new fish in the ocean. On the contrary, it is worth knowing that fierce competition not only implies that problem you are solving is worth solving but also that the right product-market fit hasn't been established quite yet.

"Customer is king" is the new catchphrase used in almost every segment of the industry today.

Companies are making consistent efforts towards their customers to understand their psyche and buying habits.



2. HOW TO PROMOTE, PEOPLE TO BUY OUR PRODUCT

- ❖ Flash sale
- ❖ Buy something, get something free
- ❖ Coupon or discount with purchase
- ❖ Tripwire
- ❖ Recurring sale



ADVANTAGES OF PRODUCTION OF MILK IN RURAL AREAS

- ❖ Dairy is a universal agricultural production .
- ❖ Dairying is equally important in developing rural areas.
- ❖ Perceived benefits .
- ❖ It provides fresh milk.
- ❖ Dairy farming is capital intensive.



OFFERS-

- ❖ Free samples.
- ❖ Good customer services.



VISION AND MISSION-

Vision:

A vision statement focuses on tomorrow and what an organisation wants to ultimately become.

Our vision is to –

- ❖ To ensure the supply of best quality milk products.
- ❖ To ensure best price of milk along with timely payment to dairy farmers.
- ❖ Sunshine currently offers a portfolio of 17 delightful products.



MISSION-

A mission statement focuses on today and what an organisation does to achieve it.

Our mission is to-

- ❖ Is to provide fresh and pure dairy products to our customer.
- ❖ Facilitate self employment opportunity.
- ❖ Giving back meaningful return to our partners and helping them to grow.
- ❖ Creating an vibrant work environment that nurtures the growth of employees

DOES YOUR PRODUCTION COMPANY HAVE U.S.P

Chances are ,some of those suppliers are producing the very same products you are . So how can stand out from the crowd when customers are deciding between you and your competitors? Start by developing a compelling unique selling proposition.

MEANING OF UNIQUE SELLING PROPOSITION-

A great unique selling proposition , also known as a value statement, competitive differentiator or better than clearly articulates why a customer should buy you instead of a competitor.

There are some common elements that make for
good proposition statement
it should be-

- ❖ Clear and concise
- ❖ Adoptable
- ❖ Distinctive
- ❖ True



SHOWCASING YOUR UNIQUE SELLING PROPOSITION ON YOUR WEBSITE

1. Use video to boosts sales.



2. More than marketing-



CONCLUSION-

Milk and its derivatives are proposed as being useful foods throughout all life periods, in particular during childhood and adolescence, when their contents of calcium, protein, phosphorus, and other micro nutrients might promote neurologic development

THANK YOU

PRESENTED BY-

- ◆ CHETANA - (INTRODUCTION)
- ◆ NANDINI - (PRICE)
- ◆ CHANDANA.H.R - (PROMOTION)
- ◆ SAHANA - (PRODUCTION)
- ◆ SANDHYA.S - (CHALLENGES, PPT)
- ◆ GAVATHRI.S - (ADVANTAGES)
- ◆ SUSHMA.S - (COMPETITORS)
- ◆ BINDHU.S - (I.S.P)
- ◆ DEEPTI - (VISION AND MISSION)
- ◆ CHANDANAC - (OFFER)
- ◆ KEERJANAN - (CONCLUSION)
- ◆ SRIVASHNAVI - (RE-PLACE)



SETTING UP A PIZZA SHOP IN RURAL AREA

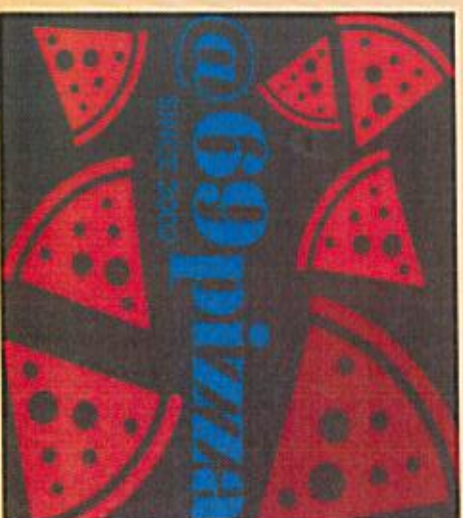
INTRODUCTION

* A CASE STUDY CAN BE DEFINED AS INTENSIVE STUDY A PERSON, A GROUP OF PEOPLE OR A UNIT WHICH IS AIMED TO GENERALIZED OVER SEVERAL UNITS. A CASE STUDY HAS ALSO BEEN DESCRIBED AS AN INTENSIVE SYSTEMATIC INVESTIGATION OF A SINGLE INDIVIDUAL GROUP, COMMUNITY OR SOME OTHER UNITS IN WHICH THE RESEARCHER EXAMINER

ABOUT OUR PIZZA

* PIZZA DISH OF ITALIAN ORIGIN CONSISTING OF A FLATTENED DISK OF BREAD TOPPED WITH SAME COMBINATION OF OLIVE OIL, ORGANO, TAMATO, OLIVES, MOZZARELLA OR OTHER CHEESE AND MANY OTHER INGREDIENTS ARE BAKED QUICKLY - USUALLY, IN A COMMERCIAL SETTING, USING A WOOD FIRED OWN HEATED TO A VERY HIGH TEMPERATURE AND SERVED HOT. ONE OF THE SIMPLEST AND MOST TRADITIONAL PIZZAS IS THE THE MARGHERITA, WHICH IS TOPPED WITH TOMATO SAUCE OR TAMOTOES, MAZZELLA AND BASIL. POPULAR LEGEND RELATES THAT IT WAS NAMED FOR QUEEN MARGHERITA, WIFE OF UMBERETO 1ST WHO WAS SAID TO HAVE LIKED ITS TOPPING COLOUR GREEN, WHITE AND RED WERE THOSE OF THE ITALIAN FLAG AND ITS ALL STARTED FROM HERE.

LOGO



OBJECTIVES

The objectives for 69 Pizza are:

- To establish the market presence needed to support marketing and sales goals and to attract customers.
- To reach healthy monthly sales by the end of the year, and average monthly sales increasing modestly by steadily through Year 3.
- To achieve double digit profit margins.
- To develop top-rated relationships with 2-4 well-respected, all-Coordinating distributors.

MARKETING STRATEGIES AND WITH 4PS

- * Segmentation, targeting, positioning
- * Competitive advantage
- * Distribution strategy
- * Brand equity
- * Competitive analysis
- * Market analysis
- * Customer analysis

PRODUCT

- * The product strategy and mix in @69 Pizza marketing strategy can be explained as follows:
- * @69 Pizza is one of the leading global pizza outlets. The product line of @69 Pizza is mainly concentrated on various kinds of pizzas which are customized with respect to the local markets. In India the most popular offered by @69 Pizza is the pepperoni pizza. In other places it ranges from a lot of veg pizzas to other non-vegetarian pizzas. The size of the bases has a lot of variety and are of various types. A variety dips, sauces and toppings are also included. @69 Pizza can be customized as per the preference of the customer

PRICE

- * We value our customers and strive to provide a pleasant experience everytime. The All New 69 Pizza Company offers u with softer crust, tastier sauce, 3X toppings and more cheese is renew with the same prices. The overall pizza prices have been set to offer you the best taste at the best price. Now enjoy more of your favourite @69 Pizza at less price. @69 Pizza offers remarkable value for money, so that you and your pocket both have a delightful experience. Everyday is a celebration with @69 Pizza Everyday Value Offers.

* Enjoy your favorite @69 Pizza regular pizzas starting at @Rs.69 each and medium pizzas starting @ 99 each. For us, customer's experience is always important hence we offer our quality food products. 69 Pizza provide premium food quality and service without charging a premium price. The price of 69 pizza is comparatively less than other competitors. The Pizza prices have been set to ensure that you get a deal that is value for money. Celebrate everyday with 69 Pizza India, grab exciting pizza deals & offers with Everyday Value Offers.

PLACE

* Place refers to providing customers access to the product, and it also calls into play convenience for the customer. Marketing, through digital means or otherwise, is about putting the right product, in the right place, at the right price, at the right time, in front of the customer. The place where we are setting up our pizza shop in Nelamanigala.

PROMOTION

- * Puch Up Sales Promotion Strategy
- Free display materials
- Storage materials
- Demonstrations
- Incentives to dealers
- Free gifts
- Pull-up sales promotion
- Free Distribution of Samples

- * With-pack Premiums
- * Price-off Premiums Strategies are
- * Money Refund Premiums
- * Exchange Premiums
- * Fairs and Exhibitions
- * Interactive Games



MISSION

- * 69 Pizza creates a friendly and pleasant atmosphere for customers in a well-designed, and productive environment in which people can work happily. We are sensitive to the look and taste of good pizza as well as to high-quality ingredients. We look to provide the best possible value to our customers who desire great tasting pizza and to provide customers with the satisfaction of receiving a great value, both tangibly and intangibly. Additionally, we are the first home-deliverer of pizzas in our area.

GROUP MEMBERS

- * Bhuvan (Leader)
- * Aniketh (PPT Done By)
- * Abishek
- * Chirag
- * Yogesh
- * Jeevan
- * Vishal
- * Tejas
- * Vishwas
- * Akashy

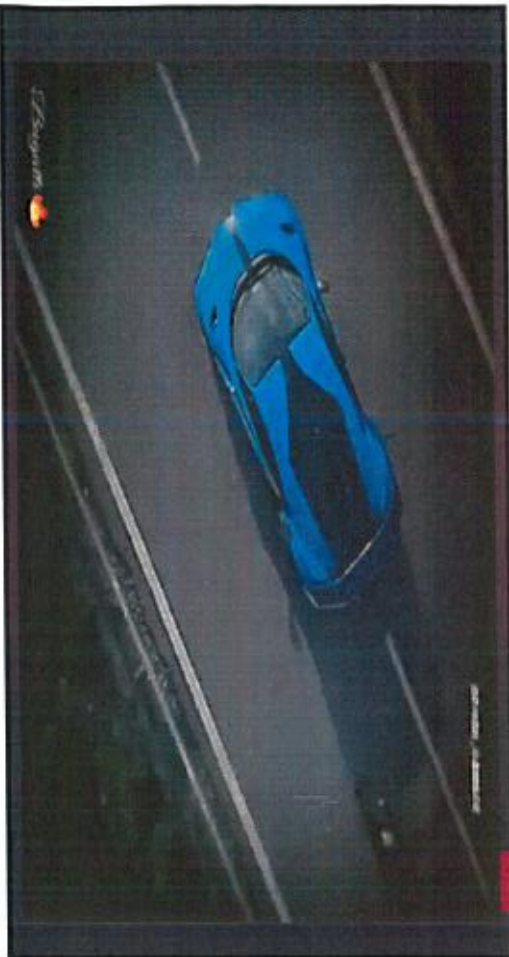
KEYS TO SUCCESS

- * Delivering the customer value proposition.
- * Marketing: promoting a new company, product, and delivery channels to a rural community.
- * Product quality and consistency.
- * Pricing effectively with respect to the project quality and customer value proposition.
- * Family-oriented atmosphere with occasional nights of family entertainment.
- * Management: products delivered on time, costs controlled, marketing budgets managed. There is a temptation to fixate on growth at the expense of profits.

THANK
YOU!



WELCOME



Principles Of Marketing

CASE STUDY ANALYSIS

TOPIC: - Expensive Car Marketing

COMPANY :-

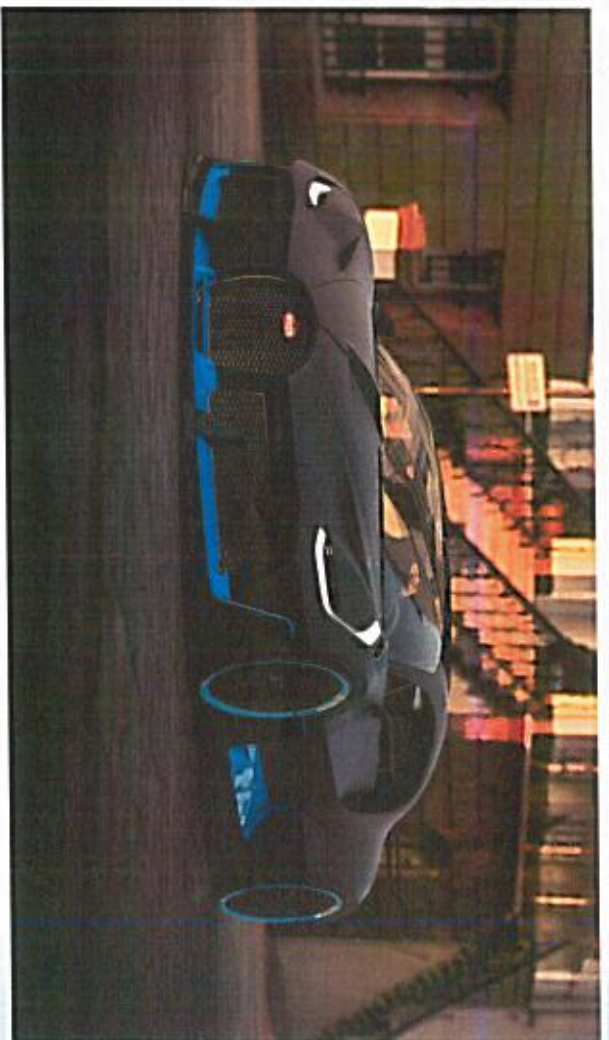
ROYAL PANTHERON



CAR NAME: -



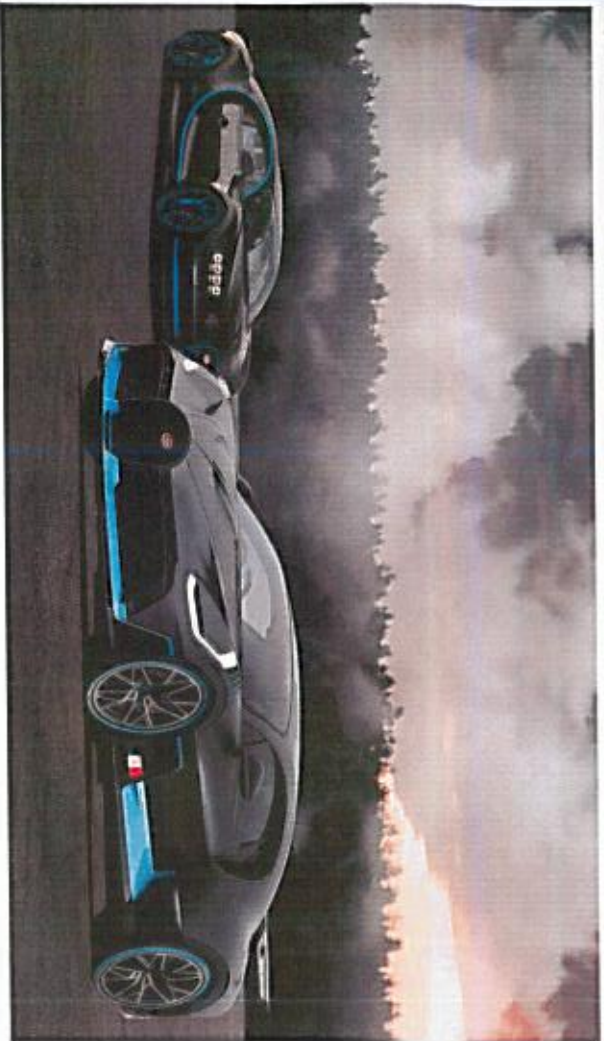
PHOENICAR



PRODUCT



66 (old No-13)
2014 Main, 1 Block,
Rajajinagar,
COLLEGE



PRICE

- Pricing Strategy
- Expensive Pricing
- Exclusiveness
- High Brand Trust
- Maintenance Costs
- Car's Performance



PLACE

The Place is the Marketing mix that ensures that the product is distributed and made conveniently available for the consumer at the right location and, right time and the right place.



PROMOTION

- Optimize Brand's Online Presence
- SEO - Friendly Website
- Improve Rank on Google with the Right Keywords
- Product Launch Event
- Adding Own Brand to yelp and optimize our listing
- Trade - Offs
- Setting Up a Benchmark



MARKETING STRATEGY

- Luxurious Brand Management in a Niche Market!
- Luxurious Brand Management among the low volume car manufacturers
- Marketing Secrets of Luxury Car Brands
- Marketing with a higher purpose - based marketing or cause marketing
- Segmenting Target Market



Special features the Product



Presented By: -

Sri Aurobindo College
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Presented To: -

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ASSISTANT Professor
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THANK YOU

SRI AUROBINDO COLLEGE

SUBJECT :- PRINCIPLES OF MARKETING

CASE STUDY :- HEALTH AWARENESS



Pragya Gauda H.

HEALTH AWARENESS AND KNOWLEDGE OF THE SLUM DWELLERS

INTRODUCTION :-

- Health is the prime concern for all the walks of life . The slum dwellers are the most vulnerable in this regard and they are far away from getting minimum level of healthcare services .



SOLUTION ON HEALTH AWARENESS :-

- **1. Increasing literacy rate .**
- **2. Establishing low price healthcare centres .**
- **3. Help the dwellers to increase their earnings .**



OBJECTIVES OF HEALTH AWARENESS

- ▶ **Highlights the economic and social conditions of the slum dwellers.**
- ▶ **Identify rural people knowledge about available healthcare services and their uses.**
- ▶ **Evaluate the rural peoples level of satisfaction regarding public and private health facilities .**
- ▶ **Analyze rural peoples awareness and knowledge about the preventive healthcare.**
- ▶ **Analyze rural peoples knowledge about the preventive health facilities**



PREVENTIVE MEASURES OF HEALTH AWARENESS:

Profit sharing or low interest based group micro credit programs further could be replicated for basic services provision in the slum area like ,installation of water point, common toilet facility , electricity ,gas, solid waste bin etc.....



CONCLUSION :-

- ▶ **It is apparent from the discussions that due to inadequate preventive and curative health facilities the poor dwellers are compelled to live in a highly unhygienic and degraded to live in highly unhygienic and degraded environment . However there are growing trends of health awareness among the slum poor and they are also willing to pay more for better healthcare if it is affordable .However there is serious lack of knowledge among the dwellers about basic preventive health care.**



TEAM MEMBERS :-

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Thank You

