



The Marrecus Line

Monthly Newsletter of I.T.S. MARKETING CLUB



NAAC 'A' GRADE Accredited
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INSTITUTE OF TECHNOLOGY & SCIENCE
MOHAN NAGAR, GHAZIABAD

AUG 2013
Volume 2 Issue 05



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Business Personality- KIRAN MAZUMDAR		Newly Launched Product
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Nissan Z Car

Interactive Marketing Alumni Corner

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ITS Marketing Club-“The Marrecus” organized Grand Finale of “**Marrecus leader Quiz Competition**” On **29th August 2013**, at ITS Auditorium. During the final round, **22 PGDM**-students have shown their capabilities. **6 groups** from **PGDM 2012-14** batch and **5 groups** from **PGDM 2013-15** had qualified for the Grand Finale, and finally best three teams have been awarded from each batch. From **PGDM 2012-14** batch **Mittal Group** was the **First Prize** winner and the winners were **Saurav Kumar Yadav** and **Md. Aftab Ansari**. **Bajaj Group** was the **first runner up** and winners were **Ankit Singh** and **Vaibhab Singh**. **Birla Group** was the **second runner up** and winners were **Ajay Verma** and **Pradeep kumar Mishra**. From **2013-15** batch **Mittal Group** was the **First Prize** winner and winners were **Aman Singhal** and **Rishav Jain**. **Tata Group** was the **1st runner up** and winners were **Debabrata Ghosh** and **Anchal Ganjoo**. **Ambani Group** was the **2nd runner up** and winners were **Kapil Joshi** and **Shreesh Mani Tiwari**.

The event was a grand success with **PGDM** students. At last **Dr. B.S. Hothi, Director Management and Marketing club Coordinator** **Dr. Mukesh Porwal** distributed prizes & certificates to all winners, participants and coordinators. **Marketing Club Coordinator** **Dr. Porwal** thanked to all students, participants, and also to Marrecus club coordinators including **Kaushik Biswas, Abhijit Majhi, Chanchal Dey, Surojit saha, Kaustav Hazra, Saikat Chakraborty, Shashi Kumar, Sudarshana Konwar, Kriti Chakraborty, Taqui Haider, Amit Kumar Singh** etc for successfully organizing of this event.

The event was coordinated by **Dr. Mukesh Porwal**.

Interactive Marketing

The new marketing does not deal with consumers as a mass or as segments, but creates individual relationships, managing markets of one, addressing each in terms of its stage of development. The concept of interactive marketing is easy to understand but difficult to execute.

Talking specifically about Industrial segment, there are various applications for products and many times these different products applications make strong interactions between the buyer and seller on different parameters of 4Ps of marketing.

Developing and Sustaining Long Term Relationship in Marketing could be done in a very systematic manner through Interactive Marketing. This could be a parallel way for the execution of Sales and Marketing Strategies. Interactive Marketing is a key tool to remove the communication gap between the Organization, Channel partner and the King [Customer/ Consumer].

For example; A sales person's visit to any Industry results in face to face interaction; and sometimes it may happen that the customer need a new design or they want to use the same product on a different application. In that case communication and information flow is required on top priority and this requirement can be fulfilled through interactive marketing between O.E.M.(s), channel partners, Production, Internal Customers and end customers. And once any marketer or sales person achieved the same, it result in developing and maintaining long term relationship with customers.

Second major key in Interactive marketing is constant control and observation through which preventive and corrective measures can be taken well in advance which will further enhance productivity and results in better coordination.

The challenge of the Interactive marketing is strategic. A market of individuals, individually addressable and open to interactive communication, threatens the very existence of many firms. The economics of large scale production favors large firms with strong brand identities. The economics of customer information will breed a generation of smaller, flexible firms with healthy firm-to-customer relationships. In an era of addressable media, corporate reputations will count for more than brand reputations.

Regards,

Abhijeet Srivastava (PGDM 2011-13)
"I.T.S, MOHAN NAGAR, GHAZIBAD"



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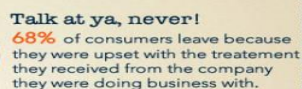
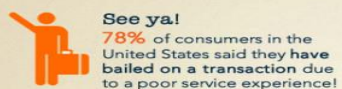
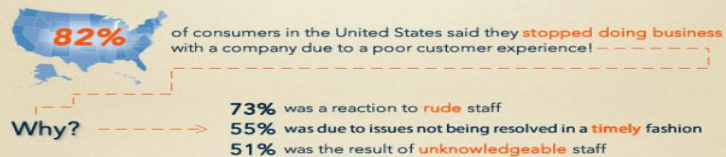
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Customer Retention by the Numbers

Infographic: Customer Retention by the Numbers

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Why Customers Leave



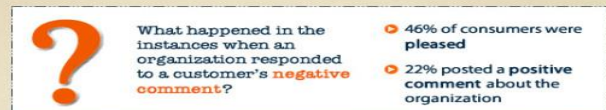
Why Customers Stick



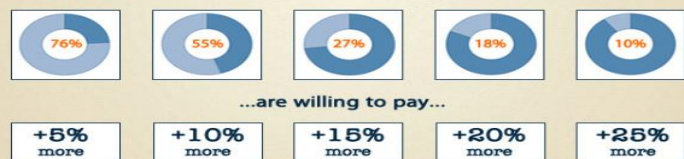
What parts of the customer experience cause customers to stick with a brand?

- friendly employees or customer service representatives
- personalized experiences
- ability to **easily** find information or help
- brands with a good **reputation**

92 percent of consumers said they would go back to a company after a **negative** experience if they...



85% of customers are **willing to pay more** for a superior customer experience



Retained Customers Mean



New Customers Are Hard Work

The cost of bringing a new customer to the same level of profitability as the last one is up to **16x** more.

3 separate studies say the same thing. It is...

- 10x more expensive to acquire a new customer than to retain a current one.
- 4-6x
- 5x

89% of consumers began doing business with a **competitor** following a poor customer experience.

Increasing customer retention rates by 5% **increases profits** by 25% to 95%



A 2% increase in customer retention has the **same** effect as decreasing costs by 10%



On average, loyal customers are worth **up to 10 times** as much as their first purchase



Repeat customers spend 67% more & have larger transactions

Sources:
For specific citations on this research, please refer to the original post:
<http://customersthatstick.com/blog/customer-loyalty/customer-retention-infographic/>

Brought to you by:
CustomersThatStick™

Great marketing strategies aren't as simple as driving more and more leads, it's also about driving the right leads. Retaining customers is always a fraction of the cost of acquiring new ones. This is one of the reasons why we speak so much about our clients, Right On Interactive – their marketing automation system scores prospects based on their likelihood to be successful customers.

Social media is playing a growing role in customer service as well. This isn't the customer service of old where a consumer would read you the riot act and quit. Now their discontent is shared throughout their networks on social media. Their influence and your missteps will not only hurt your retention, but can ultimately derail your acquisition efforts as well when their discontent spreads across Facebook, Twitter, LinkedIn or Google+. This is why customer retention and customer service aren't just key to your business health, it's also key to your social media and marketing success.

In this infographic from Customers That Stick, various customer retention statistics are shared to break down the three most important aspects of customer retention... Why Customers Leave, Why Customers Stick, & Why Retained Customers Mean Money.

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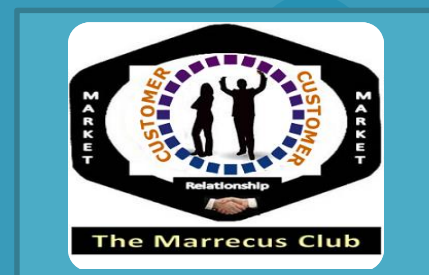
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Name- Kiran Mazumdar

Born- March 23, 1953

(Co-founder Infosys)



Mazumdar-Shaw completed her schooling from the city's Bishop Cotton Girl's High School (1968).

She wanted to join medical school but instead took up biology and completed her BSc Zoology Honours course from Mount Carmel College, Bangalore University (1973).

She later did her post-graduation in Malting and Brewing from Ballarat College, Melbourne University (1975).

She worked as a trainee brewer in Carlton and United Breweries, Melbourne and as a trainee maltster at Barrett Brothers and Burston, Australia.

She also worked for some time as a technical consultant at Jupiter Breweries Limited, Calcutta and as a technical manager at Standard Maltings Corporation, Baroda between 1975 and 1977.

She started Biocon in 1978 and spearheaded its evolution from an industrial enzymes manufacturing company to a fully integrated bio-pharmaceutical company with a well-balanced business portfolio of products and a research focus on diabetes, oncology and auto-immune diseases.

She also established two subsidiaries: Syngene (1994) to provide development support services for discovery research and Clinigene (2000) to cater to clinical development services.

Her pioneering work in the sector has earned her several awards, including the prestigious Padma Shri (1989) and the Padma Bhushan (2005) from the government of India. She was recently named among TIME magazine's 100 most influential people in the world.

She is on the Forbes list of the world's 100 most powerful women and the Financial Times' top 50 women in business list. She is also a member of the board of governors of the prestigious Indian School of Business and Indian Institute of Technology, Hyderabad.

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Certificate Program In Digital Media Marketing

Digital Marketing Training Institute, Chembur, Mumbai

Course Details:-

Course Description:-

Certificate Program in Digital Media Marketing is a four month certification training program in part time mode. The Candidates with Master degree/ diploma or equivalent are eligible for this course.

Eligibility:-

Candidates with Master degree/ diploma or equivalent are eligible for this course.

Personal Interview:-

Personal Interview.

Details About Digital Marketing Training Institute:-

Institute Description:-

DMTI is a consortium of senior advertising professionals aligned towards nurturing digital media marketing talents. A cutting-edge curriculum designed and upgraded by a very distinguished BOA.

Featured Faculty:-

- DMIT offers the opportunity to be trained by the biggest, the brightest and the best names in the Indian Digital Domain.
- Exclusive faculty with years of experience and expertise.
- Hands-on training
- Comprehensive curriculum coverage

Infrastructure / Teaching Facilities:-

- Curriculum geared infrastructure
- Wi-Fi connected premises

Fees: INR 65000/-

Contact No.: 9930925822

Email: ranjan.upadhyay@dmtd.in

Address: 311, Swastik Chambers, S.T. Road, Chembur, Mumbai, Maharashtra, India- 400074

Demand Backward Pricing:-

It's a pricing method in which an estimation is made of the price that customers are willing to pay for a given product, this price is then compared to the per unit cost to see if it meets the firm's profit objectives.

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"Every advertisement should be thought of as a contribution to the complex symbol which is the brand image"

-Leo Burnett

Newly Launched Products

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leadership

inclusiveness

caring

Motorola Mobility launches new Moto X

Motorola Mobility, a unit of internet giant Google, has announced the launch of its new smartphone, Moto X in the crowded smartphone market. Google has been successful in software and its Android platform has emerged as the dominant platform for the global smartphone market but it has not been able to attract significant number of customers to its hardware. The Moto X, which is the first major device since Google acquired the handset maker for \$12.5 billion, might be able to boost the company's hardware sales.



Lenovo X910/K6

Lenovo is slowly strengthening its smartphone portfolio. It plans to announce its 5-inch phablet along with the biggies at the IFA next month. , Codenamed K6the 5-inch phablet features a 1080p display, just like most of the high-end smart devices these days. It will be first heading to the Chinese market and the original version of the device came with the Intel Atom processor inside. However, recent reports reveal that it will be powered by Qualcomm Snapdragon 800 processor, and the benchmark results of the smartphone are said to be really great



STINGRAY

Upside: Fresh styling, Practicality, Efficiency, City driving dynamics, Service network
Downside: Boxy design may put off some, Safety features optional and only on top-end variant
Our Verdict: The WagonR Stingray is a great option for those seeking a smartly styled alternative option to the WagonR albeit at a slight premium



Ex-showroom Price : 4.10 to 4.67 lakh

Force Motors Gurkha

Four wheel drive for all terrain driveability
Proven fuel efficient Mercedes OM616 derived 2.6 lit diesel engine
High performance Gear Box – Smooth and Silent Operation
Differential Locks on both front & rear axles for muddy and undulating terrains
Power Steering for easy maneuverability
Low NVH (Noise – Vibration – Harshness)
Alloy wheels, All terrain tubeless radial tyres
Force Gurkha Soft Top BS3 2WD-
Price- 6,36,111 lakh



Advocacy Advertising:-

A type of advertising intended to influence a target audience on some matter, such as political or social issue, that also impacts the marketing organization.

E-Tag Line “Preparing to be a beautiful lady” related to Pears



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Marketing Quiz

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1. Rapid penetration strategy” is associated with?

- A) very high price with low promotion level
- B) very high price with high promotion level
- C) low price with high promotion level
- D) low price with low promotion level

2. How does Jeffrey Gitomer say you should brand yourself? The Little Red Book of Selling: 12.5 Principles of Sales Greatness

- A) Wear the same color scheme every day so you'll stand out.
- B) Work hard, smart, be dedicated and have self-belief
- C) Be the most vocal person in every meeting.
- D) Spend a lot of time online with social networking and blogging.

3. What percentage of consumers regularly or occasionally go online to conduct research before making an in-store purchase?

- A) 40 percent
- B) 25 percent
- C) 75 percent
- D) None of the above

4. Blogs are hot, and many offer superior advertising opportunities for entrepreneurs. Which of the following best describes the characteristics of the majority of blog readers?

- A) Significantly likely to live in wealthier households
- B) Younger than the average internet user
- C) More likely to buy products or services online
- D) All of the above

5. Many entrepreneurs send permission-based e-mail marketing messages to in-house lists. When it comes to this marketing method, which of these is on the decline?

- A) Bounce rates
- B) Open rates
- C) Orders per e-mail
- D) Conversion rates

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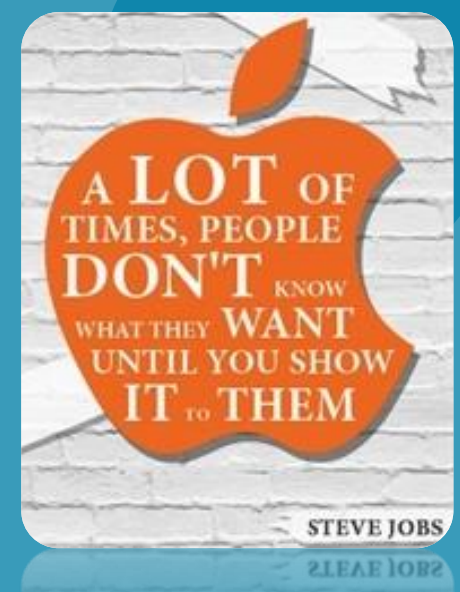
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leadership



Answer of Marketing Quiz July 2013

D. Age

B. Specific

D. The sterling exchange rate is make the firm's products too expensive in target export markets

B. A combination of name, symbol, design and other factors that identifies a seller's product

D. Price discrimination



Congratulation!

Anchal Ganjoo

PGDM (2013-15)



Complete the Marketing Quiz and mail us along with your photo at marrecusline@its.edu.in we will publish the Winner name with photo in next edition.



Sony Bravia 4K TV in India

Sony Bravia today launched two new products in its high-end 4k technology series priced at Rs. 3.04 lakh and Rs. 4.04 lakh, targeting customers in the metros.

Sony India has also increased its marketing budget by 66 per cent to Rs. 250 crore in 2013-14 from Rs. 150 crore a year ago.

Hibi said it expects Sony India's contribution to Sony's global revenue to go up in the coming future. At present, Sony India is the fourth largest for Sony globally, and contributes 10 per cent to global sales. Its top three markets are the US, China and Japan.



Hewlett Packard (HP) Tablet



Hewlett Packard (HP) has finally realized the need to focus on the tablet portfolio. HP does have a tablet called Elite Pad G1 which falls in a premium price category and a few more but it has not been able to make up to the popular highlights so far.

Sadly, as of now, there is no information regarding the specs of the upcoming tablets from HP. However, Rajiv Srivastava, vice president and general manager of the personal systems group for HP India reportedly said that for the next one and a half to two years, tablets are expected to witness a very fast growth. He further added, "At the same time, the PC/notebook sales are shrinking... While tablets may be cannibalizing some sales, they are complementing PC usage."

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The Indian Pharma Expo a unique pharma event, will serve as a perfect platform for pharma entrepreneurs and investors, eager to explore franchisee and distributorship opportunities in the Indian Pharmaceutical industries. This event will also offer practical and reliable solutions to several intriguing problems of this sector.

The two-day expo will bring together drug manufacturers, pharmaceutical companies and the largest suppliers and distributors of pharmaceutical products under one roof in order to facilitate the exchange of ideas for better growth of the industry.

The Indian Pharma Expo is the foremost event for distributors and retailers. This platform is designed for professionals involved in the Indian pharmaceutical industry. This event will offer an opportunity to tap market potential to best possible extent through franchise and distribution.

Exhibitors/ Visitors Profile

- Franchise Co.
- API
- Formulation
- Bulk Drug Mfg.
- Pharma Mkt.
- Contract Mfg
- TPM
- PCD
- Pharma Ancillary Units
- Associations & Media
- Import & Export
- Utility & Tech Suppliers
- Generic/OTC Mfg. & Wholesalers
- Indenting Agents
- Packaging Co.
- Pharma Machinery
- Bio-technology Co.
- Safety and Medical Equipments
- Distributors
- Retailers
- Chemists / Druggists
- Consultants
- Hospital Administrator
- Purchase Manager
- Research Institutions
- Regulators & Policy makers
- Chemical Industry
- Allopathic product
- Ayurvedic product
- Cosmetic
- Bio-pharmaceutical
- Nutraceutical
- Dietary supplement
- Foreign dignitaries,
- Commercial attaches
- Government
- organisations and PSUs
- Medical representatives
- Pharmacists

Organising Committee

Clifford Patrick	Indonesia	Christine Fan	Hong Kong
Carol Kuo	Taiwan	Sapna Kale	India
Rahul Jain	India	Ashwini Lokhande	India
Philip Katipunan	Philippines	Nikunj Vishwakarma	India
Harshit Shah	India	Kimberly Lai	Malaysia
Waichoo Teo	China	Kuljeet Kaur	India
Rajat Sharma	India	Geetali Dalvi	India
Vineet Awasthi	India	Godwin Castelino	India
Phetluang Nonglak	Thailand	Dr. Shilpa Mendon	India
Bhagya Lakshmi	India	Soma Mazumder	India
Diana Edward	Hong Kong	Arun Kharkwal	India
Vandana Maurya	India		
Gaurav Samajdar	India		

Opening Hours		
Indian Pharma Expo 2013 Show Timing		
Date	Opening Time	Closing Time
September 20, 2013	9:00 AM	6:00 PM
September 21, 2013	9:00 AM	6:00 PM

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"The sole purpose of marketing is to sell more to more people, more often and at higher prices. There is no other reason to do it."

-Sergio Zyman



BOSCH

BOSH LTD - Founded in 1951, Bosch Limited is India's largest automotive component manufacturer and also one of the largest Indo – German companies in India. The company generated net Sales and income from operations of Rs. 8017.9 crores in 2011, a growth of 19.7% over 2010. Bosch Limited is also the flagship of the Bosch Group companies in India. The Bosch Group holds 71.18% stake in Bosch Limited and has planned a sizeable investment to introduce and manufacture world-class technology for the Indian market.

With a network spanning across 1,000 towns and with over 5,000 authorized representatives, Bosch Limited facilitates superior product availability and after-sales services countrywide, in alignment with the global Bosch structure. The company is headquartered in Bangalore with manufacturing facilities at Bangalore, Naganathapura (near Bangalore), Nashik, Jaipur and Goa. These plants are TS 16949 and ISO 14004 certified.

Bosch Limited manufactures and trades in all the three major business sectors Bosch:

Automotive Technology

Business divisions: Diesel and Gasoline Fuel Injection Systems, Car Multimedia Systems, Auto Electricals and Accessories, Starters and Generators, Energy and Body Systems.

Industrial Technology

Business divisions: Packaging Machines, Special Purpose Machines, Solar Energy

Consumer Goods and Building Technology

Business divisions: Power Tools, Security Systems

Contact:

Tel: + 91-80-22992393

Website: www.boschindia.com

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NEW NISSAN Z CAR, CODE-NAMED Z35



One of Japan's most iconic cars is making a comeback. A descendant of the game-changing 240Z that debuted in 1969, an all-new Z car (code-named Z35) will honor the legendary Datsun with a stylized 21st-century interpretation of the original's long nose, short deck, and perfect proportions. That first Z was designed to appeal to buyers in its main market of the United States, and the new model will be no different.

Just get a load of one artist's vision of the dynamic silhouette while the car will feature a low-slung, swooping body, it will be downsized from the current 370Z to dimensions that resemble the original's. That means the car will lose around 2 inches in width from the current 72.6 inches. Our insider mentions that lightweight high-tensile steel will be used to further reduce the car's curb weight by up to 420 pounds to a class-leading 2866 pounds. According to a source close to Nissan, the Z35 will be powered by a choice of V-6 and four-cylinder engines at first. Company bosses want to phase out the V-6, though a small but strong fan base might lead engineers to retain it. Nissan feels that it has to "wean" the motoring public off the six cylinder, which has been its mainstay power plant since the very beginning, and switch to a more fuel-efficient four. We are told that the new four-cylinder will be a 2.5-liter turbo unit and incorporate direct injection to make at least 330 hp. But our insider explains that Nissan bosses are concerned about fuel economy and CO2 emissions, a fact that will almost certainly force them to reduce power to around 280 hp. For a gutsier Z, we can look to the company's in-house tuning arm Nismo, which is rumored to be working on a 330-plus-hp model. The Z33 of 2002 was a big hit and its low-\$30,000s price tag helped it drive out showroom doors. With the Z34, Nissan created a good-looking, sharp-handling coupe, but by Nissan targeting rivals in the BMW Z4, Porsche Cayman, and Audi TT, the price went into the low \$40,000s and hurt sales. The new Z35 must pick up where the Z33 left off and reinvent the Z car all over again. That means downsizing while creating a compelling design and minimizing its sticker price. And employing four-cylinder turbos will do the brand no harm in lowering prices, CO2, and fuel consumption. We can expect to see the Z concept unveiled at the Detroit auto show in January. The final production version should debut one year later at the same show with a price tag starting under **\$30,000**

Read more at:-

http://www.motortrend.com/future/future_vehicles/1308_new_nissan_z_car_code_named_z35_in_pipeline/#ixzz2dZzdLmlt

Narrowcasting – Vikram Singh Yadav, PGDM (2012-2014)

Narrowcasting has traditionally been understood as the dissemination of information (usually via Internet, radio, or television) to a narrow audience; not to the broader public at-large. Also called niche marketing or target marketing, narrowcasting involves aiming media messages at specific segments of the public defined by values, preferences, demographic attributes, and/or subscription.



Narrowcasting is based on the postmodern idea that mass audiences do not exist. While the first uses of the term appeared within the context of subscription radio programs in the late 1940s, the term first entered the common lexicon due to computer scientist and public broadcasting advocate J. C. R. Licklider, who in a 1967 report envisioned.

The term "narrowcasting" can also apply to the spread of information to an audience (private or public) which is by nature geographically limited—a group such as office employees, military troops, or conference attendees—and requires a localized dissemination of information from a shared source.

Testimonials:

Nothing beats an independent opinion of one's services. Below are the testimonials from just a few of our Happy Readers.

I Love to read newsletter, it provides the information about the new products and its articles are informative... Happy Reading



Sweta Swarna
PGDM (2012-2014)

Send us your article not more than 400 words along with a photo at: marrecusline@its.edu.in

We will publish in next volume, winning articles will get prizes.

We welcome your suggestions, feedback, stories etc.

 Follow us on Facebook. www.facebook.com/MarrecusLine

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