

The Marrecus Line

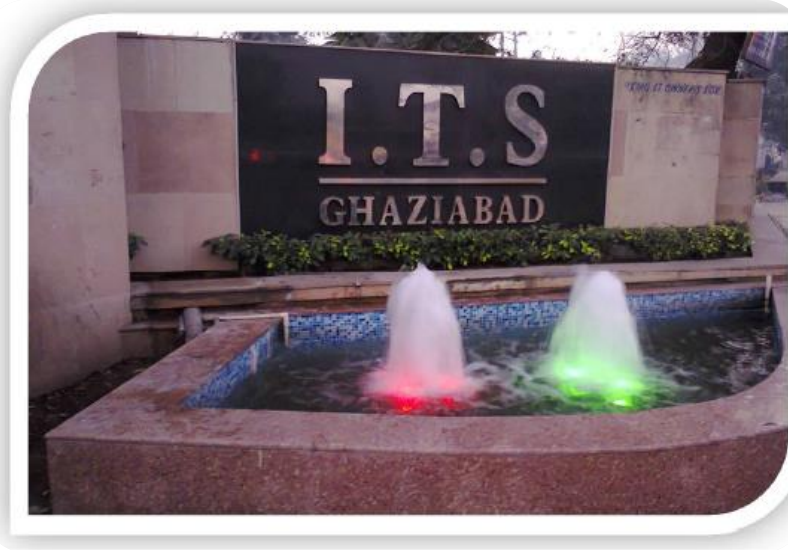
Monthly Newsletter of I.T.S. MARKETING CLUB



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**INSTITUTE OF TECHNOLOGY & SCIENCE
MOHAN NAGAR, GHAZIABAD**

SEPT. 2013
Volume 2 Issue 06



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Turnkey Online Business		Marketing Quiz
Business Personality- Sunil Bharti Mittal		Newly Launched Product
Career Plus		Star Product of the Month
		Readers Point

Shelf Space
PERFETTI
van Melle

Next Generation Product
PRODUCTS

TVS Scooty
Jupiter

Testimonials
TESTIMONIALS

What Is A Turnkey Online Business?

A turnkey business is any business that can be operated from the comfort of your own home, on a part-time basis, if that is what you wish.

There are all kinds of different turnkey business available to you, but the ones that have proven to have the best chance of success are those that have the following traits:-

1) The products that you sell should be something that there is a high level of demand for. That doesn't mean you need a product that is trendy or fashionable, but rather something that will benefit the customer over an extended period time.

2) Look for a business that delivers a good income plan from the start whilst also having the ability to build residual income as you go. By building a residual income, you will not have to devote so much time to marketing and working on the business, giving you more time to spend with your family. That is the freedom a good turnkey business should deliver.

3) A system should be in place that can be duplicated over and over again, and which allows the business to sell for you. It's not everyone that is good at marketing and talking to potential customers, even when they have a great product. You need a system that does it all for you.

4) The best way to be effective in a business is if you have the proper training. Look for a system that comes with a comprehensive training package so that you can be confident when you start.

5) Find a business that has mentors who can help you replicate the success that they have seen. They can show you how they made their money via a turnkey business while helping you avoid the pitfalls that lie ahead. The best way to learn and achieve success is by following the lead of someone that has already done it.

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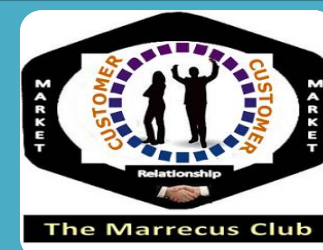
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Name- *Sunil Bharti Mittal*

Born- *October 23, 1957*

(Managing Director of the Bharti group)



The USD 5 billion turnover company runs India's largest GSM-based mobile phone service. The son of a politician, Sunil Mittal is from the town of Ludhiana in Punjab. He has built the Bharti group, along with two siblings, into India's largest mobile phone operator in just ten years. He has been Chairman & Managing Director of Bharti Group since October 2001.

Residing in Delhi, he is married, with three children. A first generation entrepreneur, he started his first business in 1976 at the age of 18, with a capital investment of Rs 20,000 borrowed from his father. His first business was to make crankshafts for local bicycle manufacturers. In 1980 he sold his bicycle parts and yarn factories and moved to Mumbai. The importing of telecom equipment was banned by the Indian Government as ITI (Indian Telecom Industry) monopoly practices & sole OEM for Department of Telecommunication. He established the first company to manufacture push button telephones in India. He was one of the first Indian entrepreneurs to identify the mobile telecom business as a major growth area and launched services in the city of Delhi and the National Capital Region in the year 1995.

Sunil has received several awards including: Transforming India Leader, NDTV Business Leader Awards 2008. GSMA Chairman's Award 2008 Padma Bhushan in 2007, from the President of India Asia Businessman of the Year, Fortune Magazine 2006 Telecom Person of the Year, Voice & Data, 2006 CEO of the year 2005, at the Frost and Sullivan Asia Pacific ICT awards 2006 Best Asian Telecom CEO, Telecom Asia Awards 2005 Best CEO, India, Institutional Investor, 2005 Business Leader Of The Year, Economic Times, 2005 Ernst & Young Entrepreneur Of The Year 2004, Ernst & Young

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Registrations close: 15 November 2013
Course begins: 25 November 2013
Course fee: R9,300



The course in a nutshell:

- 10-week **part-time short course** presented online throughout South Africa
- Understand the fundamentals of **planning and running a successful marketing campaign**
- Learn about **market and customer analysis**, and gain insight into brand development, sales, marketing channels and market research
- Upon successful completion of the UCT Marketing short course, students will be awarded a **Certificate of Completion**, approved by the University of Cape Town

Course modules:

- Module 1** Understanding marketing management and planning
- Module 2** Market research
- Module 3** Branding strategy
- Module 4** The product or service plan
- Module 5** Competitive analysis
- Module 6** Marketing tactics and channels
- Module 7** Internet marketing
- Module 8** The sales plan
- Module 9** Implementing your marketing strategy
- Module 10** Measuring marketing success

Who should attend this course?

The course is suitable for anyone who wants to acquire or sharpen their marketing skills.

It is beneficial for small-business owners, managers, entrepreneurs and aspiring and current marketing professionals, including general and marketing managers, sales executives, brand managers, consultants, internet marketers and strategists.

For more details, please contact:

Contact person: Talana
Telephone: +27 (0)21 447 7565
Email: talana@getsmarter.co.za

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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leadership
inclusiveness

caring

“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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BMW 1-Series hatchback launched

German luxury automobile manufacturer BMW Tuesday launched its entry-level BMW 1-Series hatchback with petrol and diesel variants priced between Rs. 20.90 lakh and Rs. 29.90 lakh.

The entry-level car was unveiled by cricketer Sachin Tendulkar and race car driver Armaan Ebrahim here.

"The breathtaking agility and sophisticated functionality make it the perfect car for people who are passionate about driving and want to make their mark," said Philipp von Sahr, president, BMW Group India.



Rolls-Royce launches four-seater coupé Wraith

Super luxury vehicle manufacturer Rolls-Royce Monday launched its four-seater coupé Wraith in India with a starting price of Rs. 4.6 crore.

"Today we are proud to reveal the most dynamic and powerful Rolls-Royce ever built," said Herfried Hasenoehrl, general manager for emerging markets-Asia, Rolls-Royce Motor.

"Rolls-Royce has enjoyed a great and lengthy history in India, and we're happy to greet our customers here with this exceptional new model."



Nokia unveils two new Lumia phones

Finnish handset maker Nokia added two new variety - Lumia 925 and Lumia 625 - in Lumia portfolio Thursday targeting at the young age group of 18-25 years.

"In 18 months, we have launched 12 Lumia devices," Nokia India Director Marketing Viral Oza said.

The company has priced Lumia 625 at Rs. 19,999 and the phone will be available in the market in the next few days. Lumia 925 is already available in the market for Rs. 33,499. (IANS)



Hyundai launches Grand i10

Passenger car manufacturer Hyundai Motor Tuesday launched its premium entry-level hatchback Grand i10 in petrol and diesel variants with a launch price of Rs. 4.29 lakh onwards.

"The Grand is particularly designed keeping in mind the needs of the Indian customers. The new vehicle comes with some of the most advanced features in this segment," Nalin Kapoor, senior general manager and group head marketing, Hyundai Motor India, told IANS.

"The Grand compliments our existing product portfolio and is smartly placed between i10 and i20, a segment where we had no presence till now," he said.



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.

A. What would be the upcoming launch of Hero MotoCorp on its product portfolio of Splendour?

- 1) i- sprit
- 2) super
- 3) eco
- 4) xterme

B. Which company owns the hair styling brand of male personal care set-wet?

- 1) Paras healthcare
- 2) Reckitt benckiser
- 3) marico
- 4) unilever

C. Who is the male lead in Satya-2 , Ram Gopal Verma sequel to his earlier blockbuster Satya?

- 1) Puneet Singh Ratn
- 2) Manoj bajpai
- 3) Ajay devgn
- 4) Mohan lal

D. What is the tag line of Mirc electronics brand Onida?

- 1) The devil is back
- 2) Neighbours envy owners pride
- 3) Designed with you in mind
- 4) Tumko dekha to ye idea aaya

E. Domino's one of the best pizzas in the world. Which is the ad-agency for dominios?

- 1) Bbdo
- 2) Deutsch
- 3) Martin
- 4) MP+B

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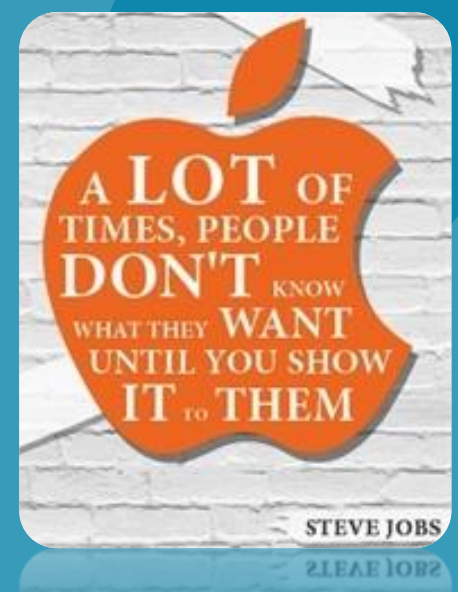
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leadership



Answer of Marketing Quiz August, 2013

A. very high price with low promotion level

B. Work hard, smart, be dedicated and have self-belief

C. 75 percent

D. All of the above

B. Open rates



Congratulation!

Aman Singhal

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.

TVS Jupiter

TVS has expanded its scooter portfolio with the launch of Jupiter which is based on the underpinnings of the Wego. The new offering from TVS is aimed to please male buyers as it already has the Scooty Pep Plus and Streak targeted at women while the Wego had a unisex appeal. To make the latest scooter more attractive to men, TVS has loaded the Jupiter with features like pass lights (segment first), 12-inch alloys finished in black, telescopic front forks, gas-charged rear suspension, largest leg space in segment and LED tail light. Also the new offering sports an external fuel filler cap at rear, under-seat storage which can fit a full face helmet, mobile charger, tubeless tyres, viscous paper filter and standard electric start. With a fuel efficiency of 62km/l with patented ecometer, It will compete with Hero maestro and Honda active

The Jupiter is very aggressively priced at Rs 44200 .



Fritolay launched exciting new flavor of lays



Indian youth are increasingly confident world citizens and live life to the fullest ... juicing out the moment... something evident in everything they do whether joining Salsa classes or even how experimentative their palates have become!!

In keeping with this Lay's has launched Latino Style chips – bringing the world of international taste and attitude trends to India at arm's reach to them.

Lay's "Latino Style – Hot Pepper & Salsa" is a trend-setting flavor, which is a celebration of fun, thrill and excitement and takes forward the immensely popular 'Latino Salsa' trend that has created a huge wave across the globe.

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Paperex - The World of Paper

Schedule ::

24 - 27 October 2013

Pragati Maidan

New Delhi, India



Profile:

Paperex is one of the most comprehensive paper and pulp industry related events in India. Organized at the Pragati Maidan in New Delhi, the show is the perfect place for all professionals related to this industry, looking to stay updated about the latest business prospects and product innovations. Informative conference sessions are regularly organized during the event, which is scheduled over a span of four days. The show features the presence of more than 500 exhibiting firms, hailing from as many as 40 different nations. Different types of printing and specialty paper, conversion tools, heaters, pigments and other advanced products are highlighted at the event, while companies also launch new products here. Participants are acquainted with profitable new markets for doing business at the show too. Over 30000 well targeted business visitors take part in this competently conceived event and the networking scopes available here are excellent too. Special presentation sessions are also hosted at the show.

Exhibited Expo 2013:-

Paper conversion tools, Tissue production equipments, Recycled paper, Handmade paper, Waste management devices, Heaters, Specialty chemicals, Paper machine apparels, Pigments and minerals. Consultancy services, Boar production machines. Power devices, Energy conservation tools, Quality control appliances, Pollution control equipment's. Paper handling machinery, Drying equipments, Water treatment equipments, Technical gadgets, Paper trading services, Reconditioned Fibers.

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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

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Perfetti Van Melle is an Italian confectionery major which bills itself as the third largest confectionery manufacturer in the world. It employs 17,000 people via 30 subsidiary companies and distributes its products in over 130 countries. Though Perfetti operates with Alpenliebe, Center Fresh, Mentos, Center Fruit, Happydent, Chlor-mint, Big Babool, Coffitos, Choco Tella, Cofitos, and Marbels in confectionery and stop not in snacks in India.

MANUFACTURING:-

The Manufacturing processes of Perfetti Van Melle India Private Limited are carried out in the three manufacturing locations (Manesar Plant, Chennai Plant & Rudrapur Plant) with specific product ranges. The product characteristics, specifications of material at various stages and acceptance criteria are unambiguously defined, documented and suitably compiled. And the critical activities bearing significant role in the output quality are executed following well-defined Work Instructions.

NEW LAUNCHES:-

The company is betting big on taking its India-centric product portfolio abroad to "cater to local tastes and flavour" in different markets. Creamfills, an India-specific product launched by the company, is now being launched globally. Mangofillz, launched here in February, too is being explored for a global audience. It too wants to increase its portfolio by adding its variants in snacks as it has already done with Alpenliebe by adding jelly belly and éclairs.

100 CRORE CLUB

With a portfolio of 17 products encompassing gum, mint, toffee and candy, Perfetti recorded Rs 1,000 crore revenue last year, a growth of about 20 per cent. Four of Perfetti's products have already crossed the Rs 100-crore mark each while two more are on their way to reaching that milestone. Alpenliebe, center fresh, bigbabool, center fresh are four major brands to cross 100 crore turn over mark.

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NEW IPAD 5 AND IPAD MINI 2



iPad 5

We should get our first look at the latest versions of the iPad and iPad mini within the next fortnight.

Apple is expected to send out invites for an October 22 launch event for iPad 5 and iPad mini 2, while several new Mac computers are also set to be unveiled. The tech giant traditionally reveals its new products on a Tuesday and makes them available for pre-order the Friday of that week before going on sale a week after that.

Apple fans have also never had to wait more than a year to get their hands on the latest version of the iPad since it was launched in 2010. Leaked photos have already suggested a very strong visual connection between the new iPads and the iPhone 5S.

The iPad 5 is expected to be slimmer and feature Apple's new A7 processor, while it is thought iPad mini 2 will come with Retina display. Invites for the rumoured October 22 event should be sent out by next Tuesday.

IPAD 5

It has been almost a year now since the iPad 4 was released. Ever since the first version hit shelves in April 2010 fans have not waited longer than a year for a new iPad. Experts are predicting the next-generation tablet to be thinner and lighter than previous models, with an improved camera and a look that closer resembles the iPad Mini.

In terms of cost, Apple is expected to keep the same price tags as previous launches. That would put a 16GB iPad 5 at \$499 (£280) and could mean a 128GB iPad 5 with 4G LTE would cost a whopping \$929.

IPAD MINI 2

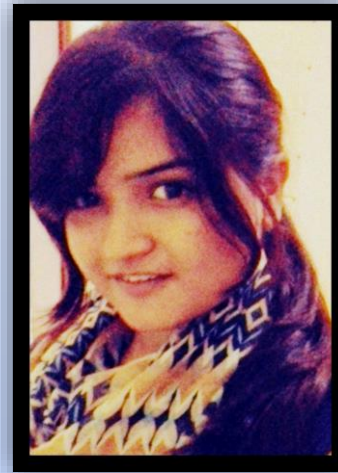
Rumours of a new iPad Mini have been swirling for some time now. Since the original version – two inches smaller than the normal iPad – launched last year, rival devices like the Galaxy Note 3 'phablet' have emerged on the market.

Marketing Metric Audit Protocol – Poonam Pandey, PGDM (2012-2014)

The **Marketing Metric Audit Protocol (MMAAP)** is the Marketing Accountability Standards Board's formal process for connecting marketing activities to the financial performance of the firm.

The process includes the conceptual linking of marketing activities to intermediate marketing outcome metrics to cash flow drivers of the business, as well as the validation and causality characteristics of an ideal metric. Cash flow both short-term and over time is the ultimate metric to which all activities of a business enterprise, including marketing, should be causally linked through the validation of intermediate marketing measures.

The process of validating the intermediate outcome measures against short-term and/or long-term cash flow drivers is necessary to facilitate forecasting and improvement in return. "Intermediate marketing outcomes" refer to measures such as sales volume, price premium, and market share.



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



Devesh Kr. Singh Chauhan
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.

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