



The Marrecus Line

Monthly Newsletter of I.T.S. MARKETING CLUB



NAAC 'A' GRADE Accredited
ISO 9001-2008 Certified

INSTITUTE OF TECHNOLOGY & SCIENCE
MOHAN NAGAR, GHAZIABAD

Nov. 2013
Volume 2 Issue 08



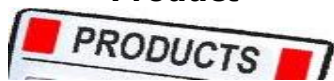
Visit – www.its.edu.in for more info.



Shelf Space



Next Generation Product



Sony Xperia C



Testimonials



Target Existing Customers

Want To Increase Sales? Target Your Existing Customers

We tend to forget about our existing customers, and when we do, it is always to our detriment. Yes, of course, gaining customers and/or market share is inevitably a goal of every marketing campaign and communications effort we undertake.

But as you go about crafting those efforts, make sure you are paying attention—and, I would argue, a lot of attention—to the customers you already have.

There are three key reasons:-

1. If you gain a customer through your marketing efforts but lose one you already had because you weren't paying enough attention to her, you end up with the same number of customers—but lower margins—because it costs far more to gain a new customer than to keep an existing one.

So, staying even—by adding one customer to offset every one who goes away—is actually causing you to lose ground (in the form of decreased profits that come about through increased marketing costs). That is no way to run a business.

2. Conversely, there are times when, by remaining in place, you actually gain ground. Let's use a straightforward example:

Let's say you have 14% of a \$100 million market. Your sales: \$14 million. (Add a bunch of zeroes if you think the example is too simplistic; divide by 10 if you the example is too big.)

Now assume two additional competitors enter the field, increasing the size of the total market to \$110 million.

If you can just keep your market share at 14 percent, your sales will climb to \$15.4 million. Even better, since your share has remained the same, it means some of your competitors will have lost ground to the new entrants, i.e. their market share will have declined while yours increased.

3. It is far easier to sell products and services to existing customers than to someone you don't have a relationship with.

If you have done a good job taking care of your customer in the past, and your products have performed well for them, they are usually willing to give any addition to your product line a try. Because the relationship is in place, far less (expensive) selling is required.

The two takeaway points here are simple, even if we tend to forget about them.

A key part of creating a growing business is making sure you don't lose the customers/clients/members you already have.

And once you have them, make them your first option when you have an additional product or service to sell. Your costs of sales will be less and you will find it easier to gain momentum.

Once you have sold all you can to your existing customers, you can start reaching out to gain more.

NOV. 2013
Volume 2 Issue 08

In this issue!

Target Existing Customers..2

Business Personality...3

Latest Software Updates ...4

Newly Launched Product...5

Marketing Quiz ...6

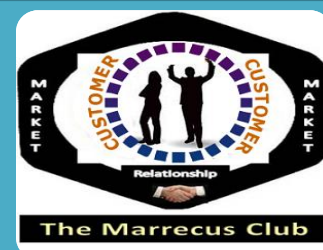
Star product of the month...7

Expo Zone...8

Shelf Space...9

Next Generation Product...10

Readers Point...11



NOV. 2013
Volume 2 Issue 08

Mr. Subrata Roy

Born- 10 June 1948, Araria, Bihar

(Founder and Chairman of the Sahara India Pariwar)



Subrata Roy Sahara is the chairman and Managing Worker of the Sahara Group of companies based in India. Sahara India Pariwar is today the largest first generation conglomerate of India. He was named among the 10 Most Powerful People of India in 2012 by India Today. In 2004, the group was termed by the Time magazine as 'the second largest employer in India' after the Indian Railways.

The group is successfully diversified into the fields of Finance, Real Estate, Media Entertainment, Tourism Hospitality, Services Trading and Consumables. From an asset base of USD 43 in 1978 when it was founded, the group has today exponentially grown to become a conglomerate with assets having a Market Value of more than INR 2,15,000 crores (USD 50 billion). Group has diversified ownership interests that includes Pune Warriors India, London's Grosvenor House, New York's Plaza Hotel, Aamby Valley City and Force India.

Subrata Roy Sahara has received an Honorary Doctorate in Business Leadership by University of East London (2013). Roy has propounded the corporate philosophy of 'Collective Materialism', that advocates collective growth through collective sharing and caring.



In this issue!

Target Existing Customers...2

Business Personality...3

Latest Software Updates ...4

Newly Launched Product...5

Marketing Quiz ...6

Star product of the month...7











Expo Zone...8

Shelf Space...9

Next Generation Product...10

Readers Point...11

Latest updates

	CCleaner 4.10.4570
	Zoom Player Home FREE 8.7 Beta 33
	Total Commander 8.50 RC1
	Skype 6.13.0.104
	iTunes 11.1.4 (32-bit)
	LibreOffice 4.2.0 RC 3
	Avast! Free Antivirus 9.0.2013
	Flash Player 12.0.0.54 Beta (Non-IE)
	Flash Player 12.0.0.54 Beta (IE)
	Google Chrome 34.0.1797.2 Dev

- **C Cleaner-** It's a Registry Cleaner helps in making your system relatively fast.
- **Zoom Player-** It's a very Fast Media Player.
- **Total Commander-** It's a file manager for Windows similar to well-known DOS file manager.
- **Skype-** It's the most popular free voice-over IP and instant messaging service globally. It allows users to text, video and voice call over the internet.
- **I Tunes-** It's a free application for Mac and PC. It plays all your digital music and video. It syncs content to your iPod, iPhone, and Apple TV.
- **Libre Office-** It's the free power-packed Open Source personal productivity suite for Windows, Macintosh and Linux, that gives you six feature-rich applications for all your document production and data processing needs.
- **Avast Free Antivirus-** It's an efficient and comprehensive antivirus program. It is one of the most popular antivirus programs available.
- **Flash Players-** It's a freeware software for viewing multimedia, executing rich Internet applications, and streaming video and audio, content created on the Adobe Flash platform. It can run from a web browser (as a browser plug-in) or on supported mobile devices.
- **Google Chrome-** It's a freeware web browser developed by Google.

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.

In this issue!

Target Existing Customers...2

[Business Personality...3](#)

[Latest Software Updates ...4](#)

[Newly Launched Product...5](#)

[Marketing Quiz ...6](#)

[Star product of the month...7](#)

Expo Zone...8

Shelf Space...9

Next Generation Product...10

[leadership Readers Point...11](#)

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

NOV. 2013
Volume 2 Issue 08

In this issue!

Target Existing
Customers...2

Business Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11

leadership

inclusiveness

caring

Hyundai Grand i10 Diesel AT

The Hyundai Grand i10 has been a major success for the Korean automaker - it managed to get over 10,000 bookings in just under 20 days. The car is slotted between the last gen i10 and the i20 in India while it replaces the previous car in the European markets. However, it looks set to start another revolution in the Indian market- the sub Rs 10 lakh diesel automatic car. The closest vehicle is the Hyundai Verna (a win-win either way) but even it is priced over Rs 10 lakh (ex-showroom) and so the Grand i10 diesel AT will arrive with much expectations.



2013 Honda Accord Coupe

The Accord is a mid-sized car, competing against some of the best-selling vehicles in America. Prime targets for the Accord include the Camry and the Altima. The Accord is a solid value, and the chassis is capable and sophisticated enough to be optioned up into a fairly luxurious vehicle. This versatility allows it to be either a spacious alternative to many economy cars or a less expensive alternative to many luxury cars. There is even a stylish coupe available with performance that matches many sports cars.



Micromax Canvas Turbo with 5-inch full-HD

Micromax has finally unveiled its first smartphone with full-HD display, the Canvas Turbo at Rs. 19,990. The smartphone will be available in retail outlets starting Saturday and will be come in two colour variants, Blue and White. The Micromax Canvas Turbo features a 5-inch full-HD CGS (Continuous Grain Silicon) IPS display with 1080x1920 pixels resolution. It is powered by a 1.5GHz quad-core MediaTek 6589T (Turbo) processor along with 2GB of RAM. The smartphone runs Android 4.2.1 Jelly Bean and comes with FOTA support. The Canvas Turbo sports 13-megapixel rear autofocus camera and also houses a 5-megapixel front-facing camera.



BMW 3 Series

The all-new BMW 3 Series Gran Turismo was launched in India at the Auto Expo 2014.

Locally produced at the BMW Plant Chennai, the all-new BMW 3 Series Gran Turismo will be available at BMW dealerships across the country from March 2014.



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 “There is a gypsy in everyone” related to Maruti Gypsy



MARRECUS LINE

Marketing Quiz

A. What is R&D spending of Volkswagen –the biggest R&D spender in the world?

- 1 \$10.4 billion
- 2 \$ 9.8 billion
- 3 \$15.4 billion
- 4 \$11.4 billion

B. Recently Mahindra &Mahindra diversified themselves into agro business to market Apples under the brand name of

1. saboro
2. M&M
3. SYM
4. Mahindra apples

C. Who is the chief executive officer and chairman of PepsiCo for India ?

1. Rajeev bakshi
2. D Shivakumar
3. Gautham Mukkavilli
- 4.Sanjeev Chadha

D. Google recent promotion campaign of “Internet MOMS” in India has been designed by which company?

1. Publicis
- 2) Ogilvy India
- 3) Omnicom
- 4) WPP

E. Capital foods known for brands like Smith& Jones, ching's is a noodle and ketchup manufacturer. The future group was having 46% of stake in it. It has sold entire stake at what amount?

- 1.181 cr.
2. 200 cr.
3. 318 cr.

NOV. 2013
Volume 2 Issue 08

In this issue!

Target Existing
Customers...2

Business Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

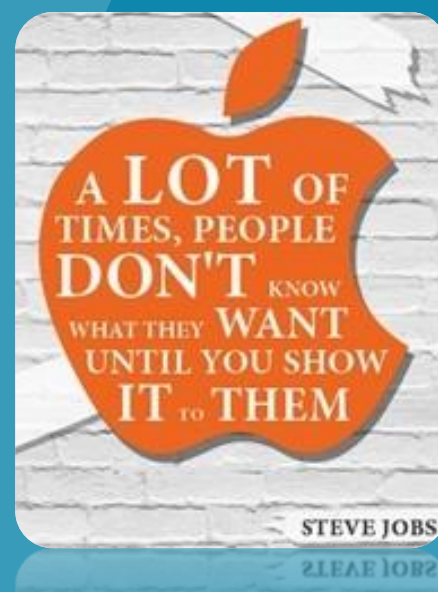
Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11

leadership



Winner of Marketing Quiz October, 2013

Congratulation!

Rahul Mehrotra
PGDM (2012-14)



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.

G-Tag Line “Life Namkeen Banaiye !” related to Parle Monaco



MARRECUS LINE

SONY XPERIA- C

Sony Mobiles has launched its Xperia C smartphone at the Mobile Asia Expo.



Sony Xperia C comes sports a 5.0-inch qHD display. It is a dual-SIM smartphone, which supports 3G in one SIM. The smartphone is powered by 1.2GHz quad-core MediaTek processor with 1GB of RAM. It packs in 4GB of internal storage, which can be expanded by up to 32GB through microSD card.

The smartphone packs in 8-megapixel rear camera with Exmor R sensor. The rear camera is also capable of shooting videos in 1080p. There is a 0.3-megapixel front camera on-board Sony Xperia C. Connectivity options include, 3G, Wi-Fi, DLNA, Bluetooth 4.0 and GPS.

The smartphone will be available in White, Black and Purple colour options. It will be launching in China in partnership with Unicom. There is no word available in regards to availability in other markets and the tentative price for the smartphone. However, given that the company has opted for a MediaTek processor, it is expected that Sony Xperia C will be reasonably priced and compete with local players in emerging markets such as India.

Currently the most affordable smartphone offerings by Sony in the Indian market are Xperia E and Xperia E dual.

At this conference Sony also announced a Chinese variant of Xperia SP smartphone, in the form of Xperia SP M35t. Sony Xperia SP M35t is a dual-SIM smartphone that supports TD-LTE.

Sony Xperia C key specifications

- 5-inch display with qHD
- 1.2 GHz quad-core MediaTek MT6589 processor
- 1GB RAM
- 4GB internal storage, expandable by up to 32GB
- 8-megapixel rear camera with LED Flash, Exmor R sensor
- 0.3-megapixel front camera
- Dual-SIM (3G + 2G) with dual standby
- Android 4.1 (Jelly Bean)

NOV. 2013
Volume 2 Issue 08

In this issue!

Target Existing
Customers...2

Business Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11



Delhi, being the capital of India is the venue for a number of trade fairs and exhibitions for both consumers and the business community. However, the one trade fair which surpasses all others in terms of importance, magnitude and participation is the India International Trade Fair (IITF) which is held at Pragati Maidan in New Delhi. A yearly feature in Delhi's events calendar, IITF will be celebrating its 33rd run in the Indian Capital and will be held between 14th-27th November 2013. Organized by Indian Government's nodal trade promotional agency India Trade Promotion Organization (ITPO), IITF has had a history spanning more than two decades. Ever since its inception in 1980, the trade fair has proved to be a major crowd pullers for consumers as well as traders, manufacturers, exporters and importers.

IITF 2013

This year too, IITF promises to be a mega event and the organizers are leaving no stone unturned in making it a success. As usual the Trade Fair will take place within Pragati Maidan premises. According to the organizers of IITF 2013, this trade fair aims at providing a platform for Indian manufacturers and traders to showcase their products; it also works as an excellent means of showcasing India's technological advancement and industrial progress.

IITF 2013 Partner State and Country

Apart from showcasing their wares for the global buyer, IITF also showcases the technological and industrial growth taking place in the different states and union territories of India. Each participating state or union territory is assigned its own pavilion, where they can exhibit the twin spectrum of goods ethnic to their culture, as well as services which cater to a global audience. This year almost all the States and Union Territories of India will be participating in the trade fair, apart from the many PSU's, government ministries and the private sector. When it comes to International Participation, around 350 companies from around 28 countries will be participating in IITF this year. For 2013 Trade Fair, ITPO will be partnered by the state of Bihar and the country Japan; the focus state for the show this year is Orissa and the focus country is South Africa.

India International Trade Fair 2013 Theme

Every year IITF has a theme which is given special impetus during the trade show. For the year 2013, the theme is Inclusive Growth. (The last year theme was "Skilling India". This year an estimated 6000 exhibitors will be participating in the India International Trade Fair 2013. The roster of exhibit profile provides an exhaustive list with everything from textiles, garments, household & kitchen appliances, and processed food on display. Amongst products for personal use, jewellery, cosmetics, body care & healthcare products make it to the list. For hardcore B2B sector, Telecommunications, Power, Electronic and Engineering Goods would also be exhibited at the show. The trade fair executed on between the 14th and 27th of November at Pragati Maidan.

NOV. 2013
Volume 2 Issue 08

In this issue!

Target Existing
Customers...2

Business Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11

"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



Anand milk union limited (AMUL)- Gujarat Co-operative Milk Marketing Federation Ltd.

ABOUT

Amul is an Indian dairy cooperative, based at Anand in the state of Gujarat, India. The word *amul* is derived from the Sanskrit word *amulya*, meaning invaluable. The co-operative is sometimes referred to as *Anand Milk Union Limited*.

Formed in 1946, it is a brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3 million milk producers in Gujarat.

In 1946, the farmers of this area went on a milk strike refusing to be cowed down by the cartel. Under the inspiration of Sardar Patel, and the guidance of leaders like Morarji Desai and Tribhuvandas Patel, they formed their own cooperative in 1946.

Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products. In the process Amul became the largest food brand in India and has ventured into markets overseas.

The Amul brand

GCMMF (AMUL) has the largest distribution network for any FMCG company. It has nearly 50 sales offices spread all over the country, more than 5000 wholesale dealers and more than 700000 retailers.

Amul became the world's largest vegetarian cheese and the largest pouched-milk brand.

AMUL is also the largest exporter of dairy products in the country. AMUL is available today in over 40 countries of the world. AMUL is exporting a wide variety of products which include whole and skimmed milk powder, cottage cheese (Paneer), UHT milk, clarified butter (Ghee) and indigenous sweets

PRODUCTS

Amul's product range includes milk powders, milk, butter, ghee, cheese, Masti Dahi, Yoghurt, Buttermilk, chocolate, ice cream, cream, shrikhand, paneer, gulab jamuns, flavoured milk, basundi, Amul Pro brand and others. Amul PRO is a recently launched brown beverage just like bournevita and horlicks offering whey protein, DHA and essential nutrients. In January 2006, Amul launched India's first sports drink

Mascot

The mascot was first used for Amul butter. In recent years in a second wave of ad campaign for Amul products, she has been used for other products like ghee and milk with the tagline *Utterly Butterly Delicious Amul*.

NOV. 2013
Volume 2 Issue 08

In this issue!

Target Existing
Customers...2

Business Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11

TATA NANO TWIST F-TRONIC



Tata Nano showcased the Tata Nano Twist F-Tronic concept at the 2014 Auto Expo. The concept carries the F-Tronic 5-speed Automated Manual Transmission (AMT) with a Mechatronic Unit and is showcased at the DriveNEXT division at the Tata Motors pavilion. The car on display was a cut section showing the working of the mechanism in the car.

The F-Tronic system has been sourced from Magneti Marelli who is also the technology supplier to Formula 1 teams like Lotus and Ferrari. The car features an electro-hydraulic mechanism which uses an electronic control unit and a hydraulic system to manage clutch usage and gear shifting. The driver can thus shift gears without the need of a clutch pedal, and have smooth driving experience on road.

The Transmission Control Unit (TCU) is at the core of the gear control system and manages the gear changes by controlling the clutch, gears and the engine. The electronic optimization coupled with engine control results in higher fuel efficiency and lower emissions. The AMT unit is able to deliver a 10-15 percent increase in the fuel efficiency of the car, over a conventional automatic transmission.

The Tata Nano AMT will make a great city car with a functioning tailgate and power steering. When the concept does hit production, the Nano Twist F-Tronic will be the cheapest automatic car that will be available in the country surpassing the reigning Maruti Celerio.

Read more at www.motorbeam.com/cars/tata-nano-cars/tata-nano-twist-f-tronic-concept-showcased-at-2014-auto-expo/#dWeliS7LfckPOlj.99

NOV. 2013
Volume 2 Issue 08

In this issue!

Target Existing Customers...2

Business Personality...3

Latest Software Updates ...4

Newly Launched Product...5

Marketing Quiz ...6

Star product of the month...7

Expo Zone...8

Shelf Space...9

Next Generation Product...10

Readers Point...11

Marketing Information System – Manjeet Kaur, PGDM (2012-2014)

A **marketing information system (MkIS)** is a management information system (MIS) designed to support marketing decision making.

Jobber (2007) defines it as a "system in which marketing data is formally gathered, stored, analysed and distributed to managers in accordance with their informational needs on a regular basis."

Kotler, et al. (2006) defined it more broadly as "people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers."



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



Preet Kaur Gulsin
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

Disclaimer:

Information, views or opinions expressed on the MARRECUS LINE newsletter originates from many different sources and contributors throughout the general community. Please note that content does not necessarily represent or reflect the views and opinions of MARRECUS Club and their affiliates. Any feedback or contributions are most welcome.

NOV. 2013
Volume 2 Issue 08

In this issue!

Target Existing Customers...2

Business Personality...3

Latest Software Updates ...4

Newly Launched Product...5

Marketing Quiz ...6

Star product of the month...7

Expo Zone...8

Shelf Space...9

Next Generation Product...10

EDITORIAL NAME

Vivek Jaiswal
Anish Kumar

Amar Singh
Rohit Srivastava
Dayanand Verma
Devesh Mishra
Rishv Jain
Sachin Saxena



Contact Information:

Dr. Mukesh Porwal- mukeshporwal@its.edu.in
Vivek Jaiswal- vivekjaiswal@its.edu.in

MARRECUS LINE