

MID Term Assessment

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BBA Program

Course title : Marketing strategy

Course code : MKT-203

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Answer to the question No 3. (a)

a) CLV : Customer Lifetime value is the total amount of money a customer is expected to spend with your business, or on your products, during the lifetime of an average business relationship. This is an important figure to know because it helps you make decisions about how much money to invest in acquiring new customers and retaining existing one.

Answer to the Question No 3 (b)

b) Positioning strategy : A positioning strategy also known as a market or brand positioning strategy - is a type of marketing strategy that focuses on distinguishing a brand from its competitors. The goal of a positioning strategy is to influence consumer perception by effectively communicating a brand's competitive advantage.

Answer to the question No 3 (a)

a) CRM : Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interaction and data throughout the customer lifecycle. The goal is to improve customer service relationships and assists in customer retention and drive sales growth.

Answer to the question No : 2

characteristics of a Market-Driven Strategy :

1. Becoming market-oriented
 - a) customer focus
 - b) competitor intelligence
 - c) cross-functional co-ordination
 - d) performance implication
2. Determining distinctive capabilities :
3. customer value
4. Achieving Superior performance

Summarizes the characteristic of market driven strategy of Biman Bangladesh Airlines :

Airlines :

organizational processes : Bangladesh Biman
Southwest
uses a point to point route system

rather than hub-and-spoke design used by many airlines. The airline offers services to 57 cities and 26 states, with an average trip to 400 miles. The carrier's value proposition consists of low fares and limited services (no meals). Nonetheless, major emphasis throughout the organization is placed on building a loyal customer base. Operating costs are kept low by using only Boeing 737 aircraft, minimizing the time span from landing to departure, and developing strong customer loyalty.

Skills and Accumulated knowledge :

The airline has developed impressive skills in operating its business model at very low cost level. Accumulated knowledge has guided management in improving the business design overtime.

Coordination of Activities : Coordination of activities across business function is facilitated by the point to point business model. The high aircraft utilization of functions, and limited passengers service enable the airline to manage the activities very efficiently and to provide on-time point-to-point service offered on a frequent basis.

Assets : Bangladesh Airlines ~~key~~ assets are very low-operating costs, loyal customer base, and high employee esprit de corps.

Answer to the Question No 1. (b)

b) market segmentation for online business ; Market segmentation is the dividing of a firm's target market into groups and subgroups. By segmenting the market the firm may then tailor sales campaigns and marketing strategy so as to be specifically aimed at the identified grouping.

The necessary to segment the market for online business because Segmentation helps marketers to be more efficient in term of times, money and other resources. Market Segmentation allows companies to learn about their customers they gain a better understanding

of customer's needs and wants and therefore can tailor campaigns to customer segments most likely to purchase product.

Answer to the question No : 1 (a)

Analyze the competition for diet colas like coke and pepsi : The complete quality discussion of two organizations products are going to be discussed here. The products are diet-coke and diet pepsi of soft drinks. The diet pepsi versus diet coke argues has been increasing in now days. The people are looking easiest way to fewer calories in their diet and fight against obesity in a meaningful way ; the world largest soda

P.T.O

companies are changing their diet brands.

Coke-diet : Diet coca-cola' and Coca-cola' light also 'Coke light is the other name of diet coke. This is a soft drink with sugar-free and introduced by the Coca-Cola company which is located in United State of America.

Pepsi-diet : Pepsi-diet is a carbonated cola with fewer calories and introduced to the world in 1964 as variety of pepsi drinks with free sugar, the current formula of pepsi diet is artificial sweeteners aspartame.
