Case 1:

Background:

Arjun has started a small bakery business in his neighborhood, offering cakes, pastries, and cookies. He is passionate about baking and believes that his products are of the highest quality. Despite his efforts, his sales remain low. Arjun is aware that he needs to market his business better but is unsure where to start.

Questions:

- Based on the definition and objectives of marketing, how should Arjun approach marketing his bakery?
- 2. What are the functions of marketing that Arjun should consider to boost his business?
- Explain how Arjun's bakery could benefit from modern marketing methods instead of traditional ones.

Case 2:

Background

An electronic company, "TechNova," has been in the market for over a decade, selling smartphones and accessories. Recently, the company has faced a decline in sales as competitors introduced more innovative products. The marketing manager is considering product diversification to introduce a new range of smartwatches, hoping to enter a new market.

Questions:

- 1. How can the concept of the product life cycle (PLC) be used by TechNova to assess the current status of its smartphone products?
- 2. What steps should the company take in the new product development process for the smartwatch?
- Explain the importance of balancing product elimination and product diversification for TechNova's overall product mix.

Case 3:

Background:

A new clothing brand, "TrendWear," aims to capture the attention of young adults aged 18-25. The marketing team is considering segmenting the market to target specific customer groups more effectively. However, they are uncertain about which segmentation criteria to use and how to make the segmentation process effective.

Questions:

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