Subject: Marketing Management

Assignment Company Name: Reliance Retail

**Instructions:**

* Imagine you are called by the CMO of a firm who needs help in figuring out how to help him/her in Marketing Management.
* Using the lessons learnt in the course, each student will submit a presentation on lessons learnt and some analysis of a real-life company you have encountered or researched as part of their final paper in lieu of the Final Exam.
* The company picked can be from any industry and any geography but cannot be the same as the student’s current company or any company from the class or be the same as the company picked by another student in the class for the MPAW. Please note that this will have to be presented and approved in the Final Session and submitted via Google Sheets link.
* Presentation should not exceed more than 20 slides and a suggested format is included below. Suggested outline of the presentation.
	+ Description of the Company Business (Name, Industry, Segment, Geography, Products, Public or Privately Held) – Your point of view – no copy/pate
	+ Business Strategy followed by the Company (Historical description)
	+ Describe the Initial Marketing Strategy as perceived by you
	+ What segments are being targeted? (Consumer segments or B2B segments?)
	+ How will you reposition the company to target a new segment as briefed by the CMO (Pick any new segment B2C or B2B and justify why it makes sense)
	+ What market research techniques will you use to research this segment?
	+ How will you target and position/reposition into this segment?
	+ How will Covid-19 affect or not affect your selling into this segment: describe pre-covid-19 and post covid-19 conditions and any impact or no impact
	+ Will you reposition the brand or not? Kindly state reasons
	+ Please outline the sales and distribution plan with mention of partnerships. If not using partners, please mention why.
	+ How will you use Data driven approaches including Analytics and Digital Marketing Channels?
	+ What specific resources needed to support the recommendation ($ Budget, number of Personnel and/or External Agencies need, Technology, etc.)
* Presentation must be in PPTX format with notes in the notes section, also all diagrams and sources must be cited.