



# UNIT 9

## PROMOTION DECISIONS

Concept and objectives of promotion.

Marketing communication process and systems.

Promotion mix components.

Promotion mix determination factors.

Advertising: Nature and objectives.

Nature and relevance of personal selling.

Nature and objectives of sales promotions.

Sales promotion tools and techniques.

Nature, objectives and tools of public relations.

Concept, relevance and methods of direct marketing.



# PROMOTION CONCEPT

Marketers match the product to the specific needs and want of the buyers.

They put price on the product and distribute the product in the target markets.

However, the marketers may not achieve their target objective of profit, Why?



Because the buyers are not communicated about the product, its price and availability.



# PROMOTION CONCEPT

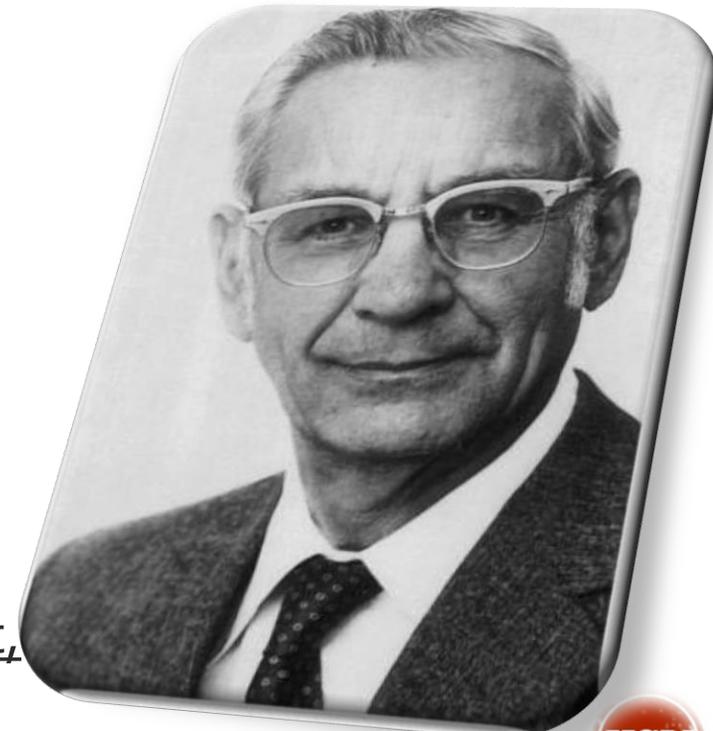
Philip Kotler



"Promotion includes all the activities the company undertakes to communicate and promote its products to the target market."

William J. Stanton

"Promotion is the element in the marketing mix that serves to inform, persuade and remind the market of a product and/or organization selling it, in the hopes of influencing the recipients' feelings, beliefs or behavior."



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# PROMOTION CONCEPT

In developing an promotional program, marketing managers must always start by identifying the target market and buyer motives.

They can make the five major decisions, known as "the five Ms".

Mission

*What are our promotion objectives?*

Money

*How much can we spend?*

Message

*What message should we send?*

Media

*What media should we use?*

Measurement

*How should we evaluate the results?*



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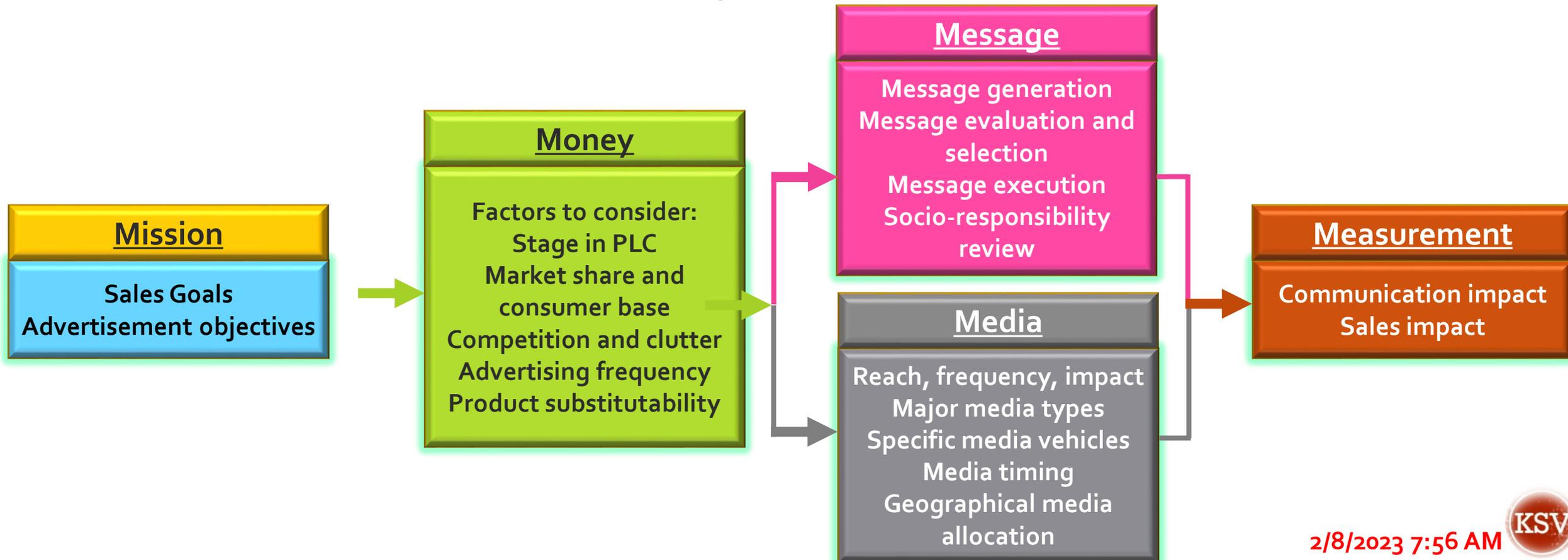
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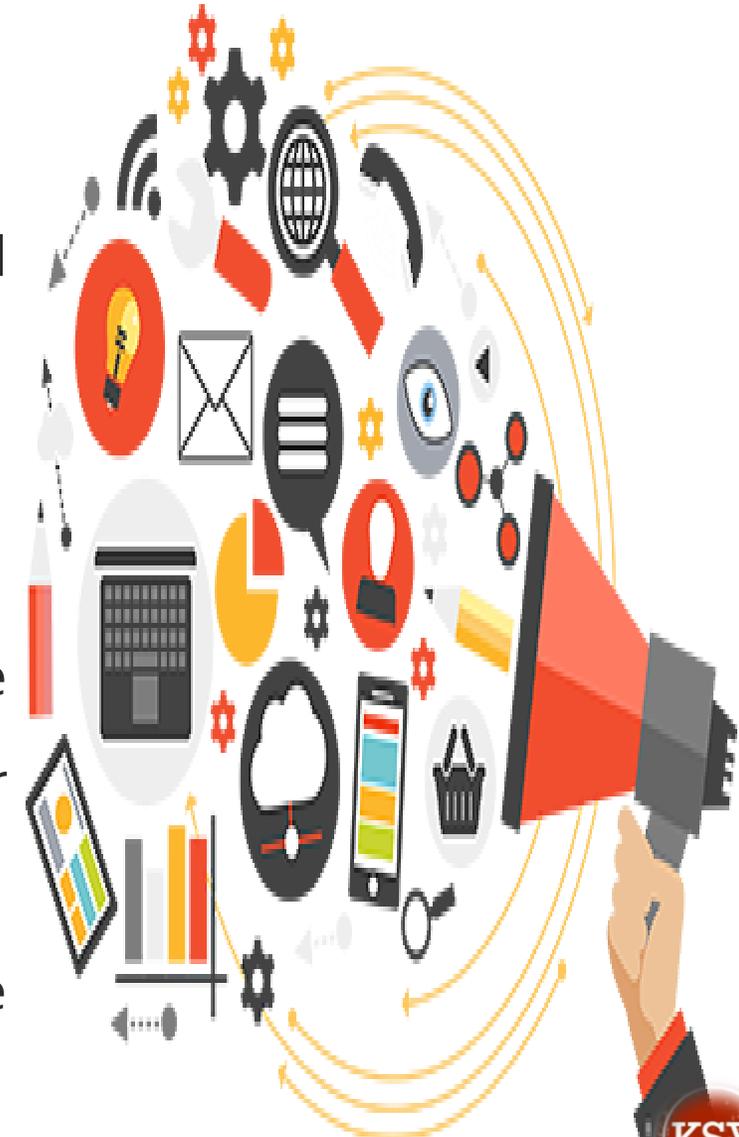
They can make the five major decisions, known as “the five Ms”.





# PROMOTION CONCEPT

- It is a sales appeal.
- It is the art of telling and selling.
- It is the combination of advertising, sales promotion, personal selling, publicity and public relation.
- It is persuasive communication with the customers.
- It is marketing communication.
- It is any marketing effort whose function is to perform or persuade actual or potential consumers and consumer either to continue or to start purchasing the firm's product or service at a given price.
- Thus, promotion performs the major role of communicating to the buyers.





# PROMOTION OBJECTIVE

Customer

Informing

Persuading

Reminding

Reassuring

Promotion



# PROMOTION OBJECTIVE

## Informing

- The main aim is to create brand awareness and knowledge of new products or new features of existing products.
- The primary task of promotion is to inform the buyers about the product, its price, availability, utilities and benefits.
- The information develops a better awareness among buyer on products, their attributes and utilities.
- This function is useful to stimulate the primary demand for a generic/general product.
- It also provides alternatives to the customer for making purchase choices.





# PROMOTION OBJECTIVE

## Persuading

- Its aim is to create liking, preference, conviction and purchase of a product or a service. It persuade customer to make purchase at least once.
- It persuade buyers to make purchase decision in favor of a product.
- It is an anticipation that if the product is consumed once, the customers might turn out to be regular.
- Buyers generally can not be convinced to buy a product merely through supply of information.
- Persuasive communication seeks to influence buyer's feeling, beliefs, attitudes and behavior so that they would favor the organization's product, whenever they make a purchase decision.
- Persuasive promotions stimulate the secondary demand-the demand for the brands rather than generic products.





# PROMOTION OBJECTIVE

## Reminding

- Its aim is to stimulate repeat purchase of products and services.
- The product once used might not remain in the minds of the customers or users. So, in order to make them remember the brand name, time and again promotion plays a vital role.
- It reminds customers or users about the product's availability and potential to satisfy needs.

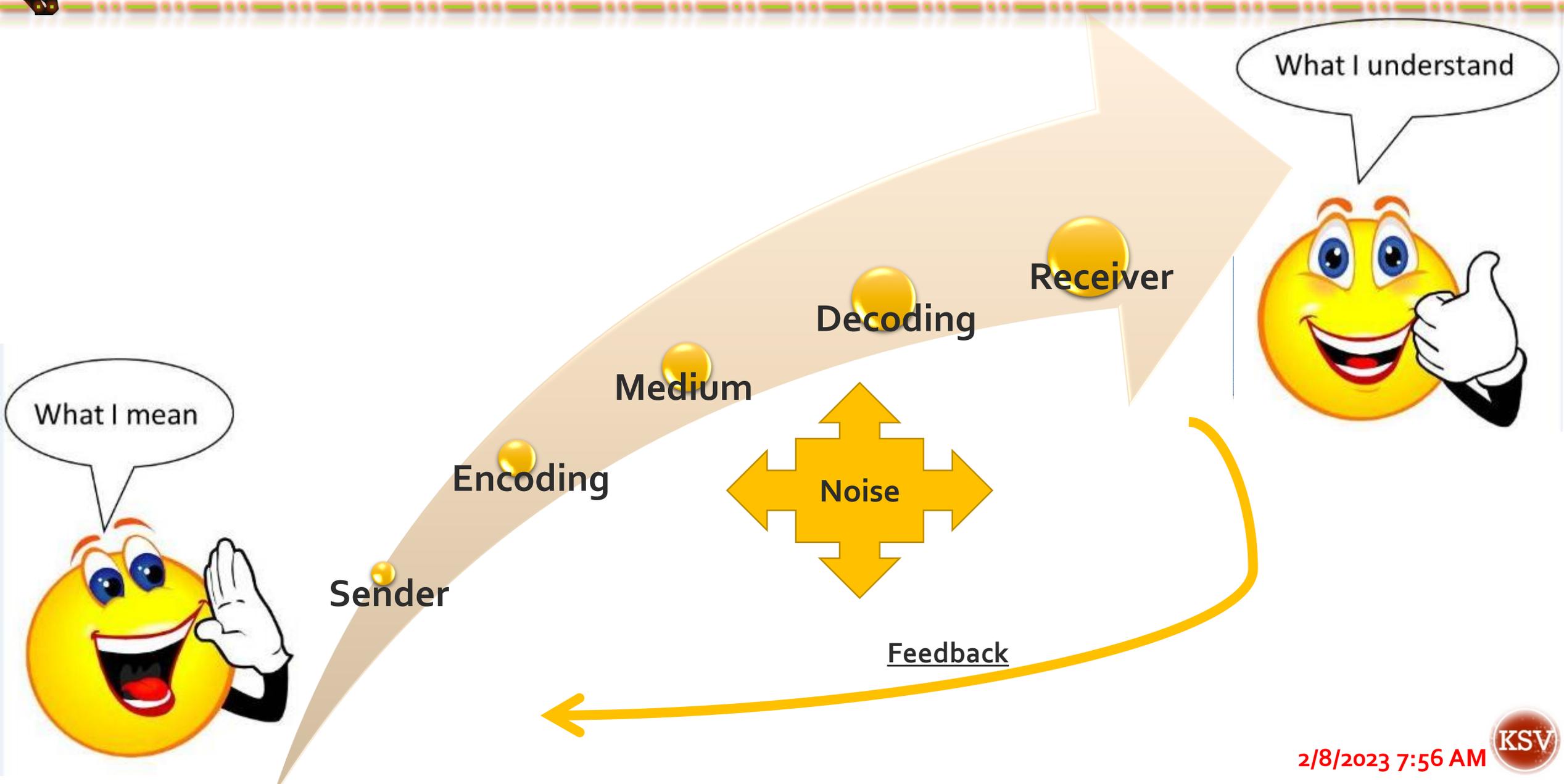
## Reassuring

- Its aim is to convince current purchasers that they made the right choice.
- Reassuring the buyer's on the price, quality, performance and benefits of the product.
- Marketers often provide reassuring communication to provide increased satisfaction from the use of the product.





# MARKETING COMMUNICATION PROCESS





# MARKETING COMMUNICATION PROCESS

**Noise** has a significant influence on communication process. At various stages of the communication process, messages may be disrupted or interfered by noise from competitor's message, errors in transmission or other distractions. As a result of considerable noise in the environment, sometimes, target audience or target market may not be able to receive the intended message accurately. Because of noise, message are encoded or decoded incorrectly or weak responses are made.

## Examples of noise may include:

- A telephone call interrupting the company's marketing manager while he/she is developing a promotional theme.
- A salesman miss-identifying a product and giving wrong information.
- An impatient customer interrupting a sales presentation.
- A direct mail and being opened by the wrong person.
- A competitor interpreting or comparing company's product wrongly.

## The noise at various stages in the communication process may have basically three effects:

- Consumers will be not be noticed all of the stimuli.
- Messages will be noised, and
- Only a small fraction of the message will be reached to the target audience.



SALES PROMOTION



FUNCTIONS



MEDIA ANNOUNCEMENTS



ADVERTISING

PROMOTIONAL METHODS



INTERNET



PUBLICITY AND PUBLIC RELATIONS

TELE-SALES



DIRECT-RESPONSE MARKETING



PRODUCT LAUNCHES



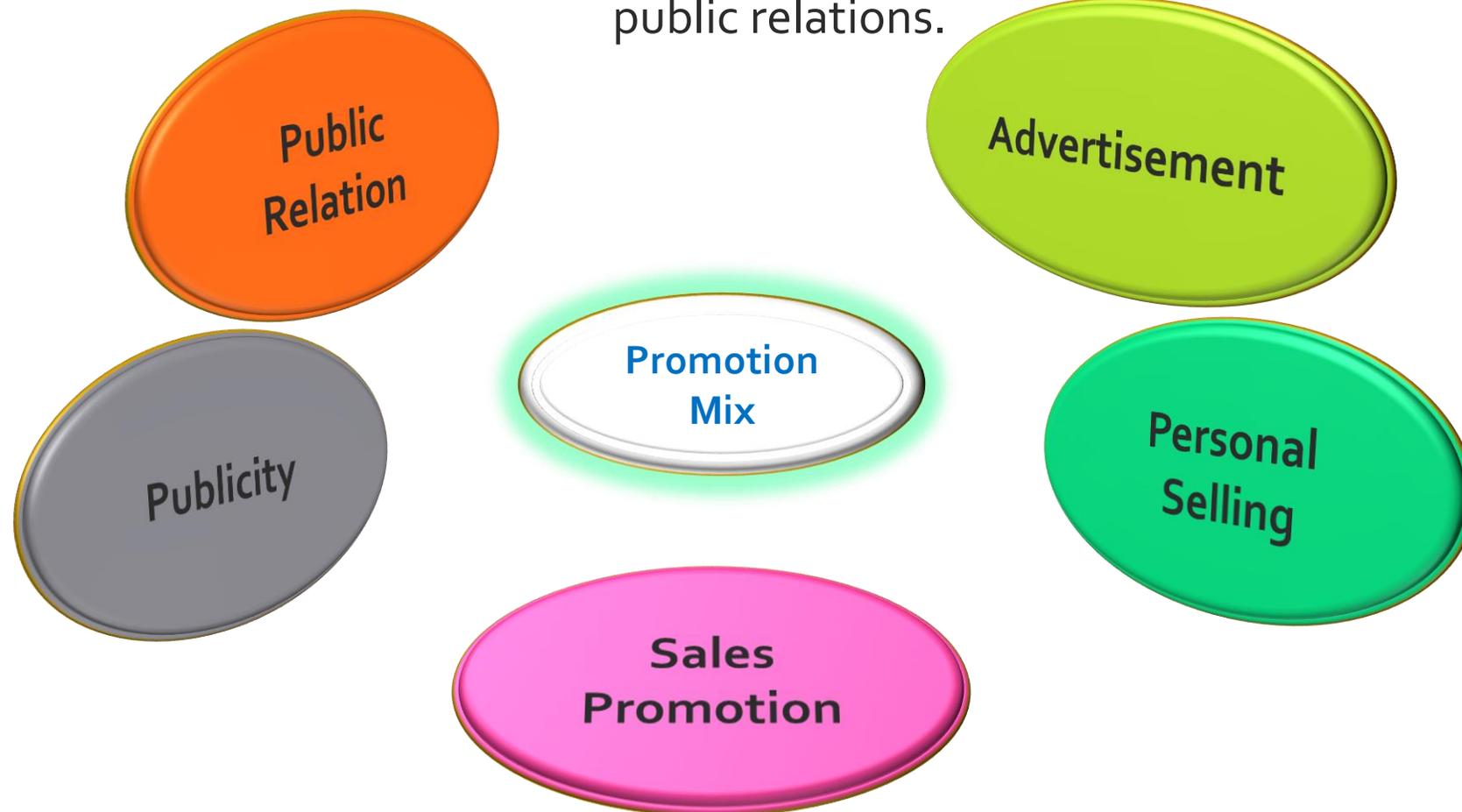
PERSONAL SELLING



# PROMOTION MIX COMPONENTS

When a firm combines specific ingredients to promote a particular product, that combination constitutes the promotion mix for that product.

Generally promotion mix includes: advertisement, personal selling, sales promotion, publicity and public relations.





# PROMOTION MIX COMPONENTS

➤ It is the impersonal presentation of an idea that is identified with a business sponsor.

Advertisement

➤ It is a paid form of non-personal communication about a firm and or its product or service that is communicated to a target audience through mass media including television, radio, newspapers, magazines, journals, billboards and websites.

➤ It is used to promote goods, services ideas, images, issues and people.

➤ It is an efficient tool to reach numerous buyers at low cost.



# PROMOTION MIX COMPONENTS

- It is the marketing task that involves face-to-face contact with the customers.
- It consists of oral or written presentation and or presentation by sound and vision for the purposes of making sales.
- It permits a direct interaction between the buyers and the seller.
- It is the most effective but most costly means of promotion.
- Generally, it is used for promotion of consumer durable goods and complex and expensive industrial products.
- It is personal communication with customers to persuade them to buy products.
- Customer come to salesperson or salesperson goes to customer.
- It permits interaction and relationship building.
- Sales persons provide feedback about the market, competitors and customers.





# PROMOTION MIX COMPONENTS

- It is a variety of short-term incentive to encourage trial or purchase of a product or service.
- It means sales promotion serves as an inducement to buy a certain product while typically offering value to prospective customers.
- Generally, it includes any promotional technique, other than personal selling or advertising, that stimulates the purchase of a particular product or service.
- It is used to improve the effectiveness of other components of promotion mix, especially advertising and personal selling.
- It creates a stronger and quicker response.
- It can be directed at consumers, middlemen and sales force.
- Popular sales promotion tools include free sample, coupons, rebate, contests, premiums, discounts, displays, trade show exhibits, price-off displays etc.

A green, 3D-style oval graphic with a slight shadow, containing the text "Sales Promotion" in white, sans-serif font. The oval is tilted slightly to the right and is located in the upper right quadrant of the slide.

Sales  
Promotion



# PROMOTION MIX COMPONENTS

- It is the non-personal communication in the news story form, regarding a firm and its products that is transmitted through a mass media.
- It is any unpaid form of communication through media about an organization, its policies and products.
- It appears as news stories in the media.
- It is the part of public relation.
- It can be used to promote both a product and a firm's image.
- A good publicity program requires regular contact with the news media such as radio, television and newspapers.
- Some common tools of publicity are press conferences, speeches, news releases, feature articles, publications, captioned photograph etc.





# PROMOTION MIX COMPONENTS

- They are those activities which are used to create and maintain firm's favorable relationship with several parts such as customers, government, press, employees, society and other stakeholders.
- It is any unpaid form of presentation designed to promote favorable attitudes and opinions toward organization, its policies and products.
- The purposes of the public relation are to promote the firm's image and product's image.
- It is also required to counter negative publicity of the firm and its products.
- The major tools of public relations are:

Public Relation

Public service activities- Charitable donations

Sponsorship of events- Sports, culture, cleanliness

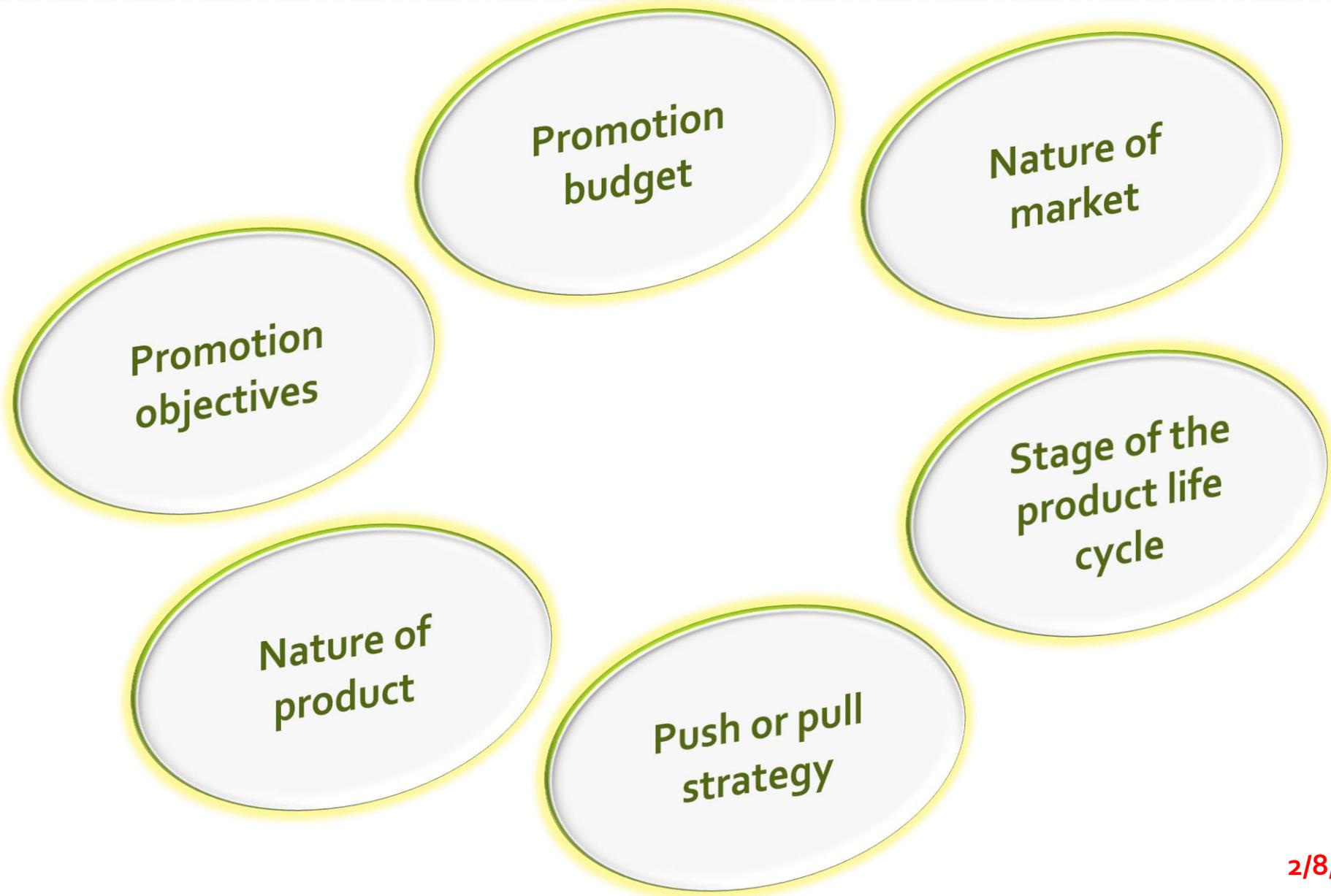
Exhibits and displays

Lobbying

Press relation and public service



# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES





# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES

Promotion objectives

## Advertising and publicity-

Build awareness, brand loyalty and to get customer attention/reminding.

## Personal selling, advertising and public relation-

Used to create linking, preference and conviction/confidence.

## Personal selling and sales promotion-

Used to get order for the product





# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES

## Promotion Budget



The amount of money available is the ultimate determinant of the promotion mix.

Advertising requires plenty resources because it has to be long term and of a campaign nature.

Personal selling is suitable for small organizations. But large sales force is expensive.

Sales promotion can be launched with a specified budget.

Publicity is free when it appears in the media. However, there are costs to develop and implement public relations.



# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES

## Nature of the market

Consumer markets need more emphasis on sales promotion and advertising and less emphasis on personal selling and publicity.

Industrial markets need more emphasis on personal selling and sales promotion and less emphasis on advertising and publicity.

Channel members need emphasis on personal selling and trade promotion.

The market coverage affects promotion mix. Small markets need emphasis on personal selling, local advertising and sales promotion. Large markets need emphasis on national advertising and trade promotion.

Industrial markets require emphasis on personal selling.





# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES

## Nature of the product



Industrial goods- Personal selling.

Consumer goods- Convenience, shopping and specialty goods should become immediately apparent.

Convenience goods- Advertisement and sales promotion.

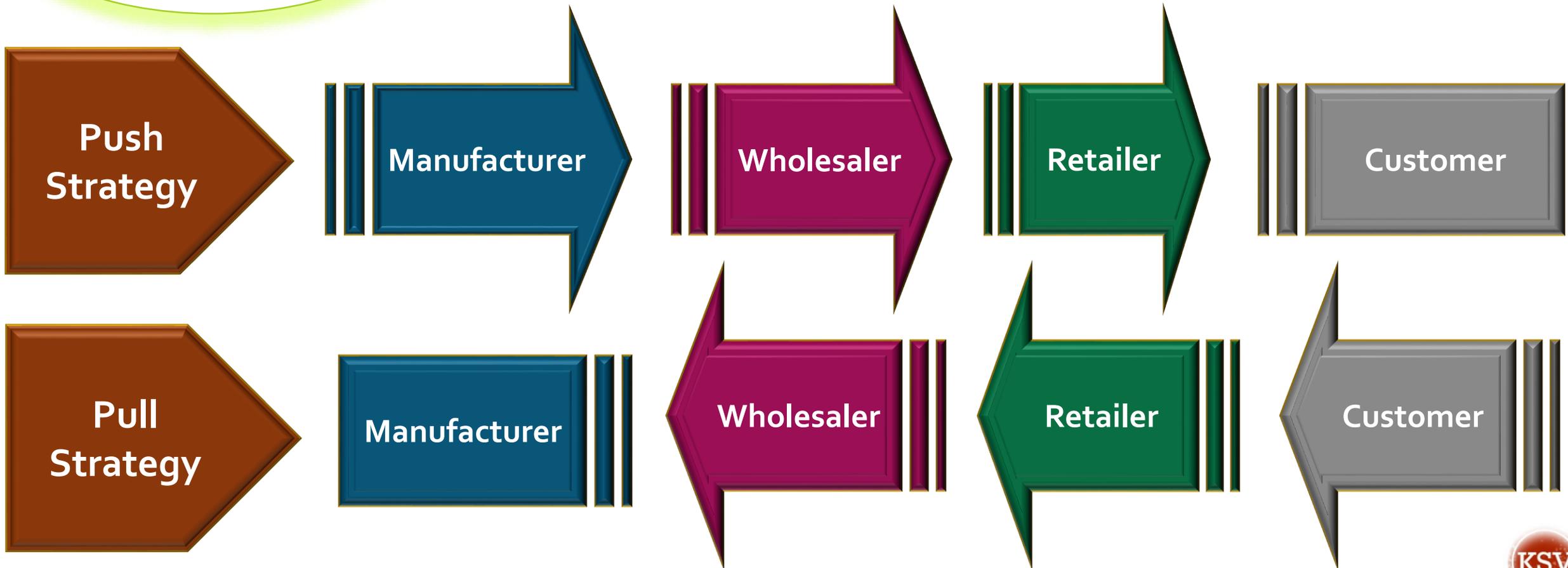
High cost shopping goods- Personal selling and local advertising.

Specialty goods- Personal selling and publicity.



# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES

Pull or Push Strategy





# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES

## Pull or Push Strategy



The promotional program is directed at middlemen.

The product is “pushed” through the channel and the channel members are persuaded to order, carry and promote product.

The manufacturer promotes to wholesaler, the wholesaler promotes to retailer, the retailer promotes to customer.

Personal selling and trade promotion tools are emphasized in push strategy.

This strategy is useful where brand loyalty is low and market share is to be protected.



# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES

## Pull or Push Strategy



The promotional program is directed at customer.

The product is “pulled” through the channel.

The customers are persuaded to ask the product from the retailers, the retailers ask the product from the wholesalers and wholesalers order the product from the manufactures.

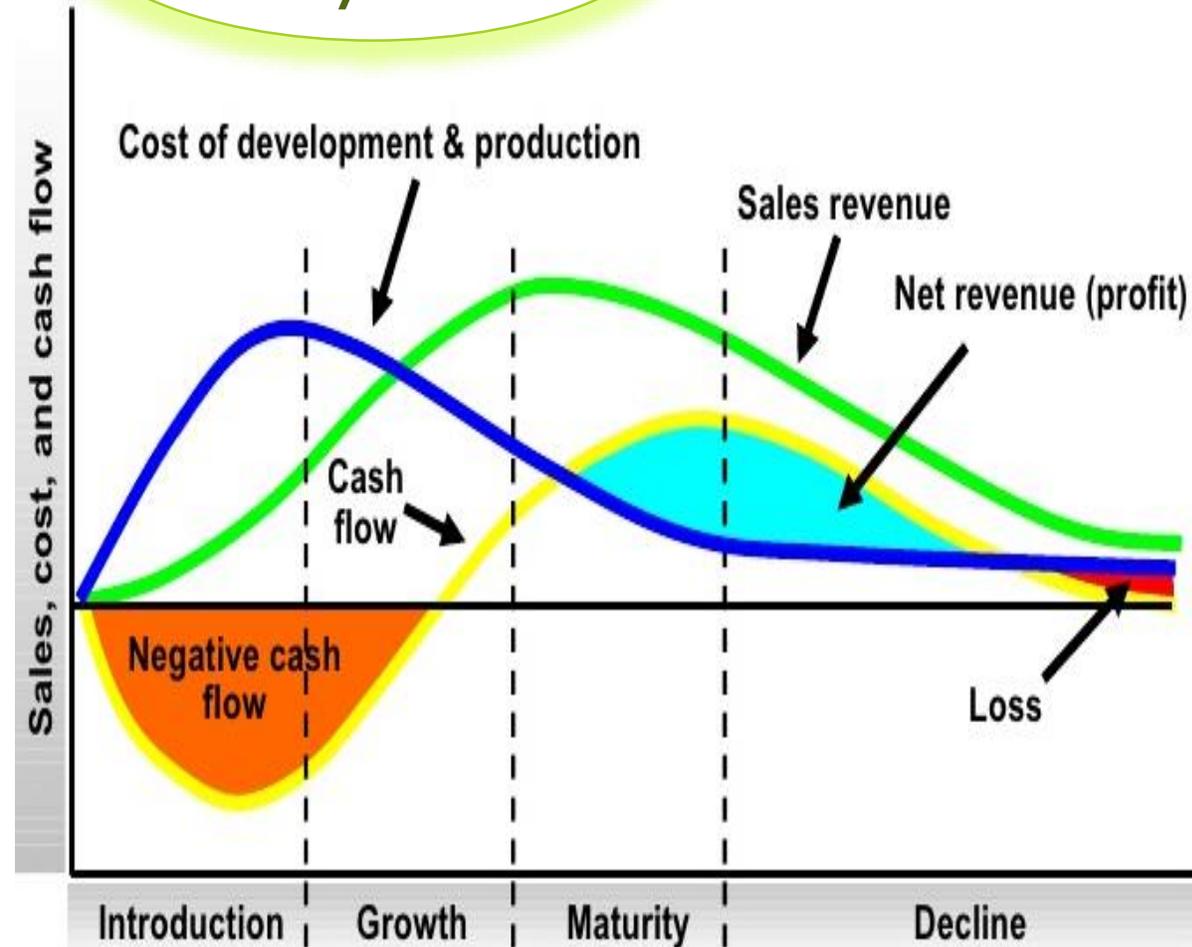
Aggressive advertising and consumer promotion is emphasized in pull strategy.

This strategy is useful where brand loyalty is high.



# PROMOTION MIX DETERMINATION FACTORS/STRATEGIES

## Stage of the product life cycle



### Introduction stage:

Needs emphasis on advertising, publicity and personal selling.

Advertising provides brand awareness by informing target customers.

### Growth stage:

Emphasis on advertising and sales promotion for brand preference and acceptance.

It needs continuous advertising and sales promotion.

### Maturity stage:

Emphasis on sales promotion to encourage brand switching.

Advertising is done to support sale promotion and to strengthen brand loyalty.

### Decline stage:

All promotional effort should be cut back substantially, except when attempting to put new life into the product.

The focus moves to reminding customers.



# ADVERTISING

Advertising usually provide information about the advertising firm, its products, quality, place of availability etc.

Popularization of firm's products is the basic aim of the advertising.

## William J. Stanton:

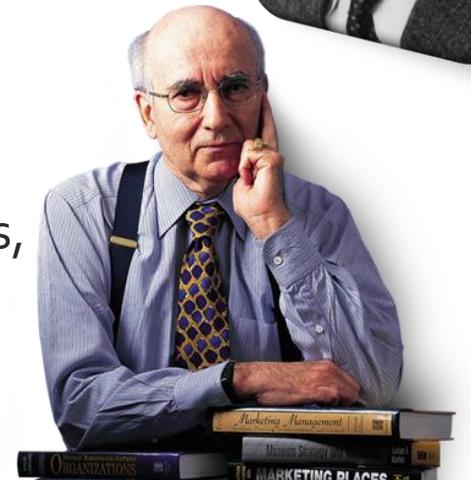
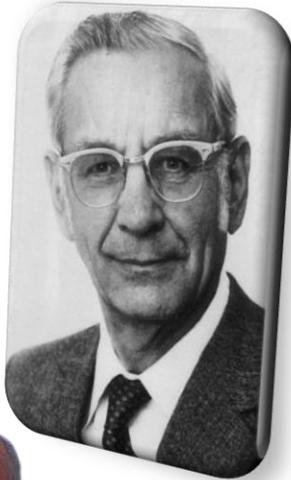
"Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea."

## Philip Kotler:

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor."

## American Marketing Association:

"Advertising is any paid form of non-personal presentation of goods services or ideas for action, openly paid for by an identified sponsor."



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ASSOCIATION

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# ADVERTISING

Simply advertisement denotes the means employed to draw attention to any object or purpose. In marketing context, advertising can be defined as mass paid communication (presentation and promotion) of goods services or ideas by an identified sponsor.

It is paid communication because the advertiser has to pay for the space or time in which his advertisement appears.

## Features:

**Advertising involves cost:** Research expenses, development and production expenses, media costs and administrative expenses.

**Advertising is impersonal:** Words, signs, symbols or illustrations and it does not required the physical presence of a person to communicate the message.

**Advertisement can be in various forms:** Geographical coverage, intended target group and type of desired impact.

**Advertisement has a message:**

**Advertisement uses various media:**

**Advertising promotes goods, services and ideas:**

**Advertising is targeted at some actions:**



# ADVERTISING

## Objectives:

Creating awareness

Inducing action

Maintaining buyer interest(Reminding)

Value addition

Others:

Promote special events, attract new dealers,  
stimulate dealer interest, build sales force and  
company employee morale, reach buying  
influences not accessible to sales persons, obtain  
sales leads, or offset a seasonal sales slump.



## Importance:

-Information

-Demand creation

-Develops brand preference

-Meeting competition

-Market share

-Introduction of new product

-Importance to society.



# ADVERTISING

## Selection of Advertising Media:

Advertising objectives,

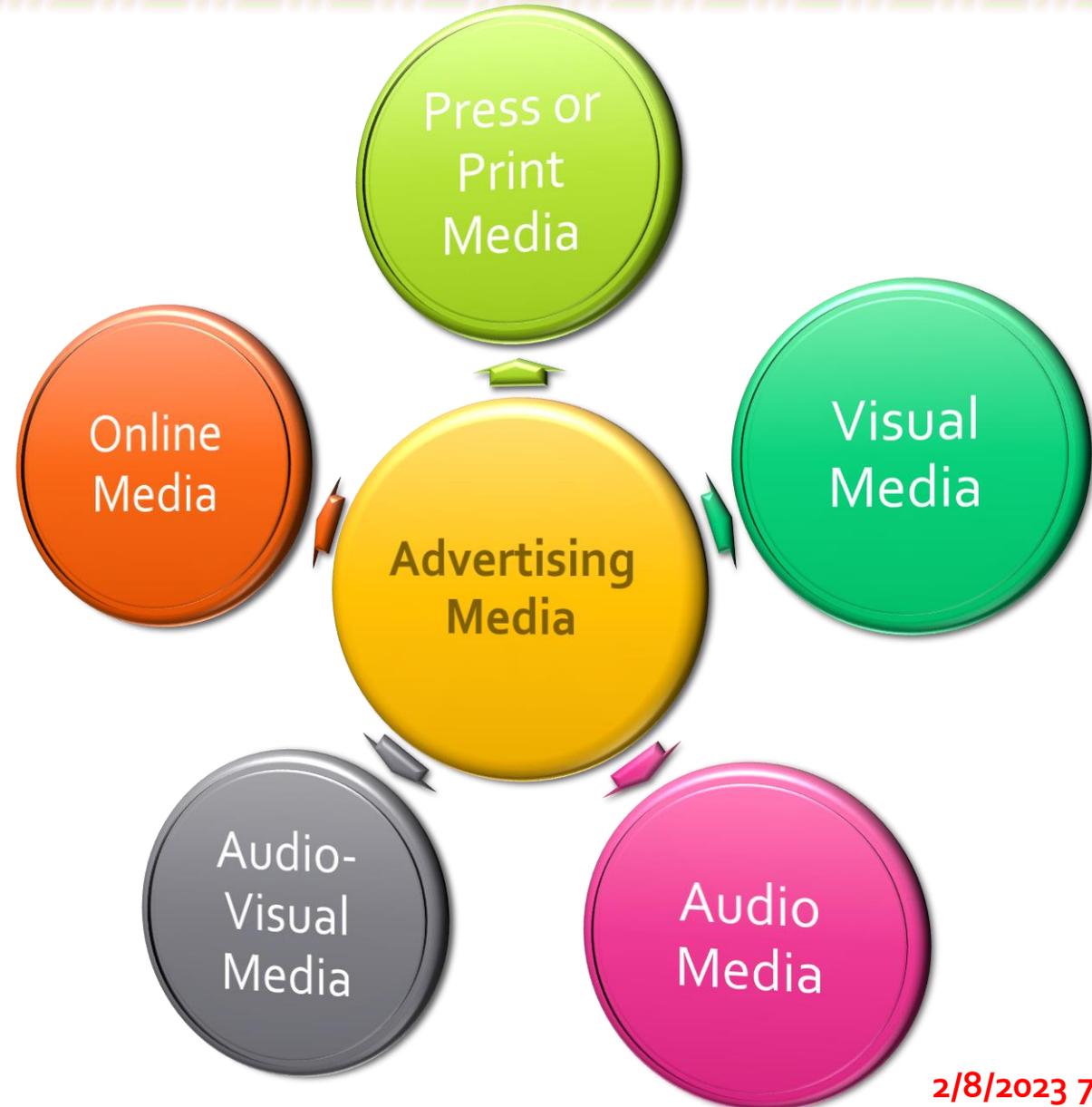
Nature of product,

Cost of media,

Coverage of media,

Nature of message,

Impact of media etc.





# ADVERTISING

Print	Visual	Audio	Audio-visual	Internet
<ul style="list-style-type: none"><li>•Newspaper</li><li>•Magazine</li><li>•Journal</li><li>•Directory</li><li>•Catalogue</li><li>•Brochure</li><li>•Package print</li><li>•Newsletter</li><li>•Direct mail</li></ul>	<ul style="list-style-type: none"><li>•Billboard</li><li>•Poster</li><li>•Wall painting</li><li>•Banners</li><li>•Sky writing</li><li>•Point of purchase display</li><li>•Exhibits</li></ul>	<ul style="list-style-type: none"><li>•Radio</li><li>•Audio</li><li>•Tape/CD</li><li>•Telephone</li></ul>	<ul style="list-style-type: none"><li>•Television</li><li>•Cinema</li><li>•Videotapes</li></ul>	<ul style="list-style-type: none"><li>•E-mail</li><li>•Websites</li></ul>



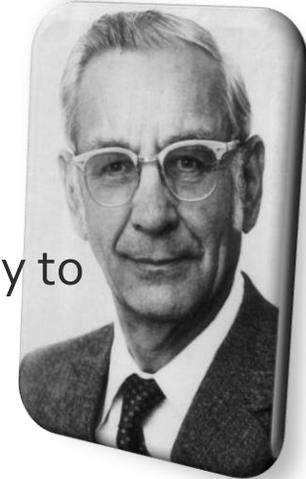
# PERSONAL SELLING

It is a unique type of promotion presented on a personal basis.

It is the process of informing customer and persuading them to purchase products through personal communication in an exchange situation.

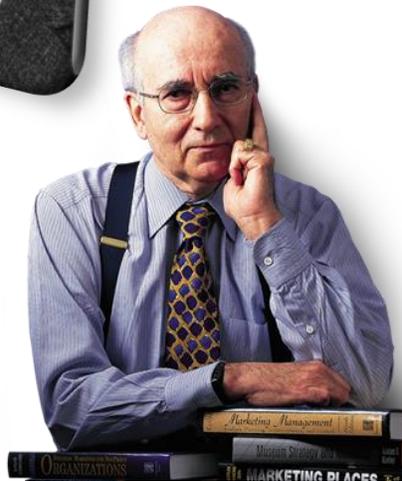
## William J. Stanton:

“Personal selling is the personal communication of information to persuade somebody to buy something.”



## Philip Kotler:

“Personal selling is face-to-face interaction with one or more perspective purchases for the purpose of making presentations, answering questions and procuring orders.”



## American Marketing Association:

“Personal selling is an oral presentation in a conversation with one or more customers for the purpose of making sales.”



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# PERSONAL SELLING

## Characteristics

Personal communication

Persuasion



## Personal selling is more suitable in the following situations:

The market is geographically concentrated.

The product is new or has a high unit value.

The order size is big.

The customer needs are specific for customized products.



# PERSONAL SELLING

## Objectives:

Situational suitability

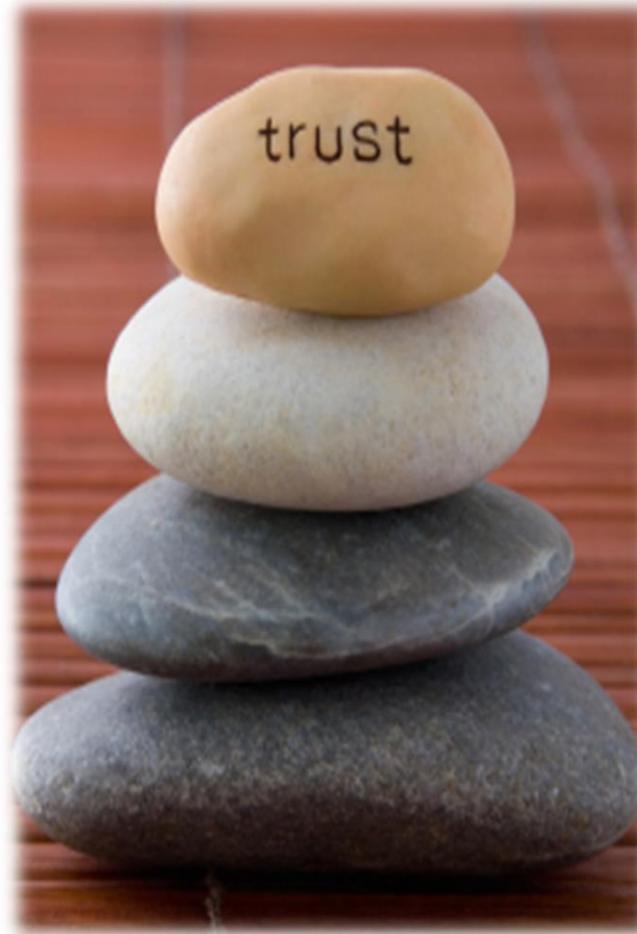
Identifying potential buyer

Convincing prospects to buy

Keeping customers satisfaction

Relationship building

Profit objectives



## Types:

A. According to location

- Indoor personal selling

- Outdoor personal selling

- Indoor and outdoor personal selling

B. According to employer

- Manufacturer's salesperson (Trade selling)

- Wholesaler's salesperson

- Retailers salesperson



# SALES PROMOTION

Sales promotion is a plus ingredient of promotion mix which is essentially a direct and immediate inducement that adds an extra value to the product, so that it can stimulate the intermediaries and final consumers to buy the product.

## William J. Stanton:

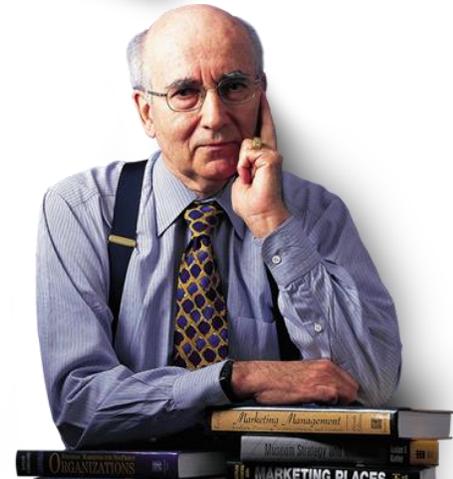
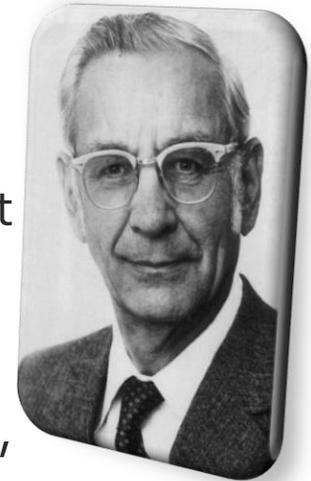
“Sales promotion refers to demand-stimulating devices designed to supplement advertising and facilitate personal selling.”

## Philip Kotler:

“Sales promotion consists of diverse collection of incentive tools, mostly short term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or the trade.”

## American Marketing Association:

“Sales promotion refers to those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and exposition, demonstration and various non-recurrent selling efforts not in the ordinary routine.”



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# SALES PROMOTION



Sales promotion is a variety of short term incentive such as exhibitions and showrooms, demonstrations, free samples, coupons, premiums etc. to encourage trial or purchase of a product or service.

Its includes any promotional technique, other than personal selling or advertising, that stimulates the purchase of a particular product or service.

## Objectives:

- To introduce a new product
- To identify and attract new customers
- To encourage more purchase among current customers
- To combat or offset competitor's marketing efforts
- To stabilize a fluctuating sales pattern
- To increase brand awareness
- To increase reseller inventories
- Others : Increasing consumption, broadening distribution channels, educating consumers regarding product improvement, bringing more customers into retail stores etc.





# SALES PROMOTION

## Consumer sales promotion methods:

Free samples  
Coupons  
Rebates  
Premium/gifts  
Price-off  
Contests/prizes  
Displays/demonstration

## Trade sales promotion methods:

Free goods  
Allowances  
Price-off  
Sales contest  
Gift items  
Credit facilities  
Trade show

## Sales force promotion methods:

- Bonus and commissions
- Sales force contests
- Sales meeting
- Trade shows/conventions
- Gift items
- Promotional kits

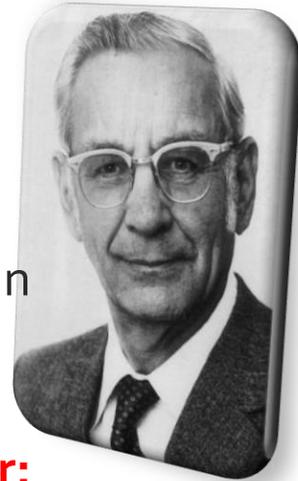


# PUBLIC RELATION

Public relation is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest and plans and executes a program of action to earn public understanding and acceptance.

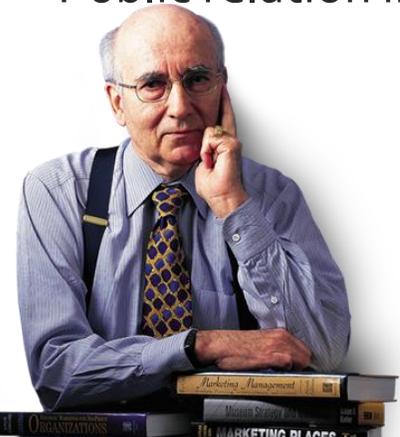
## William J. Stanton:

“Public relation is a management tool designed to favorably influence attitudes toward an organization, its products and its policies..”



## Philip Kotler:

“Public relation involves a variety of programs designed to promote or protect a company’s image or its individual product.”





# PUBLIC RELATION

Marketer has to take care of interest of various types of publics such as media, government, pressure groups, local people, general public, and internal staff. Activities targeted at maintaining good relations with the publics are known as public relations.

## Objectives:

- Prestige and reputation
- Promotion of products
- Deal the issues and opportunities
- Announce new products
- Build interest in established products
- Announce policies and performance
- Counter negative rumors
- Build and maintain customer loyalty
- Build direct relationships with customer





# PUBLIC RELATION

PR promote favorable attitudes and opinions towards an organization, its policies, and products in public. They develop favorable relationships with groups that have interest in organization's objectives.

## Tools of Public Relation

### 1. Press relation

- a. Personal communication
  - i. Press conference
  - ii. Speeches
- b. News releases
- c. Feature article
- d. Publication

### 2. Public service activities

- a. Sponsorship of events
- b. Lobbying
- c. Exhibition and displays



GOURMET TRAILS

# The rise of the foodie biker

BY RICHARD CORNISH

ROLLING down the hill on my mountain bike on the old railway line, the air is full of scents of the countryside. Eucalyptus, fresh rain on stone, sweet waves of wild honeysuckle. It has been many years since I rode the 39-kilometre Lilydale to Warburton rail trail that has been billed Australia's most popular two-wheel weekend adventure. Back in the pre-kid days seven years ago, we would ride the byroads, exploring the countryside, meandering along river and streams, long roads and short, river flats and hills. We were paid-up townies with a mission to find the best coffee and the choicest bakery. We had cash to splash, but dressed in regulation bike gear we were often shown short shrift. Once, buying a bag of cherries from a roadside farmer, his few snide comments about men in tight shorts made it clear that we were not welcome. As foodies on wheels, perhaps we were before our time.

Times have changed. There is money to be made from the touring cyclists — a truth that business and government can no longer ignore. Foodie cyclists are well-educated, well-to-do, well-connected and they also get hungry. They will pay for fine food and wine and for good coffee — and they want to be treated with respect. These bike riders are not the more conspicuous packs of MAMILs — Middle-Aged Men In Lycra — who whoosh along Beach Road but are more likely to be professional women, couples with kids and groups of young professionals. Their two-wheel playground is the 2800 kilometres of bike paths and trails in metropolitan Melbourne and regional Victoria. "They are after great escapes," says Mike Sabey, publisher of *Bike Paths and Rail Trails*, a guide for lifestyle bike riders.

"People want secluded tree-lined escapes. And they want decent food and coffee at the end of the ride."

MIKE SABEY

"People want the safety of bike paths and trails. They want the serenity of riding along watercourses, whether it be riding around the bay or along the Yarra and creeks that intersect Melbourne," he says. "They don't want to ride the roads. They want secluded tree-lined escapes. And they want decent food and coffee at the end of the ride." This is becoming easier to find but not everywhere.

"There has been an explosion of bike riders in parts of Victoria," says Bicycle Victoria's Garry Brennan. "And it has been rapid. In some regions businesses have woken up to providing services to riders. But the change is in no way uniform. Society takes time to adapt because change, such as a sudden increase of bike riders in a country town, can be scary." The region to first embrace this group has been north-eastern Victoria. A bike trail built on old railway lines from Wangaratta to Beechworth, and continuing to Bright, was initiated in 1997. Other trails in the area now connect Rutherglen to Wagnyah, Wodonga to Tallangatta. A 2009 La Trobe University survey, taken on the trail during the Easter long weekend, shows that the average rider spends about \$244 a day on food, accommodation and transport.

A long weekend can see nearly 10,000 riders taking to the track, pumping more than \$2 million into the local economy.

Next month Tourism Victoria will begin spruiking the region's bike infrastructure nationally and to the rest of the world as a ride-and-eat destination. This is based on the quality of the 50 cellar doors, cafes, restaurants, farm gate businesses and specialty food stores either on the trail or a short ride from it. The three local municipalities the trail traverses have joined forces to fund a full-time cycling tourism officer. Even V/Line has acknowledged the growing demand for bikes on trains.

In central Victoria, the trail from Bendigo to Axedale is being extended to the wine-making town of Heathcote, with plans to link it to the East Kilmore railway station. The Upper Goulbourn Valley is also set to become a prime bike destination with construction started on a 134-kilometre trail from Tallarook to Mansfield via Bonnie Doon.

"Food is as much a part of touring as the actual riding itself," says Steve Collins from Millawa Tours. Six months ago he and his wife Kerri branched out and developed a cycle touring arm to their business. "Bike touring is going to be huge and I didn't want to be five years down the track wondering why I didn't get in earlier," he says. The Collinses have spent well over \$100,000 on a mini bus, bike trailers and advertising overseas. They plan to buy another bus shortly. The clientele they are anticipating are middle-aged riders and younger families. "They want to see the country at a comfortable pace," Collins says.

Other businesses capitalising on bike-touring are Beato's Bridge Road Bicycles and the new KSV (Kilgus Service Vehicle) in the town of ...



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# DIRECT MARKETING

Direct marketing is marketing without middlemen.

It is direct persuasion by manufacturer to specific customer to seek customer order.

It is an interactive marketing system to build long-term relationships with the customer.

## Philip Kotler:

“Public relation involves a variety of programs designed to promote or protect a company’s image or its individual product.”

## Features:

Customer concept- One to one marketing

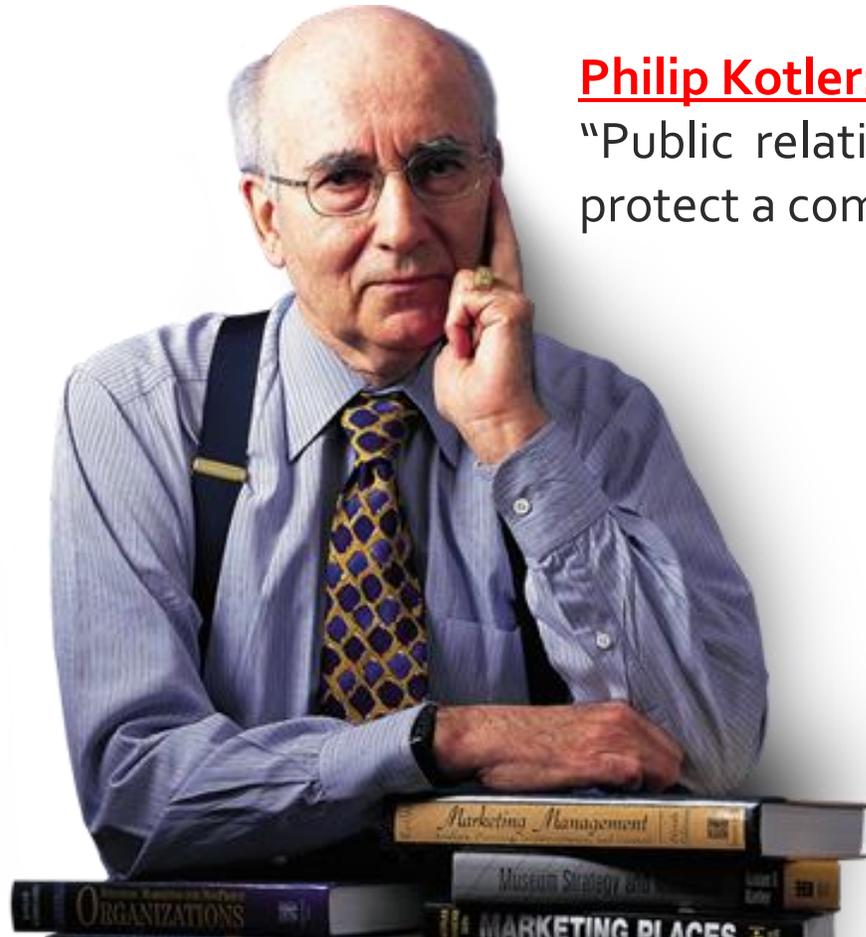
No middlemen

Customized product

Customized message

Channels

Interaction





# DIRECT MARKETING

## Benefits to customer

Convenient  
Time saving  
Low price

## Benefits to manufacturer

Relationship marketing  
Low cost  
Cost effective promotion  
Information  
Timing

## Channels for direct marketing

Door to door selling  
Direct mail  
catalogue marketing  
Telemarketing  
Television and other media  
Internet marketing  
Database marketing

**Direct marketing suffers from public and ethical issues. It may irritate people by invasion of their privacy. Possibilities of unfair dealings and fraudulent (fake) conduct are present.**



## CASE STUDY

You are the marketing manager of an established vehicle company Juki which sells cars with fairly moderate price range in South Asian countries. Your company has had wonderful experience in terms of market share in past years. However, with the increasing competition in the market, your market share has been declining in recent days. At one side is the success of small cars with affordable prices targeted toward the middle level class, and at the other end is luxurious vehicles with high pricing. Both of these categories are doing very well in the market.

Your small survey with the middle class and high class customers both show they are not interested in your vehicles due to its pricing, features, design, brand recognition etc. Now, as marketing manager of Juki, advise the management team to take corrective actions to secure your position in the market.

What should you suggest to your management team today? Give corrective advice with justification.