



**CONCURRENT EVALUATION**

**MBA - SEMISTER IV**

**RURAL AGRI BUSINESS MANAGEMENT SPECIALISATION**

**SE – RABM – 06 RURAL MARKETING II**

**Faculty Name: Prof. Dr. Manisha Jagtap**

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**Important Instructions:**

1. The subject is evaluated on the basis of the following components

<b>Component No</b>	<b>Component</b>	<b>Marks</b>	<b>Submission Date</b>
<b>1</b>	<b>Situation Analysis</b>	<b>50</b>	<b>10<sup>th</sup> March 2025</b>
<b>2</b>	<b>Create a Marketing Plan</b>	<b>50</b>	<b>10<sup>th</sup> March 2025</b>

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<b>Component No</b>	<b>Situation Analysis</b>	<b>Submission Date :</b>
1		<b>10<sup>th</sup> March 2025</b>

**Introduction:** In the context of expanding into rural markets, understanding the strategies implemented by leading companies across various domains is crucial. This comparative analysis assignment aims to assess your ability to analyze and compare the product strategy, pricing strategy, distribution strategy, rural retailing, and promotion strategy of different companies operating in rural India.

**Task:** You are tasked with conducting a comparative analysis of the strategies employed by Procter & Gamble (P&G), Hindustan Unilever Limited (HUL), ITC Limited, Reliance Retail, and Coca-Cola India in rural markets. Your analysis should cover the following aspects:

**1. Product Strategy:**

- Compare and contrast the product strategies of P&G, HUL, and ITC in rural markets, focusing on product classifications, innovation strategies, and branding initiatives.
- Analyze how these companies tailor their product designs to cater to rural consumers and differentiate their offerings.
- Evaluate the effectiveness of product innovation strategies and initiatives aimed at enhancing customer value and combating counterfeit products.

**2. Pricing Strategy:**

- Compare the pricing objectives, policies, and strategies of HUL, ITC, and Coca-Cola India in rural areas.
- Assess how these companies address affordability challenges and cater to different consumer segments with their pricing strategies.
- Analyze the impact of environmental factors and competition on pricing decisions across these companies.

**3. Distribution Strategy:**

- Compare the distribution practices of ITC, Reliance Retail, and Coca-Cola India in rural markets, focusing on availability challenges and distribution trends.
- Evaluate the effectiveness of direct and indirect distribution channels utilized by these companies and their approaches to optimizing rural coverage.
- Discuss the role of technology, such as GIS, in enhancing distribution efficiency and effectiveness.



### 4. Rural Retailing:

- Analyze the approaches to rural retailing adopted by Reliance Retail and ITC, comparing their retail outlet types, government initiatives, and PPP models.
- Evaluate the impact of organized retailing on traditional retail outlets and the strategies employed by these companies to cater to rural consumers.
- Discuss training initiatives for retailers and the role they play in enhancing market penetration and consumer engagement.

### 5. Promotion Strategy:

- Compare the Integrated Marketing Communication (IMC) strategies of P&G, HUL, and Coca-Cola India in rural markets.
- Assess the effectiveness of their promotional mix, communication media, and rural advertising tactics.
- Analyze how these companies leverage IMC strategies to enhance brand visibility and consumer engagement in rural areas.

**Conclusion:** Summarize key findings from the comparative analysis and identify common trends, best practices, and areas for improvement across the companies analyzed. Provide recommendations for companies looking to strengthen their presence in rural markets based on the comparative insights gained.

**Deliverables:** Prepare a detailed comparative analysis report addressing the above tasks, supported by relevant data, case studies, and examples. Present your findings in a structured manner with clear comparisons and actionable recommendations for companies operating in rural India.

### Submission Guidelines:

- Submit the completed report by the specified deadline.
- Name your file as : **R&ABMRMII < Student Full Name >**
- File Format: **MS WORD and submit printout of the file also.**
- Send it on mailid: [drmanishajagtapdimr@gmail.com](mailto:drmanishajagtapdimr@gmail.com) and also submit Hardcopy.
- Include any supplementary materials such as, if applicable.

### Grading Criteria:

- Clarity and coherence of the report structure.
- Depth of analysis and comparative analysis
- Adherence to formatting, grammar, and instructions.



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- Attention to detail and professionalism in presentation.
- . Original insights derived from the analysis.
- Actionable recommendations based on comparative insights and understanding of rural market dynamics.

<b>Component No</b>	<b>Create a Marketing Plan</b>	<b>Submission Date :</b>
2		<b>10<sup>th</sup> March 2025</b>

## Marketing Plan Assignment

**Introduction:** In the dynamic world of business, developing an effective marketing plan is crucial for success. This assignment aims to provide students with hands-on experience in crafting a comprehensive marketing plan for a fictional company. Students will apply marketing concepts, analytical skills, and creativity to develop a strategic roadmap for achieving business objectives.

**Task:** You are tasked with creating a marketing plan for a fictional company entering a rural market segment or launching a new product/service (for rural buyer). Your marketing plan should cover the following key components:

### 1. Executive Summary:

- Provide an overview of the company, its objectives, target market, and key highlights of the marketing plan.

### 2. Situation Analysis:

- Conduct a thorough analysis of the internal and external factors influencing the company's marketing environment.
- Include a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to identify strategic insights and challenges.

### 3. Marketing Objectives:

- Clearly define SMART (Specific, Measurable, Achievable, Relevant, Time-bound) marketing objectives aligned with the company's overall goals.

### 4. Target Market Segmentation:

- Identify and profile the target market segments based on demographic, psychographic, and behavioral factors.
- Explain why these segments were selected and how the company plans to address their needs.



## 5. Marketing Strategy:

- Develop a comprehensive marketing strategy outlining the 4Ps (Product, Price, Place, Promotion).
- Describe the product/service offering, pricing strategy, distribution channels, and promotional tactics.

## 6. Implementation Plan:

- Provide a detailed timeline and action plan for implementing the marketing strategy.
- Allocate resources, assign responsibilities, and set milestones to track progress.

## 7. Evaluation and Control:

- Define key performance indicators (KPIs) to measure the effectiveness of the marketing plan.
- Outline methods for monitoring, evaluating, and adjusting the plan based on performance metrics.

## 8. Budget Allocation:

- Estimate the budget required to execute the marketing plan and justify the allocation of resources for each marketing activity.

## 9. Risk Management:

- Identify potential risks and challenges that may impact the success of the marketing plan.
- Develop contingency plans and risk mitigation strategies to address these challenges proactively.

## 10. Conclusion:

- Summarize the key elements of the marketing plan and emphasize its alignment with the company's objectives.
- Provide recommendations for future marketing initiatives based on the insights gained from the plan.

**Deliverables:** Prepare a comprehensive marketing plan document that includes all the components outlined above. Additionally, students are required to create a PowerPoint presentation summarizing their marketing plan and key findings.

## Evaluation Criteria:

- Clarity and coherence of the marketing plan.
- Depth of analysis and insights provided.
- Creativity and innovation demonstrated in strategic recommendations.
- Feasibility and practicality of the implementation plan.
- Professionalism and quality of presentation.



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This assignment will provide students with valuable practical experience in developing marketing strategies and plans, preparing them for future roles in marketing and business management.

**Both the Word document and PowerPoint presentation are required for submission.**

### **Submission Guidelines:**

- Both the Word document and PowerPoint presentation are required for submission.
- Name your file as: **RABMRMII < Student Full Name>**
- File Format: **MS WORD & POWERPOINT**
- Send it on mailid: **[drmanishajagtapdimr@gmail.com](mailto:drmanishajagtapdimr@gmail.com)** and submit **HARDCOPY** also.