

St. Mira's College for Girls, Pune  
(Autonomous-Affiliated to Savitribai Phule Pune University)

B.Com.

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Unit 1, 2&3: CASE STUDIES\_Analytical Skills

# MARKETING-III

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## Customer Segmentation of Big Bazaar.

- Big Bazaar target higher & upper middle class customers.
- They large & growing young working population is a preferred customer segment.

*Shanthi*

Asst. Prof. Shanthi Fernandes (Subject Teacher)



*Jh*

Principal Incharge  
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Big Bazaar use 8 golden rules to deal with customer service :-

- Answer the phone
- Don't make promise unless you will keep them
- Listen to your customer.
- Deal with complaints.
- Be helpful
- Train your staff to be always helpful, courteous & knowledgeable
- Take the extra steps.
- Throw in something extra.

## Case Study On Amazon

On Feb 2013, when for the first time people got to know that Amazon is planning to set-up its online presence in India, all experts & stalwarts were favoring inorganic way for Amazon to enter into India market. Amazon chooses organic way to enter Indian market. They always had this



## BCG Matrix in the Marketing Strategy of Amazon.

- E-books, movies on demand & Amazon Prime are practically cash cows giving the maximum margins to Amazon. In fact, Amazon was a book store before it started electronics.
- Kindle, VOD (Video on demand) & Amazon web services are question marks because with the advent of technology these services have become obsolete & have low demand.
- Electronics and other consumer durable products are stars for Amazon because these products have high growth rate but the market share of Amazon is also high for these products.

## FLIPKART SUCCESS MANTRA

- Great customer service
- Easy to use website, hassle free payment system.
- Cash on delivery - Almost 60% of sale.
- GM1 option
- 30 days replacement policy.
- Only ESD having 24/7 customer support functioning.
- Focused on user experience - Only provide relevant information.