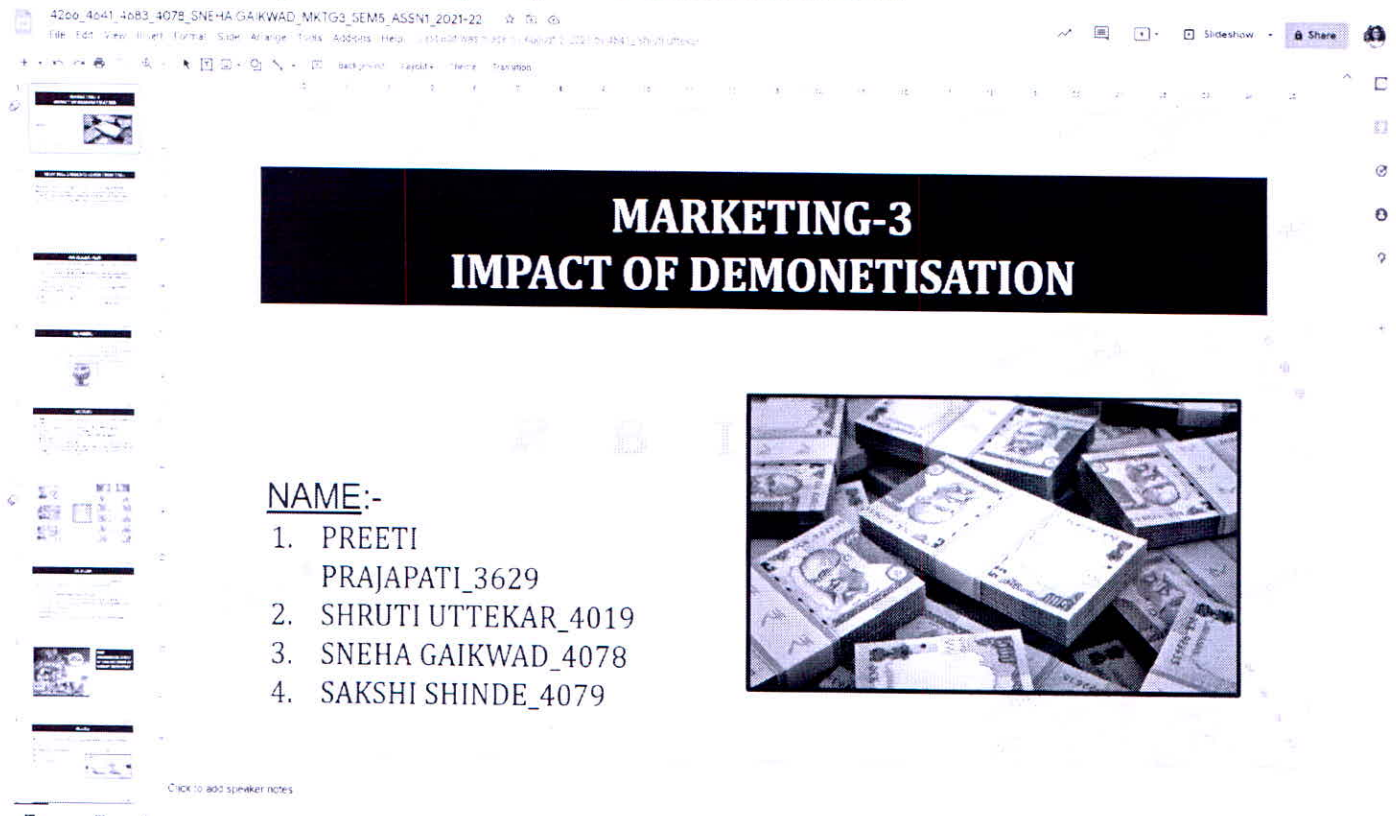


Unit 1: Virtual Group Discussion_Analytical& Presentation Skills



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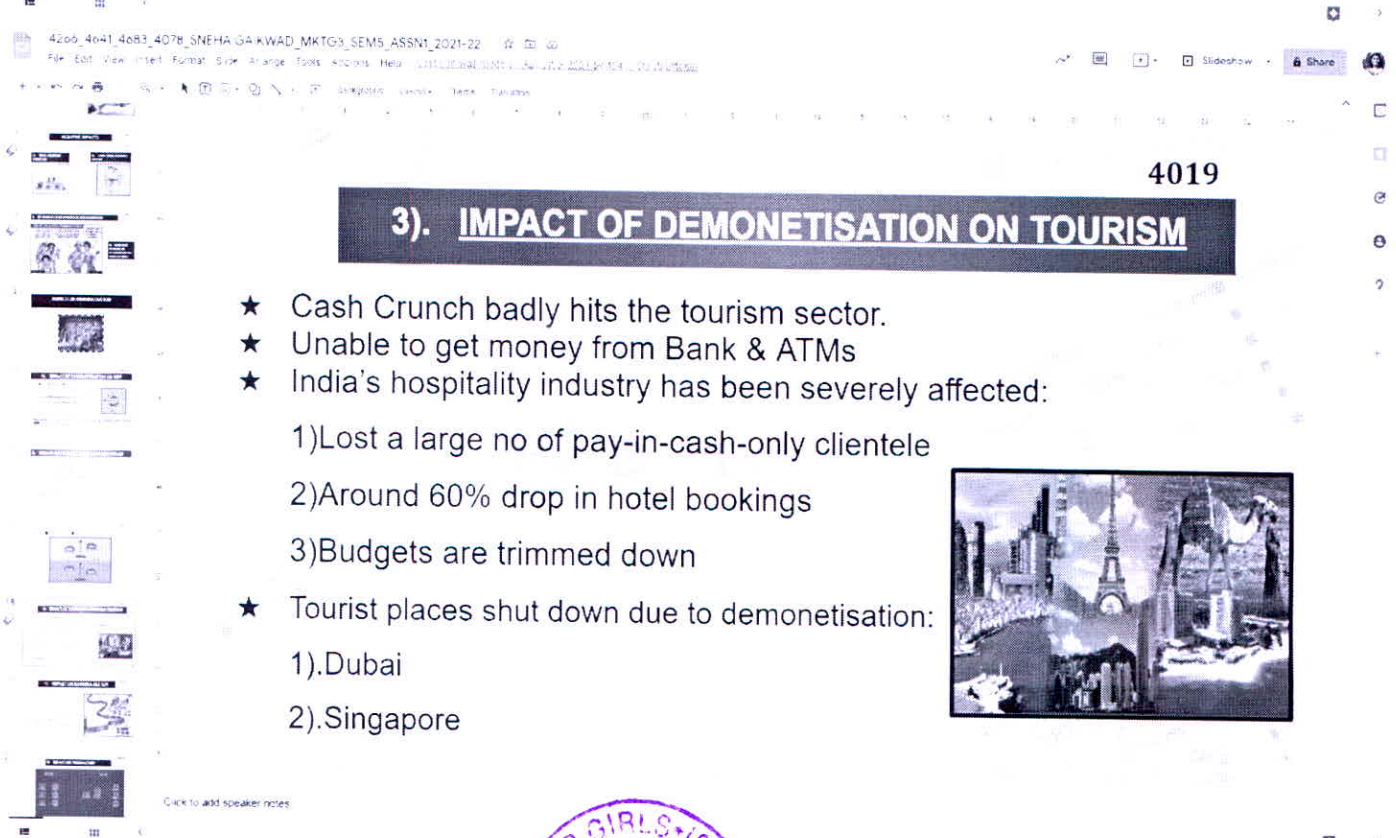
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MARKETING-3
IMPACT OF DEMONETISATION

NAME:-

1. PREETI PRAJAPATI_3629
2. SHRUTI UTTEKAR_4019
3. SNEHA GAIKWAD_4078
4. SAKSHI SHINDE_4079

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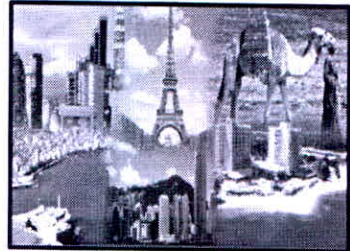
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4019

3). IMPACT OF DEMONETISATION ON TOURISM

- ★ Cash Crunch badly hits the tourism sector.
- ★ Unable to get money from Bank & ATMs
- ★ India's hospitality industry has been severely affected:
 - 1)Lost a large no of pay-in-cash-only clientele
 - 2)Around 60% drop in hotel bookings
 - 3)Budgets are trimmed down
- ★ Tourist places shut down due to demonetisation:
 - 1).Dubai
 - 2).Singapore



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St. Mira's College for Girls, Pune
(Autonomous-Affiliated to Savitribai Phule Pune University)
Unit 1& 2_Retail Case Study_Analytical&Presentation Skills

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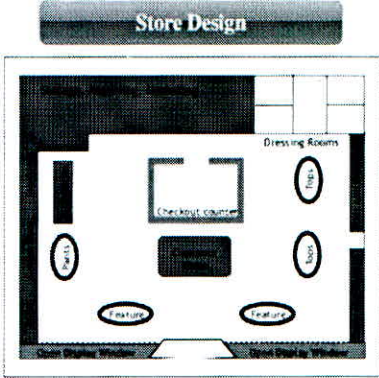
Store Design

- ▶ Be consistent with image and strategy.
- ▶ Positivity influence consumer Behaviour.
- ▶ Consider costs versus values.
- ▶ Be flexible.

Store format

The store outlets are in two formats

1. Large - 1500-2000 square feet
2. Medium – 1000- 1500 square feet



Diksha Dhage

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View details

4653_Harshali Daundkar_Marketing 3 Ass 1-

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HOW ONLINE STORES COMPETE WITH AMAZON

Here are some points how other brand can bring their self up.

1. Build A Brand. Be The Brand!
2. Focus on Customer Retention
3. Focus on E commerce SEO
4. Build an Email List
5. Offer Enticing Discounts
6. Prioritize Website User Experience
7. Don't Sell The Extra Same Products as Amazon
8. Don't Sacrifice margins on Amazon
9. Focus on Conversions and Funnels
10. Have an Easy Retune Process
11. Offer 2-Day Shipping
12. Work With Marketplaces.

Click to add speaker notes

Shanthy
 Asst. Prof. Shanthi Fernandes
 Subject Teacher



Jh
 Principal Incharge
 St. Mira's College for Girls