

Marketing case assignment

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Marketing Case let – Positioning Case study prepared by Harriman Mesmeric – Xavier Institute of Management and Entrepreneurship. Visa Bananas is a very bright engineer / MBA from a premier Institute and Joined EX.

Corporation a multinational consultant company with a huge operations base in India. He Joined their lambi office in 1997. After one year he was posted in various overseas locations like Singapore, Australia and the US. He was promoted as Vice president Marketing in the E grade and was posted in Bangor in 2013 January. A spectacular career growth indeed!

Visa is quite excited and has plans to work in India for the next 8 years at least so that his child's education can be taken care of. Visa is a highly competent and high performing employee. His wife was working in an advertising firm while they were abroad as a copy writer. She quit the Job while they got transferred and was sure to get a Job in Bangor. Visa is a likeable person and is popular among colleagues. He is a good team player but keeps a slight distance from the group especially during social binges after the corporate meetings.

He is always well dressed, wears branded cloths, expensive ties, watches and other fashion accessories, and goes for regular work outs. Office timings are from 9. 00 AM to 6. 00 PM with a 30-minute lunch break. He always arrives at the office on time. He leaves the office at about 7. 00 PM but stays back after office hours whenever the Job demands. The Company has a clear HER Standard accessories purchased from the show room along with the car can also be included in the vehicle value if included in the original pre-approved invoiced. Comprehensive vehicle insurance is compulsory for new vehicles and works out to about 2. 25% of the invoice value inclusive of

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taxes. It is a second-hand vehicle with WAD (Written down value)

Montreal. In ten-vehicle insurance policy of standard policy documents.

Vehicle has to be necessarily owned by the employee.

If an employee gets promoted to the next grade, he can get a higher allowance if the 80% WAD is higher than his eligibility, else he has to wait till the stipulated time within the promoted grade for example for E grade it is 4 years. The company has tie-ups with all leading car manufacturers like Honda, Toyota, Tata Motors, Hundai, Suzuki Motors, Mahindra etc. The Honda dealer has been very aggressive and innovative and has cornered about 80% market share among the E employees in the EX. Corporation by selling their popular Honda City model.

They also have a decent share among other lower grades. However among E, Honda is ranked only 4th after Volkswagen, Ford and Audi. Assume that you are the Client Relations Manager of Honda taking care of EX.

Corporation. Using data from www.Handicrafts.Com, select the right model, or models, for Visa Bananas. Make a 10-minute presentation by each giving the model you have selected and sales pitch for the model or models for closing the sale. Please use data from the case study and the Handicrafts.Com website only. Stick to the time i.e. 10 minutes.