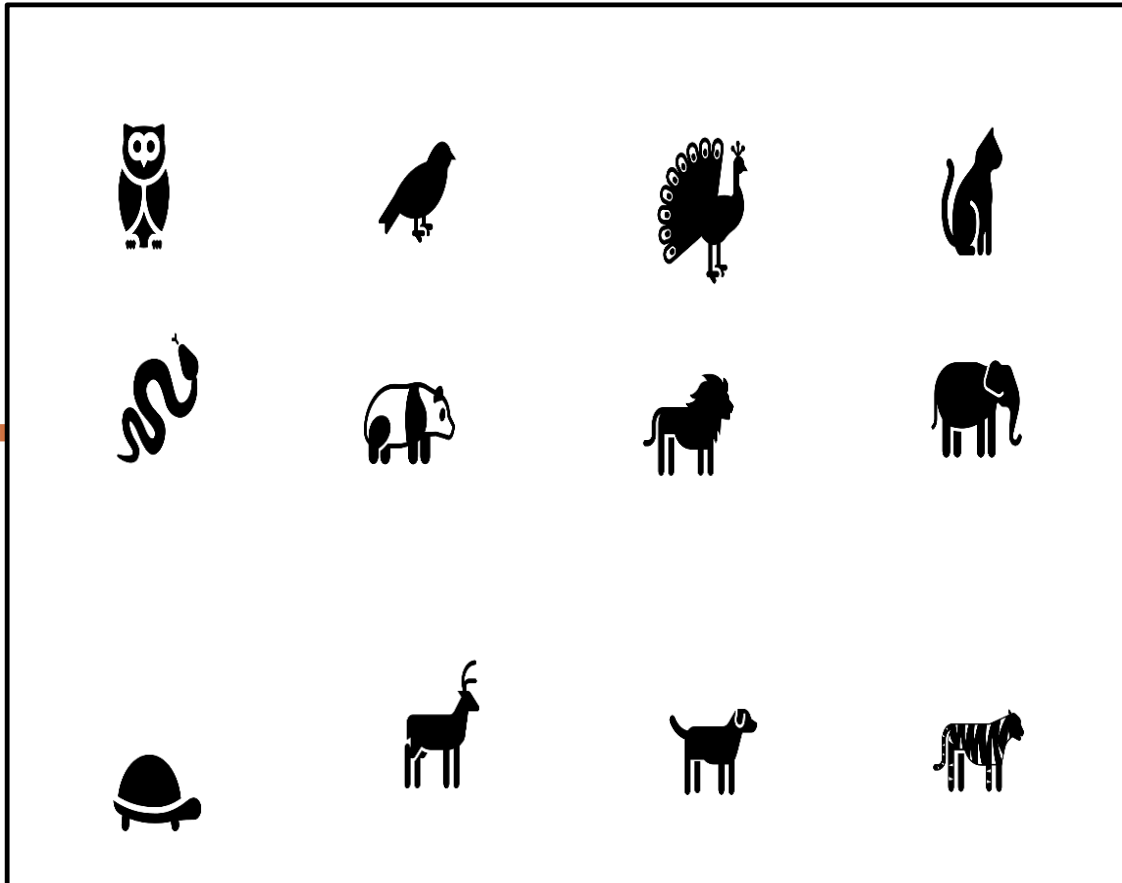


ZOO (THE MARKET)



- 3D Cat: Product,
- Differentiate it with others (Packaging, labelling, Branding, Pricing)
 - Work on micro and macro things (Colour, design, shine, quality and many.....(**find out others: your assignment**))
 - Identify the people who love or at least like cat (Segmentation)
 - Try to contact them frequently (Targeting)
 - Possess their soul by listening them and working on the suggestion and associating your CAT with the thing which is always in their mind (Positioning)

Where you can get this get in the zoo?



Distribution Point 1



Distribution point 2



Distribution point 3



Distribution point 4

How you can promote your cat?



MARKETING MANAGEMENT



DR. MOHIT KANT
ASSISTANT PROFESSOR

THE EVOLVING CONCEPT

- Digitization
- Continuation in Research to evolve cost effective tools
- Change in retailing
- Targeting of rural sector
- Collection of information and research



Module I.

Basic of marketing

And Managing the 4 P's of marketing



Module 2.

Distribution in Marketing

The Evolving concept in the marketing

FIRST LESSON

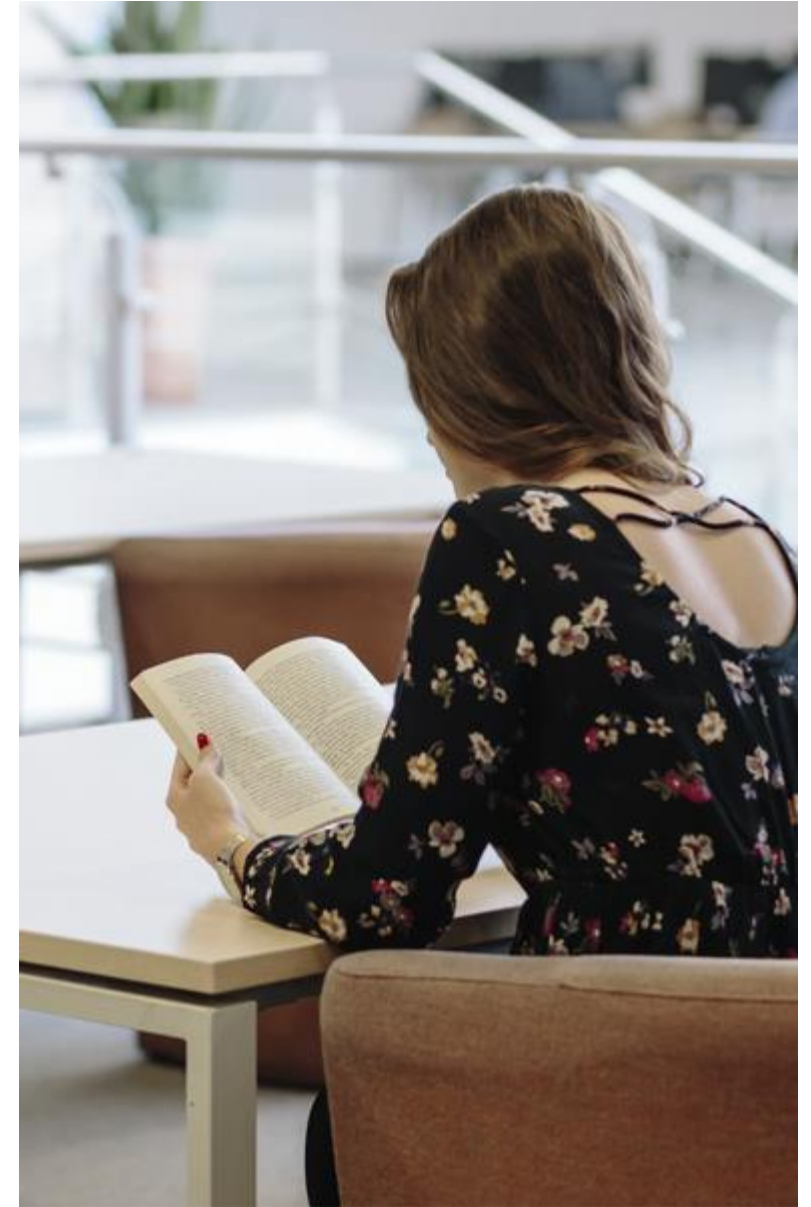
We will cover these skills:

- First skill
- Second skill
- Third skill



FIRST SKILL

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SECOND SKILL

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THIRD SKILL

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FIRST LESSON SUMMARY

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COURSE PROGRESS

Lesson 1. Lorem ipsum dolor sit amet

Lesson 2. Lorem ipsum dolor sit amet

Lesson 3. Sed ut perspiciatis unde

Lesson 4. Lorem ipsum dolor sit amet

Lesson 5. Sed ut perspiciatis unde



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- No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?



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THANK YOU!

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. MAECENAS PORTTITOR CONGUE MASSA. FUSCE POSUERE, MAGNA SED PULVINAR ULTRICIES, PURUS LECTUS MALESUADA LIBERO