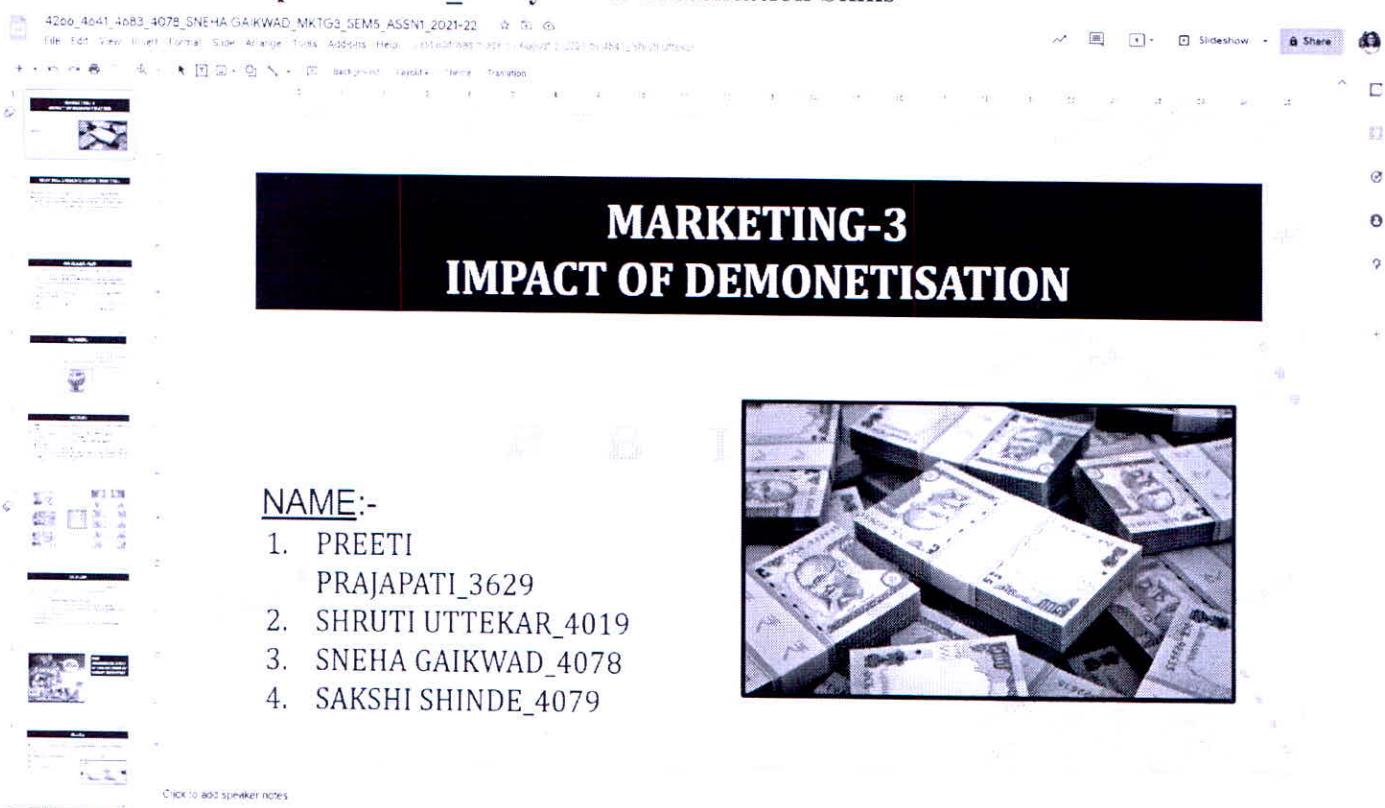


Unit 1: Virtual Group Discussion\_Analytical& Presentation Skills



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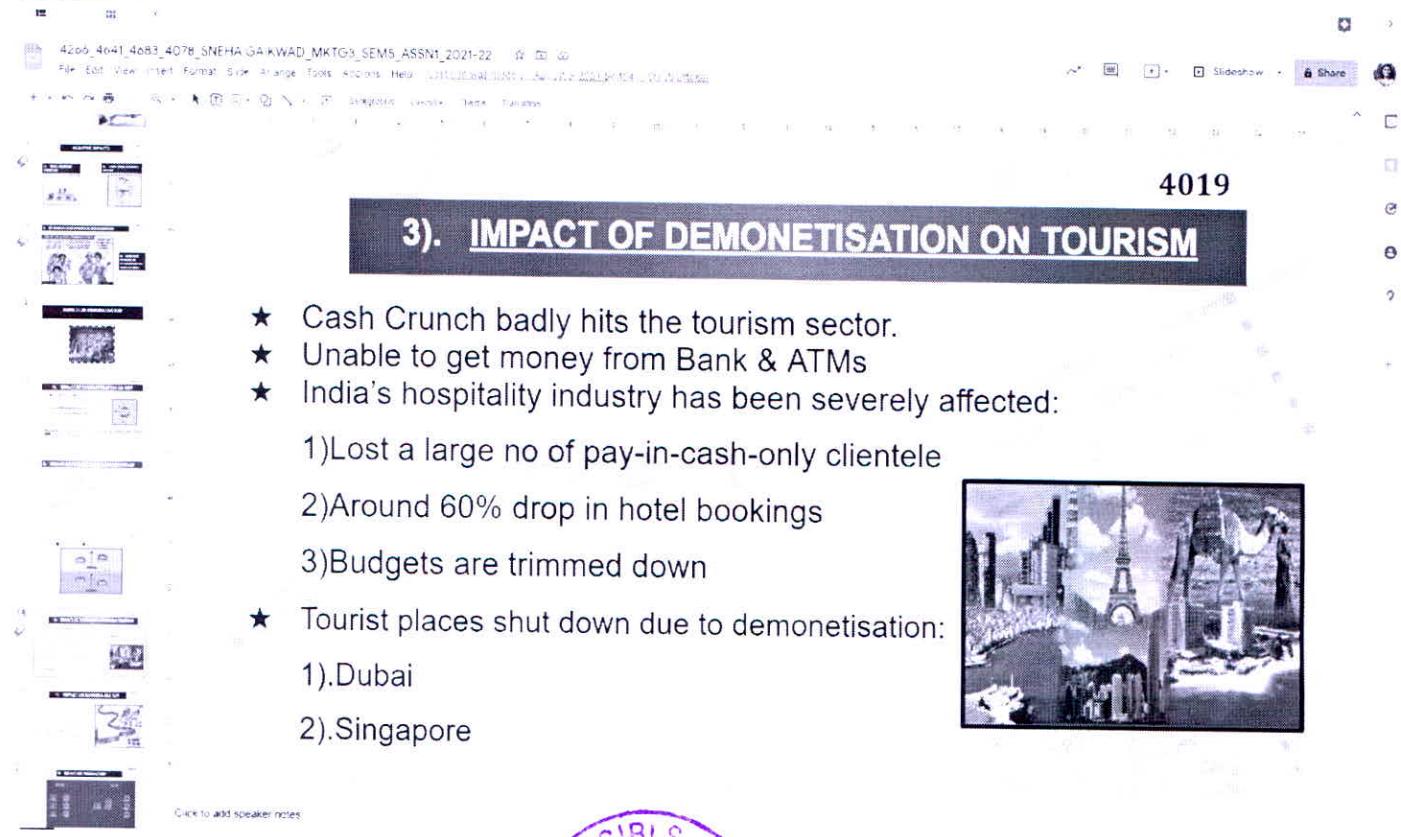
MARKETING-3

IMPACT OF DEMONETISATION

NAME:-

1. PREETI PRAJAPATI\_3629
2. SHRUTI UTTEKAR\_4019
3. SNEHA GAIKWAD\_4078
4. SAKSHI SHINDE\_4079

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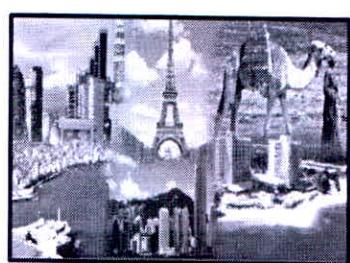
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3). IMPACT OF DEMONETISATION ON TOURISM

- ★ 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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**Unit 1& 2 Retailer Case Study \_Analytical&Presentation Skills**

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Layouts Background Layouts Theme Translation

## Store Design

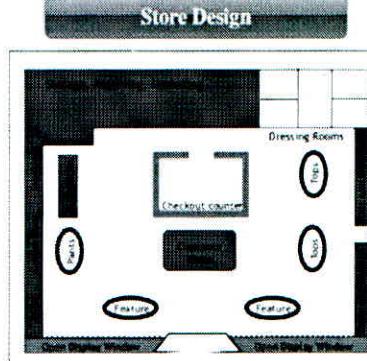
- ▶ Be consistent with image and strategy.
- ▶ Positivity influence consumer Behaviour.
- ▶ Consider costs versus values.
- ▶ Be flexible.

Store format

The store outlets are in two formats

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

**Store Design**



Diksha Dhage

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4653\_Harshali Daundkar\_Marketing 3 Ass 1

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## HOW ONLINE STORES COMPETE WITH AMAZON

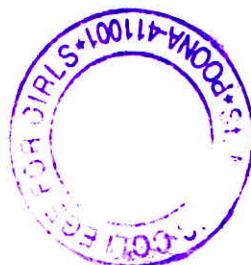
Here are some points how other brand can bring their self up.

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

*Shanthi*

Asst. Prof. Shanthi Fernandes  
Subject Teacher



*JH*  
Principal Incharge  
St. Mira's College for Girls