



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:IV
Class:SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Business CASE STUDY in Marketing	Course Code:MBA224106
Max. Marks:30	Duration:1.15 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains ___3___page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Question No. 1 Attempt following Question(Solve Any TWO)

- a) The Indian fashion scene is witnessing a sartorial shift. Fast fashion, once dominated by international giants like Zara and H&M, is experiencing a desi disruption – and it's all thanks to Zudio. This homegrown brand, launched by the Tata Group in 2016, has woven a winning strategy, making trendy clothes accessible to the masses without breaking the bank. But how exactly did Zudio crack the code and become a youth fashion favorite, especially in tier 2 and tier 3 cities? Let's unthread the secrets behind their success. The Fast Fashion Industry in India: A Snapshot The Indian fast fashion market, characterised by its quick turnaround of high-fashion designs into ready-to-wear garments at affordable prices, has seen exponential growth. (15) CO1, CO2, CO3, CO4, CO5

With the rise of internet penetration and a young population eager to stay on-trend without breaking the bank, the stage was set for a brand like Zudio to make its mark.

Unlike its international counterparts, Zudio, a part of the Tata Group, embarked on its journey with minimal fanfare and advertising. Instead, it focused on creating a deep and direct connection with its target audience through strategic store placements in tier 2 and tier 3 cities, where the appetite for affordable fashion was growing, yet underserved. Zudio's strategy hinged on understanding the Indian consumer's psyche, preferences, and spending habits. By offering a wide range of trendy, quality clothing at prices significantly lower than its competitors, Zudio quickly became a go-to brand for the fashion-conscious yet price-sensitive Indian youth. Zudio's collection has struck a chord with teenagers from tier 2 and tier 3 cities for several reasons. Its trendy yet affordable range means that staying fashionable is no longer a metro city privilege. Zudio has effectively tapped into the aspirations of the youth, who seek identity and self-expression through fashion. Zudio's journey in the Indian fast fashion industry is a testament to the power of understanding and catering to the local market's needs.

By blending trendy designs with affordability, and focusing on an often-overlooked demographic, Zudio has not just cracked the code of fast fashion in India but has set a new benchmark for how brands can achieve success through strategic market penetration and consumer engagement.

Assess Zudio's five growth frameworks at play.

- b) From a modest start in 1937, when hand-carts were used to distribute Colgate Dental Cream, Colgate-Palmolive (India), now in its eighth decade, has one of the widest distribution networks in India. Today, the company is the market leader in the country in Oral Care that seeks to deliver sustainable, profitable growth, superior shareholder returns, and provide its people with an innovative and inclusive work environment. The organization has adopted sustainability, diversity, equity, inclusion and social responsibility strategies that help make people's lives healthier and happier. The company manufactures and markets toothpastes, toothbrushes, toothpowder, oil pulling products and mouthwashes, under the Colgate brand, and a specialized range of personal care products under the Palmolive brand. We are proud that the Colgate brand is present in most homes, thus creating a healthier and more sustainable future for all. The company has grown to ₹4800 crore plus organization with an outstanding record of enhancing value for its strong shareholder base. (15) CO1, CO2, CO3, CO4, CO5

Colgate is a caring, innovative growth company that's reimagining a healthier future for all people and the planet. Our three fundamental values—Caring, Teamwork, and Continuous Improvement are a part of everything we do. As we continue to build a future to smile about, our company values serve as guiding principles for our product development, our business practices, and our relationships among our team members, customers, and people in communities all over the country.

As the leading oral care brand in India, Colgate has endeavoured to spread awareness and enable easier access to oral care across the country for many years, a commitment encapsulated in its Keep India Smiling Mission. Through continuous innovations and dedication, the brand strongly believes in providing consumers a future they can smile about. The flagship of Bright Smiles, Bright Futures™ (BSBF) program, launched in 1976 to spread awareness among children about oral health, has touched the lives of 178 million children across the rural and urban landscape to date. The program focuses on children so that the message of good oral hygiene is carried home to families and the community at large. In the financial year 2019-20 alone, over 7 million children benefited from this program.

Colgate, along with its NGO partners, has been consistently contributing to the cause of water conservation, women empowerment, skill building, and education of children. The Keep India Smiling Foundational Scholarship Program launched in 2019 offers deserving candidates, who lack resources, foundational support through scholarships and mentorship in the fields of sports, academics, and community betterment programs. These initiatives have touched the lives of millions of people over time and continue to do so every day.

Colgate has been ranked as India's #1 Most Trusted Oral Care Brand for the ninth consecutive year, from 2011 to 2019, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has also been ranked as the Most Trusted Oral Hygiene Brand by TRA's Brand Trust India Study Report for the ninth consecutive year, from 2011 to 2019.

The Indian oral care market, which includes toothpaste, toothbrushes, tooth powder, mouthwash, and denture care, is worth 15,000 CR. The toothpaste market is the most important, accounting for 70% of the oral care market. The toothpaste market is expected to be around 10,000-12,000 CR. Colgate Palmolive India Limited (CPIL) is the market leader in terms of value at 48.3% as of March 2020. HUL is in second place with a distant 16%. Dabur is gaining up to HUL, with a market share of 13.4%. Patanjali now has a 9.2% share of the Indian toothpaste market, compared to GSK's 7.9%.

Summarize Colgate become market leader in India

- c) Swiggy was founded in 2014 by two BITS Pilani graduates, Sriharsha Majety and Nandan Reddy. It first tied up with some eateries in Bangalore and started delivering food to customers in under forty minutes in spite of the Bangalore traffic! At that time, there was no established business that was catering to this particular sector. Swiggy's competitors were struggling, and at the beginning, so was Swiggy. It was difficult to get restaurants to partner with it. So, Swiggy made its logistics network faster, easier, and streamlined with a widespread and strong network of local delivery boys to make it stand apart in the online food delivery scenario. Soon, restaurants saw the perks of joining Swiggy (increased sales) and joined forces with it. (15) CO1, CO2, CO3, CO4, CO5

Swiggy raised \$80 million in funding by 2015. After investors began to invest in the startup, the platform began to experience great heights. The food platform had partnered with over 100 restaurants by the end of 2015, and it was delivering over 70,000 orders each month. Swiggy experienced losses 65 times in March 2016. Swiggy made the decision to focus on cost-cutting and bolstering the logistics network in April 2016. In order to better understand its customers' needs and

improve its operations, Swiggy made investments in core engineering, automation, data sciences, machine learning, and personalization in 2017.

By the end of December 2017, Swiggy had expanded to more than ten cities, had partnerships with more than 20,000 restaurants, and was recording a staggering 4+ million transactions per month on their balance sheet. Swiggy acquired Scootsy in 2018 to expand its operations in industries like groceries, fashion, stationery, and other necessities, as well as to better serve its customers' needs and to improve its operations in 2017.

By 2019, Swiggy had a daily order volume of about 1.4 million, a delivery team of 45,000 agents, 1,30,000+ restaurant partners, and a presence in more than 325 Indian cities.

In 2020, when the pandemic hit, we all had massive cravings for restaurant food. The few of us who were still not using online food delivery platforms downloaded our only savior - Swiggy. The relief when the shahi paneer and butter naan got delivered...

What were the strategies used by swiggy for customer retention?

Justify Swiggy's success in India, how it has managed to defeat the competition.

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