

LG Targets Rural Markets



Brand: Mehta Solutions

Product Code: case252

Weight: 0.00kg

Price: Rs500

Short Description

LG Targets Rural Markets

Description

LG Targets Rural Markets. CAST STUDY solution

Read the case given below and answer the questions given at the end

Case : LG Targets Rural Markets

LG Electronics India Ltd. is a major player in the Colour Television industry. It has already made a mark in the television segment and is all set to capture the home appliances market with refrigerators, washing machines, air-conditioners and other appliances. LG has targeted the emerging rural markets with high technology products at a reasonable price. It is also training its sights on the institutional and government segment - a new segment. The idea is to grow sales from the institutional segment from 5% now to 10% in the coming year. As part of its strategy to tap the rural markets, LG has initiated steps in Andhra Pradesh, Tamil Nadu, Punjab and Haryana, mainly targeting the rich and middle class of agriculture segment. A budget of Rs. 10 crores has been allocated for Rural Marketing in the coming year. It has targeted to achieve 20% rural market share. MS-611 P.T.O. LG is banking on its grassroots level marketing to edge out competing heavy weights such as BPL, Samsung, Videocon and Whirlpool, which are all breathing down the neck. Low priced "Sampoorna" TV has been a major success in Rural India since its display system ensures Vernacular Language as per local tongue and interest. This has been ensured through investment of Rs. 25 lakh for product modification. The Company already has 100 service centers in the country to cater to the consumer and it intends to enhance quality of services and goods.

Questions :

- (a) Analyze the rural marketing strategy adopted by LG.
- (b) Suggest a marketing mix for effective marketing ' of TVs and refrigerators in the rural market. You may select a region of your choice.
- (c) Suggest suitable brand names for coloured TV and refrigerators taking insight of Rural Consumers Buying Behaviour for LG.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers