**Marketing Research**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. Furniture shopping can be a daunting and time-consuming process. Fortunately, Sheila Koshy, the Founder CEO & Creative Director of JustRite Furniture envisioned a groundbreaking Furniture E-Commerce Mobile Application designed to revolutionize the way customers shop for furniture, from browsing to purchase and delivery.**

**Discuss the role of Mobile Applications in facilitating e-commerce and marketing research at JustRite Furniture.**

**Answer:**

**Introduction:**

Furniture shopping has traditionally been a cumbersome experience, with customers visiting multiple stores, browsing large collections, and often feeling overwhelmed by the choices. Recognizing this challenge, Sheila Koshy, the Founder CEO & Creative Director of JustRite Furniture, sought to change the landscape of furniture retailing. The solution she envisioned is a mobile application designed specifically for e-commerce, catering to the furniture industry. This app aims to simplify the entire process, from browsing through a vast range of furniture to making purchases and managing delivery. Mobile applications are transforming the way customers interact with brands, enabling a seamless and convenient shopping experience at their fingertips. The app offers a platform for consumers to not only discover products but also receive personalized recommendations, track orders, and enjoy secure payment options. Additionally, it aids in gathering valuable customer insights that inform marketing strategies, helping businesses like JustRite Furniture enhance their product offerings and customer service. This change is important for both the business and customers, providing ease, convenience, and a more informed shopping experience.

**Concepts and Application:**

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**Q2. Jenny Fernandez, the owner of Jenny’s Toot Sweet, a local bakery in Marredpally, Secunderabad, wants to launch their new (Do-It-Yourself) DIY- Valentine's Day cake flavours. Jenny believes that she can leverage Social Media, to reach local users interested in customized baking or desserts, across the Twin Cities (Secunderabad-Hyderabad), at a lower cost than traditional advertising.**

**Evaluate the impact of Social Media as a platform for marketing campaigns in terms of cost-effectiveness and reach, at Jenny’s Toot Sweet.**

**Answer:**

**Introduction:**

Jenny Fernandez, the owner of Jenny’s Toot Sweet, a popular bakery in Marredpally, Secunderabad, has decided to launch a new product line of DIY (Do-It-Yourself) Valentine's Day cake flavours. The goal is to tap into the growing trend of personalized baking and desserts, allowing customers to customize their own cakes for special occasions. To promote this new offering, Jenny plans to leverage social media as a marketing platform. Social media has proven to be an effective tool for businesses of all sizes, especially in reaching local customers at a fraction of the cost of traditional advertising methods like television, radio, or print. By targeting the local audience in the Twin Cities of Secunderabad and Hyderabad, Jenny aims to build awareness about her bakery's new DIY product while keeping marketing costs low. The use of social media allows for targeted, interactive, and real-time engagement with potential customers, creating a direct communication channel between the business and its local community. This approach aligns well with Jenny’s goal of cost-effective and efficient promotion of her new product line.

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**Q3 (A) You-Do-You is a 12-year-old Casual Clothing Brand based in New York – known for its unique cutting-edge Casual-Chic look, which targets the Millennials and Gen Z (18-35 years). After a decade of explosive growth and expansion, sales have started dipping gradually over the past 6 quarters. In this context, the CEO has called the CMO and the Marketing Leaders to a brainstorming session to discuss the strategy to put the company back on track on its growth trajectory.**

**The Director of Promotions feels that the company needs to refine its Advertising to better reach their core audience. In this context, he feels that they need to invest in Advertising Research. Analyze and discuss the significance of Advertising Research in developing effective marketing strategies. How can they help the company get back on track?**

**Answer:**

**Introduction:**

Advertising research plays a pivotal role in shaping effective marketing strategies for businesses. It helps companies gain a deep understanding of consumer preferences, behavior, and perceptions, allowing them to tailor their marketing efforts more efficiently. For "You-Do-You," a casual clothing brand that targets Millennials and Gen Z, advertising research can offer critical insights into why their sales are dipping and what changes need to be made in their marketing approach. In this scenario, the Director of Promotions sees advertising research as a key tool to revitalize the brand’s growth trajectory.

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**Q3(B) In continuation and with the reference to Question 3(A), answer the below question. The Director of Marketing however, feels that the situation is more complex – She feels that the company needs to better understand their Core-Customers’ Preferences and then create a strategy to meet those needs. In this context, she feels that they need to invest in Marketing Research. Analyze and discuss the significance of Marketing Research in developing effective marketing strategies.**

**How can they help the company get back on track?**

**Answer:**

**Introduction:**

Marketing research plays a crucial role in helping companies understand their customers' needs, preferences, and behaviors. For "You-Do-You," a casual clothing brand experiencing a sales decline, marketing research can provide insights into what their core customers—Millennials and Gen Z—are looking for in terms of fashion, style, and shopping experiences. By focusing on understanding these customers more deeply, the company can develop marketing strategies that align with their expectations, regain their attention, and drive growth. This focused approach will help the brand address the complex challenges it is facing.

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