

FUNDAMNETALS OF MARKETING

EXAM

Read the case below and answer all the questions

RAYMOND'S EXPERIMENT WITH KHADI

Raymond is a significant textile business worldwide known for its fabric quality and fitting suits. The brand now plans to customize its fabric to suit the Indian market. For this, the market experts narrow down to the traditional Indian material- "Khadi".

Khadi is a hand-woven, light, and comfortable fabric with some rich cultural and historical significance. Raymond, in its latest marketing strategy, tried to integrate Khadi in modern fashion. The marketing team adopted innovative advertising ideas to make their product more appealing and relatable.

1. Khadi is a hand-woven, light, and comfortable fabric with some rich cultural and historical significance. Advise Raymond textile business on the five levels of a product (10mks)
2. Raymond is a significant textile business worldwide known for its fabric quality and fitting suits. The brand now plans to customize its fabric to suit the Indian market. For this, the market experts narrow down to the traditional Indian material- "Khadi". As an expert in marketing help Raymond to understand key dimensions of a brand and in this case "Khadi"(10mks)
3. Raymond is a significant textile business worldwide known for its fabric quality and fitting suits. The brand now plans to customize its fabric to suit the Indian market. For this, the market experts narrow down to the traditional Indian material- "Khadi". Advise this company on the pricing strategies they can use to make the product competitive since the price makes the customers confident about the quality of the goods they buy (10mks)
4. "The marketing team adopted innovative advertising ideas to make their product more appealing and relatable.' Discuss the need for promotion(10mks)
5. Elaborate why this company has to think about channels of distribution(10mks)