

ASSIGNMENT

1. Most of the organized retailers, run loyalty programs for their customers which reward customers based on the amount spent at the store. The loyalty program does not differentiate between an infrequent user and a frequent user. Do you think organized retailers should continue to reward customers based on amount spent or should they segment customers based on the type of loyalty and make customized initiatives for different types of customers for relationship building.

2 Find three companies from different sectors and find out the adaptations these organizations have done in their marketing mix to contribute towards the environment.

3 Take any service like Hotel services or Banking services. Detail out 7 P's of the service you have chosen.