



# MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

Approved by All India Council of Technical Education and  
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

## MARKETING MANAGEMENT

### CASE STUDIES

<b>Case Study Number</b>	1
<b>Level of Teaching</b>	L2
<b>Program Outcomes Covered</b>	PO3, PO4, PO6, PO7. PO8
<b>Course Outcome Covered</b>	C204.3

The elevator market in India is around Rs. 450 cores. Otis India has a market share of around 70%, Bharat Bijile, ECE, Mitsubishi, Hyundai are competitive brands Otis has a network, of about, 70 centres. The company launched a chip driven elevator model Otis – 300`F priced between Rs. 18 lakh and 28 lakhs. Hotels form an important segment in this category as lifts are important to consumers. The microprocessor model takes an optimal combination of destinations ensuring a quick landing at respective destination (specific floor). The product is also likely to save energy costs significantly. Otis 300 F has to target new buildings as old buildings will not have the infrastructure to take on the new model. Otis has also models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated in a 'no- grill' lift at the lower end of the product line.

- What are the segments that you identify for Otis 300F art of the technology lifts?
- What should be your target marketing strategies in the above identified segments?
- What would be your marketing strategies for further models in the replacement markets?

<b>Case Study Number</b>	2
<b>Level of Teaching</b>	L2
<b>Program Outcomes Covered</b>	PO3, PO4, PO6, PO7. PO8
<b>Course Outcome Covered</b>	C204.2

Vinod Rao, a sales executive of Zerise Documentation Ltd., encounters the

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Head, Department of management studies of the University, to sell a photocopying machine. "We already have a photocopying machine. I am sorry Mr. Rao, we do not need any more machine", Says the Head "But that machine you have now is kept in the library and I understand that it is fully employed. You have a very large quantity of course materials to produce. I feel you need some more couplers, suggested Rao. "Look Mr. Rao, we have six typists, and the supervisor to produce course materials, we also have a duplicating machine and operator. This arrangement takes care of all our requirements. Though additional facilities are welcome, we can not afford the luxury of additional photocopier

"But ... sir" pleaded Rao, when Head started moving towards registrar's office. "Please give an appointment for a later date" requested Rao, "If you are very particular about meeting me, you may do so in next week. But I have already told that we do not need photocopiers now" said the Head.

Analyze the above case and answer the following questions.

- 1) Should Rao treat it as a closed chapter or should he meet the head again?
- 2) Assume that Rao intends to visit the head again. Draw up a strategy which would enable him to make the head favorably disposed.