

Paul Levy: Confronting a Corporate Campaign

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Marketing Strategies

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- Tata held a contest in India called the Shakti Kitchen star contest
- Associate that with a South African media personality
- Promotions
- Giving away recipe books
- Price is equally the same

Positioning in the market

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offer a competitive advantage

The Target Market

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- Demographics
 - Age: 20-30
 - Gender: Male and Female
 - Occupation: Intermediate and the working class individuals
- Geographic
 - Small urban to large urban in and around South Africa
- Psychographics
 - Lifestyle
 - Open
 - Health conscious individuals
 - Find pleasure in cooking
- Demographic
 - Openness
 - Outgoing
 - Social class
 - Middle to upper

Conclusion

- the market exists
- LETS BRING TATA Pulses:- Shakti to SOUTH AFRICA



The South African Market

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The Competitors

AKILA
Spar Lentils in a tin
Spar Lentil
KOO
IMBO



Tata Chemicals

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Tata Chemicals is a leading Indian multinational company, which is a part of the Tata Group. It is a public limited company, listed on the Bombay Stock Exchange and the New York Stock Exchange. It is a member of the Tata Group, which is a family-owned business. Tata Chemicals is a leading producer of soda ash, which is used in a wide range of industries, including glass, paper, and chemicals. It is also a leading producer of urea, which is used in fertilizers. Tata Chemicals is a global company, with operations in over 50 countries. It is a member of the United Nations Global Compact, which is a voluntary initiative to promote sustainable development. Tata Chemicals is committed to sustainable development and is working to reduce its carbon footprint and improve its environmental performance.

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- Psychographics
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Thecasesolutions.com is a website that provides information about various cases and solutions. It is a valuable resource for students and professionals alike. The website offers a wide range of content, including articles, videos, and interactive tools. It is designed to be user-friendly and easy to navigate. The website is updated regularly with new content, ensuring that users have access to the most current information available.

Tata Chemicals

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Tata Chemicals aims to touch people's lives in a way such that they can live better, eat better and work better. Through its wide range of products that find use in industries such as pharmaceuticals, food processing, food essentials, Tata Chemicals reaches out to millions of people across the world. The high quality of chemicals and ingredients made at Tata Chemicals go a long way in improving the lives of its people and that of the communities it operates out of. Its products at its manufacturing facilities in India, Africa, the UK and the US.

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Pulses:i-Shakti

Tata Sampann dals ...Goodness ki Shuruat

At Tata Sampann, they believe that natural goodness is the way to a healthy, balanced life. Their dals are naturally healthy. They are sourced from reputed farms in India, supported by Tata's Good Agricultural Practices

Their dals have no added chemicals or colour and are unpolished—so there is no question of artificial stone powder or oil creeping into them. That means they retain their original nutritional value — from the farm to your home.

But that is not all. Our dals are processed in the most hygienic conditions, by state-of-the-art equipment, untouched by human hands. The premium quality grain is 100 percent laser-sorted, machine-cleaned and graded. That means our dals are ready to cook, with no impurities.

The qualities that Tata Chemicals are the ones we would like to bring to the South African market



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Consumers' Needs

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- *Consumer are becoming more healthy*
- *The world is becoming more globalized*

WE MEET BOTH OF THESE NEEDS

The Target Market

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Demographics

- *Age: 25-55*
- *Gender: Male and Female*
- *Occupation: Housewives and the working class individuals*

Geographic

- *Small urban to large urban in and around South Africa*

Psychographics

- *Lifestyle:*

Gym

Health cautious individuals

Find pleasure in cooking

- *Personality:*

Optimistic

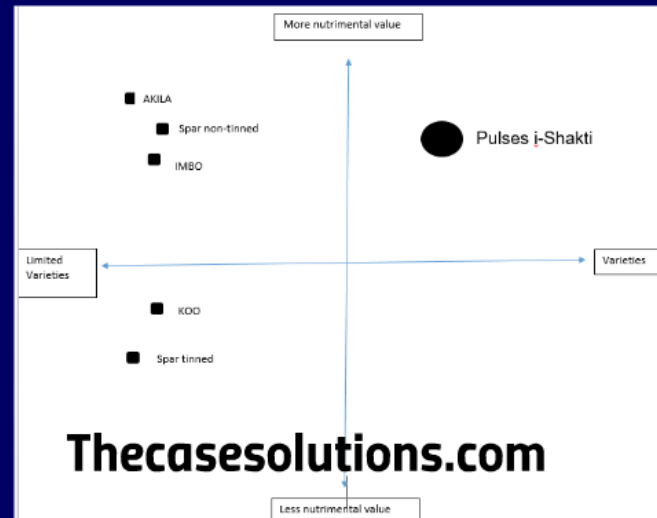
Outgoing

- *Socail class:*

Middle to upper

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