

Newmont Mining Corp. and a Mercury Spill in Peru (B)

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

Conclusion

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



Positioning in the market
Thecasesolutions.com



offer a competitive advantage

The Target Market
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Demographic

- Age: 25-35
- Gender: Male and Female
- Occupation: Intermediate and the working class individuals

Geographic

- Small cities to large urban in and around South Africa

Psychographics

- Lifestyle
- Open
- Health conscious individuals
- Find pleasure in cooking

Behavioral

- Openness
- Outgoing
- Social class: Middle to upper

The South African Market
Thecasesolutions.com

The Competitors

- AKILA
- Spar Lentils in a tin
- Spar Lentil
- KOO
- IMBO



Consumers' Needs
Thecasesolutions.com

- Consumer are becoming more healthy
- The world is becoming more globalized
- WE MEET BOTH OF THESE NEEDS

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 ther ones we would like to bring to the South African market



The South African Market

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The Competitors



AKILA

Spar Lentils in a tin

Spar Lentil



KOO

IMBO



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

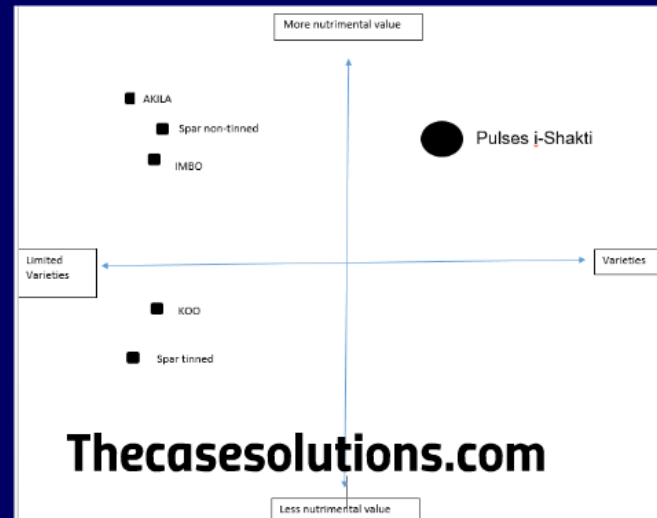
Outgoing

- *Socail class:*

Middle to upper

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