



India's Battle against COVID-19: Analysis of the steps taken by state and Indian Government to combat the virus

(PART-1)

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About Heal Foundation



- HEAL foundation is a non-profit organization which has aimed primarily in modifying health pursuing functioning. They strive for wellbeing as priority for the enlarged group through accurate predisposing, captivating and unshackling influencers along with gross audience to have determined chosen informed decisions with respect to individual, society, community and national health.
- Heal foundation is an organization which is putting forward substantial amount of efforts in indulging all the key health stakeholders of the country in the mission of improvising India's health.

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- Heal has been part of major health initiatives throughout the country for dissemination of appropriate information amongst various level populations, building cohesive interactions with various organizations and delivering right decision making amid national policy makers to bring out the positive change in the healthcare industry.
 - PERSONAL LEARNING: Experience with HEAL was a learning ride, as the whole internship was online so, there were many instances of exchanging information on web between team colleagues and industry mentor. Following are the major personal key learnings:
 - Learnt about various development organizations in India as worked in ‘Development Organization mapping and CSR connect’ project. Also, worked on a research study to analyze the steps taken by the state governments to combat the virus.
 - Attended and assisted in hosting the webinars with online experts of the organization covering the latest COVID-19 associated issues and concerns. Also, delivered presentations and content report for the same.
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India's Battle against COVID-19: Analysis of the steps taken by state and Indian Government to combat the virus

Project Report

Introduction

- The pandemic condition of COVID-19 in various parts of the world had been a major concern for all administrative and governmental units of various countries. India too has an extremely tough task for containing and regulating the virus though somewhere it has managed to control the upsurge through taking some strict measures.
- Initially, India was being looked upon by different nations as a world leader and even WHO had conceded that world is somewhere looking at strategies by Indians to combat the pandemic upsurge.⁶ As, India accounts for almost one-fifth of the world's population and it is the second most populated country of the world with strong economic growth rate.⁷ For combating COVID-19, Indian states have been following a nationwide lockdown since 22-march-2020,

Literature Analysis

- The condition of India with respect to COVID-19 had been proven to be better than many countries who are affected with this virus. This condition prevails because of the constant efforts of the Indian government along with state governments, by adopting precaution measures in association with requisite safety measure. Steps taken by government to refrain community mobilization, awareness regarding social distancing and suspension of leading public transport facilities had been proven considerate and committed step by government. Though, measures adapted by government were significant, but the Indian government had also faced many challenges in terms of negligence towards poverty concerns with respective to economic issues, livelihood issues, religious gathering concerns and migrant workers concern. Meanwhile, Kerala and Madhya Pradesh were two states which had taken some essential significant steps for their people's everyday requirements.

Rationale

- Corona Virus Disease (COVID- 19), is an infectious disease caused by SARS-CoV-2 virus. It is a spectrum disease, spanning barely from symptomatic infection to critical illness. First case of COVID-19 was reported in 30th January 2020 in Kerala. From that day till today the nation has seen many changes in the policies and has put the leaders to meet challenges of their lifetime. It is very empirical to analyze and learn from the pandemic so as to effectively and efficiently use the learnt strategies in the future to reduce all kinds of losses caused by the global crisis.

Objectives

- GENERAL OBJECTIVE:

The aim of the study is to analyze the combating techniques of the Indian Government in coping with COVID-19 in India.

- SPECIFIC OBJECTIVES:

 Study the overall impact of Corona Virus on different states and union territories of the country.

 Rank top 10 states/ union territory that have combated the virus effectively.

 To find out the best and innovative strategy adopted by the state/union territory.

 To find out the epidemiological trends of the pandemic.

Methodology

- STUDY DESIGN: It is a cross-sectional observation study
- DATA COLLECTION: The study is a cross-sectional observational study, which was conducted through online self-administered questionnaire among various people, across India. The study took into consideration various aspects of steps taken by government of India; information regarding major involvement of different state governments was also collected, people's perception was also monitored, impact of COVID-19 pandemic on social and economic involvement of the Indian population was also measured and overall government's involvement in combating COVID-19 was studied. The data for the study was collected through two major mediums; Questionnaire and various media sources.

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1. A self-administered questionnaire was disseminated among various common people to study and measure the techniques or strategies used by different governments in combating COVID-19 crisis. The questionnaire was constructed and shared by an IT expert of Heal Foundation; the dissemination was done through mailing the questionnaire on email ids which was done by converting the questionnaire into a google form.
2. Data on steps taken by Indian and major state governments was collected through various media sources, WHO reports, empirical reports, authenticated articles and MoHFW reports (Ministry of Health and Family Welfare)

- DATA ANALYSIS: Data fetched was analyzed and interpreted with experts from Heal foundation. Their inferences were interpreted, summarized and tabulated by Heal foundation's officials. Due to confidentiality concerns all summarized data is not tabulated in this study but, major results and findings from WHO reports and media sources are presented in this study.

Also, the study is still ongoing therefore analysis of the administered questionnaire is not yet completed.

- ETHICAL VIEW: Mutual consent was made of trust that there will be no misconduct of plagiarism, data fabrication and falsification.

Result

➤ COVID-19 situation in India: January 2020

- First case of 2019-nCoV came into focus in Kerala when a student from Wuhan returned to India. After the first case, MoHFW started close investigation for the disease and its associated situation's severity for adequate requisite response preparedness.
- Surveillance started at various entry gates.
- In order to provide ailment to public queries, Indian government along with the national center for Disease Control had also started a helpline.
- Indian ministry of civil aviation along with MoHFW began a process of announcing feverish symptoms for travelers coming from China to India at 21 airports.
- Indian States/Union territories and respective departments or institutions of these states, which actively participated in the early preparedness for COVID-19 were:

Maharashtra		Karnataka	New Delhi	Kerala	West Bengal	Telangana	Uttar Pradesh	Rajasthan	Tamil Nadu
Mumbai	Pune	Bangalore			Kolkata	Secunderabad	Lucknow	Jaipur	Chennai
Kasturba Hospital	Nat.Inst of Virology	NIV, Victoria hospital	AIIMS, NIV NCDC		ICMR-NICED	GMC	KGMU	SMS	KIPMR

➤ COVID-19 situation in India: February 2020

- For evidence-based research and for proper authenticated results, MoHFW has made ICMR NIV, Pune as the nodal institute for cohesive diagnostics for COVID-19.
- Government of India has also laid certain guidelines for travel advisories in the public interest to restrain the people from travelling to China and patients having any history of voyage since mid-January will be kept in isolation post-return.
- Provision of e-visa services has been put on halt for Chinese population, while validation has been suspended for existing Chinese passport holders.
- Continuous and consistent airport screening was adopted to screen passengers of flights coming from China to India.

No. of flights Screened	Total Passengers screened	No. of airports provide screening	No. of passengers home quarantined
1108	121000	21	6000

- Ministry of tourism of India had also collaborated with association of hotels in India to promote better expansion of self-responding by passengers travelling to India.
- Aero bridge usage at seven international airports of India.

Designated aero bridges have been formulated for usage at seven international airports						
Delhi	Kolkata	Mumbai	Cochin	Bangalore	Hyderabad	Chennai

➤ **COVID-19 situation in India: Mid-February 2020**

- In the mid-February, MoHFW investigated three confirmed cases of COVID-19 in Kerala.
- The catastrophe of COVID-19 had been closely monitored by MoHFW along with cabinet secretary of India.
- The patients were quarantined and were closely monitored in healthcare facility.

➤ **COVID-19 situation in India: March 2020**

- Prime minister of India laid orders to state/union territories ordering for nation lockdown in order to contain COVID-19 outbreak in the nation.
- Initially this lockdown period was of 2 days but extended for the period of 21 days with implementation effect from 25 March 2020.
- WCO (WHO country officer) for India worked along with MoHFW for strengthening monitoring, constructing potentiality of medical systems.
- Indian government had also taken the step towards suspension of all international flights and a “force majeure” had been posed on Indian railways for putting a halt on their services.

➤ **COVID-19 situation in India: April 2020**

- Indian government's representatives along with WHO's officer came together for meeting in an implicit conference session with health ministers of various Indian member states for exchanging information regarding precautions for confinement of COVID-19 in India.
- Government of India along with MoHFW had also taken steps for empowering the healthcare system of the country by igniting this step through launching of "Aarogya Setu".
- President of India promulgated the ordinance to amend epidemic disease act in order to shield healthcare officials against violence.
- For combating the COVID-19 crisis, WHO also worked with MoHFW for assisting aid to various regions for strengthening the contingency plans .

➤ **COVID-19 situation in India: May 2020**

- Red, orange, green and containment zones were made based on the confirmed cases in the state.
- Home affairs ministry had laid out latest modified guidelines for combating COVID-19 situation along with reopening of regions which are separated from containment zones.
- Sero surveys were urged to be conducted in selected areas for certain population to measure the accuracy of COVID-19.
- WHO had also assisted technological aid to various states/union territories in construction of plans for conduction of sero surveys.

➤ COVID-19 situation in India: June 2020

- State Updates:

Delhi
More than 10 thousand king sized beds are under construction at Radha Swami satsang Beas in south district of Delhi. Almost 5000 medical professionals had been provided by Indo Tibetan border police force, 1500 doctors and 3200 paramedical staff to handle this special facility service constructed specially for COVID-19 patients.
Andhra Pradesh
State government officials had formulated a strategy of screening all families residing in the state for COVID-19 in the future coming months.
Madhya Pradesh
WCO had decided to make Madhya Pradesh as part of the modified advisory team on technical matters in order to discuss the present testing, quarantine and medical norms that are being prominent in the state.
Tamil Nadu
The state is provided with requisite information and proofs on various surveillance engagements in non-confinement zones addition to COVID-19 associated aid.
Uttar Pradesh
After coming under containment zone, UP incorporated more than 11million houses and screened almost 52million personals.

❑ State wise Reports

- Here are some of the state reports, presenting their combating strategies in containment of COVID-19 situation taken by the state government.

➤ Tamil Nadu

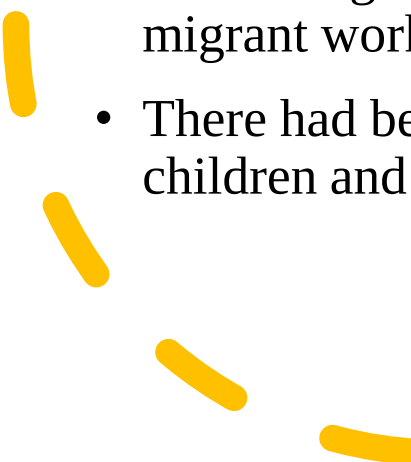
- First case of the state was confirmed in March and till April 2020, there were approx. 2000 cases in the state which was 7th highest in the country. Despite of this rise, efforts by state government cannot be neglected towards confinement of COVID-19.
- At the initial phase, the government of Tamil Nadu laid out certain measures which were; preparing RRTs (Rapid response teams), establishment of 27*7 response room, establishment of thermal scanning techniques at airports for scanning travelers arriving from China.
- **Health Initiatives;** Construction of quarantine wards at hospitals and healthcare centers, containment norms at regions where positive cases had detected and essential 14-days isolation for asymptomatic travelers.
- **Travel and Movement Measure;** Halt on the services of anganwadis while making alter alternatives of providing dry rations to children, social places were asked to shut down, all academic institutions were also shut down.
- State borders were sealed off except the mobilization of some significant and utmost commodities, public transportation services were also refrained from stopping people from moving from one place to another.
- After, Janta Curfew the state extended its lockdown and right after proclaimed the implementation of state-wide lockdown.
- **Welfare Steps;** The state government initiated the step of providing Rs. 1500 per month to specially- abled people, transgenders could take ration even if they are without ration cards, further cash assistance of Rs. 1000 was given to all ration card holders, auto drivers, construction worker and workers of TN Cine welfare board.

➤ Rajasthan

- Rajasthan government decided to formulate and implement Bhilwara model of 6 pillars to combat COVID-19. This strategy of confining the transmission of COVID-19 was formulated based on 6 pillars; -
- **Pillar 1;** Competent leadership from senior government administrators for proper and strict implementation of guidelines in order to refrain people movement within and intra- state.
- **Pillar2;** Confining the infectious source at the origin point e.g. the sealing of Brijesh Banger memorial hospital for halting the virus at its epicenter only, followed by contact- tracing. Immediate delineating the refrainment of the state initiated right after the set norms by MoHFW.
- **Pillar3;** Giving protection to the uninfected person against virus by following social distancing, screening the susceptible population. In view of the prevailing conditions of epidemic with highest risk of exposure at the health facility led to the continuous screening at each hospital gate.
- **Pillar4;** Rapid establishment of infrastructure especially for COVID-19 patients, this included construction of quarantine centers, building dormitories and special isolated wards for COVID-19 patients.
- **Pillar5;** Special provision of training to workforce for building their ability towards implying containment norms. Special training included professional doctors, nurses, paramedical staff, administrative staff etc. The hospital officials were also provided training for appropriate usage of PPEs.
- **Pillar6;** Committed and reliable intersectoral cohesion of administration and medical professionals towards converting a state of several COVID-19 cases to minimal case state in India.



➤ Kerala

- The first response was emphasized on screening and conducting of surveillances of all foreign travelers.
 - There was a combined response from the state emergency operations center and the office of Kerala state disaster management authority which mutually aid with the collateral response efforts.
 - With the onset of COVID-19 outbreak, the state government established at least 2 fully devoted COVID-19 hospitals in every district for providing necessary treatment to all COVID-19 patients.
 - The state government prolonged the quarantine time span along with providing shelter to the migrant workers who were kept stranded post COVID outbreak.
 - There had been adoption of an inclusive concept of special needs of mentally disturbed patients, children and specially abled personals by Kerala government amid COVID-19 pandemic.
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Discussion

- Different states in India had opted several different combating measures in battle against COVID-19. Some state districts had opted for consisted screening and strictly followed the norms of social distancing while, Gujarat on the other hand had been observing 20 deaths daily since May 2020. Gujarat has reported 2nd highest death record after Maharashtra.
- After facing traumatizing spike in the COVID-19 cases earlier in New Delhi, the condition is stable now. As the situation of the national capital is under control with availability of 4000 beds facility at government hospitals, New Delhi is all set to fight against COVID-19 battle.
- After the elimination of nation- wide lockdown post 68 days, some state governments have still enforced lockdown strategy in their states for combating COVID-19 cases. Thus, majority of parts of the country are still facing lockdown.
- Also, there were some states which experienced less than 5000 cases of COVID-19 and had done exceptionally well in containing the COVID-19 disease spread. These are;
 1. Bihar
 2. Andhra Pradesh
 3. Karnataka
 4. Haryana
 5. Telangana
 6. Jammu & Kashmir
 7. Odisha
 8. Punjab
 9. Assam
 10. Uttarakhand

- With current situation, where there is no vaccination in the world right now for COVID-19 we are ushered towards other mitigation steps for resolving and refraining COVID-19 cases.
- Major technique adopted by Indian government towards combating COVID-19 was the method of social distancing of 1m approx. at minor social places like; ration shops, dairy, stationary stores etc. Though, this initiative was good if people of India would have followed this. But many daily paid wagers and workers do not understand these measures leading to further rise in number of COVID-19 cases.

➤ **Conclusion:**

- The Method of lockdown by Indian government had proven to be non-feasible in Indian society due to many workers indulged in the work which pay them on daily basis. Thus, for managing livelihood of such people it is very essential for the Indian as well state government to provide required knowledge and motivation to its people in overcoming the COVID crisis as soon as possible with adequate safety measure along with concerns of money deficit which stands as a major concern for the Indian government.
- COVID-19 has become a massive catastrophe for Indian population and the country. But with proper government's intervention it might end soon. The measures mentioned in the study might be useful in combating COVID-19 for lives and livelihood of Indian population.

➤ **Limitations:**

- The study was conducted with only 870 respondents which is very less in comparison with India's population and only media sources and online report claims were studied.
- Secondly, the cross-sectional nature of the study restrains from making conclusions regarding causing factor of combating measures in each state of the country. Finally, the source of information were media sources and self-administered questionnaire resulting in insufficiency of adequate objective source in data collection.

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Brand and Product Management

(PART-2)



Introduction



Brand and product management helps to identify the critical information required to enhance a product and brand. The significant features of the course was to first build and inculcate an understanding towards importance of brand and product management and after that utilize this for brand development, architecture, and portfolios in accordance of attaining success.



The initiation of the course was through a model of transforming an idea into a product, launching new products and major management of life cycle. After this model two which emphasizes on development of the brand, Model three introduces the concept of communicating the offer amidst the brand infrastructure and then naming it. Then model four of the course is all about constructing brand portfolio. Model five was all about conversion of brand into a captivating customer experience and model six explains the engagement of employees for delivering the brand promise.



The course disseminates the information about products, new launching of products in the market, what could be possible reasons of failure of some and success of others, how an organization must be engaged in managing the initiatives of launching and creating products and management of the products in the market.



Product and Brand management include three vital areas, product and brand strategy, brand implementation, and brand metrics

Key Objectives



To Learn the concept of Product Life Cycle.



To Learn the development of Brand Portfolio.



To learn how to enhance and further grow the product offering.



The overall journey into product and brand management.



The required analysis for developing compelling brand.

Module 1: Launching new products and the challenge of managing their life-cycle

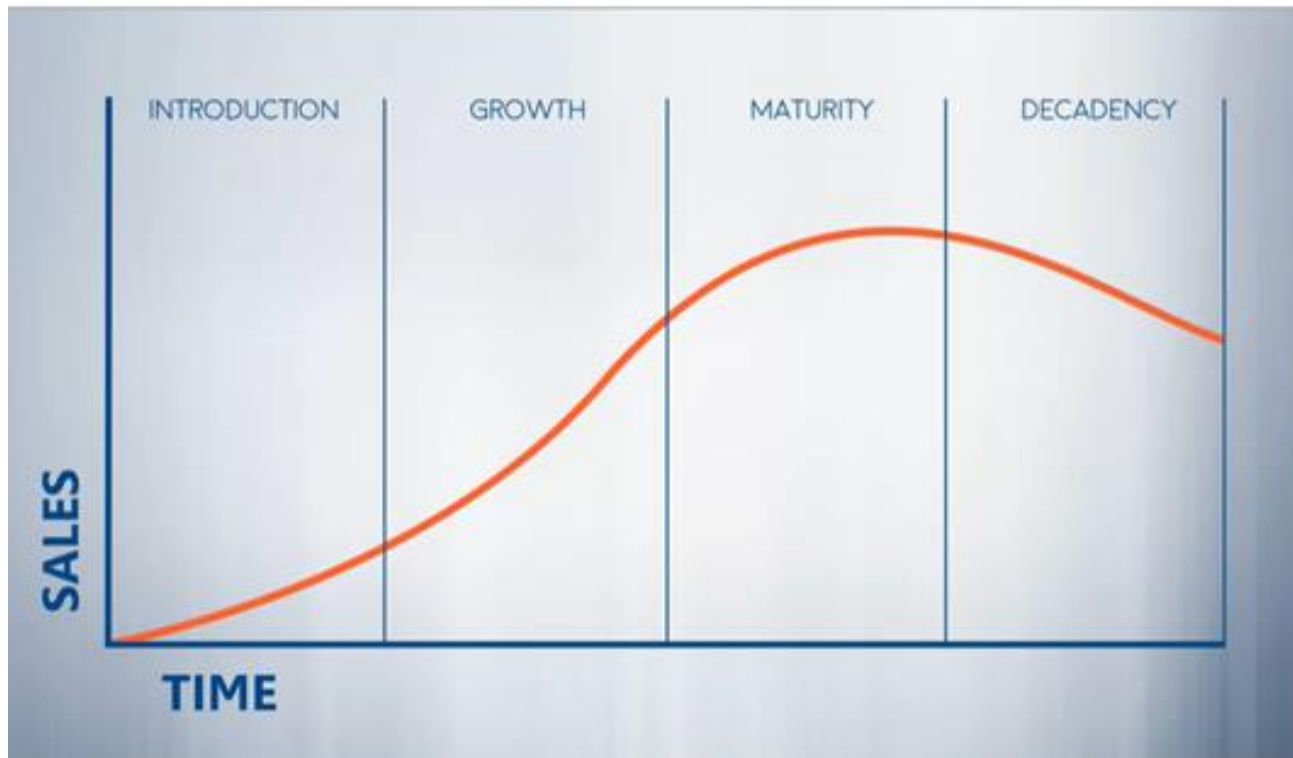
- **Classification of products:** concept of classification is important in building and implementing any market plan. Products can be categorized:
 - A. Based on convenience, need and specialty products in the market.
 - **Convenience products:** These are basically those products which are bought in general without a prior thought and they are primarily available in many channels.
 - **Need products:** These are the products which require more planning and much more product comparison is been done before purchasing.
 - **Specialty Products:** These products have more demand in elastics. Less prior comparison is done before purchasing because they usually get sold out easily through different channels.
 - B. Based on the Level of involvement in their purchase.
 - **Low Involvement Products:** In this type of products, Little discussions are required with the potential clients.
 - **High Involvement Products:** These products require time and efforts from customers during the process of purchase.

C. Based on of their physical state of being

- **Intangible:** Products which cannot be touched or felt. E.g.- Telecom services
- **Tangible:** Things that can be touched and felt. E.g.- Watch
- **Emotional:** Tangible products with some associated emotional value. E.g.- Purse
- **Functional:** E.g.- Laptop

➤ **Product life cycle:** Products are like human beings they grow, mature and die. This can be shown by a curve in product life cycle by having time on x axis and sales on y axis. There are five phases in product life cycle:

1. **Development phase:** In this phase the product is improved, and then brought to the final stage. Beta testing is done before launching the product in the market.
2. **Introduction phase:** The product is finally launched in this phase and introduced to the market. The sale of the product depends on the publicity, hype-generated and market campaign. The main objective is to create awareness of the product in the market and capture the market share before any competitor comes in.
3. **Growth phase:** In this the sales grow rapidly, and the early adopters will purchase again and influence other customers too. The main objective is to increase the sales and market share of the product by brand loyalty and branding.



4. Maturity phase: When sales of the product reach at plateau and stop increasing then maturity phase comes.

5. Decline phase: The time at which the demand of the product disappears and when customers see no value in buying the product again. The main objective is to cut the cost and optimize the profit.

➤ **How to grow your product offering:** The successful companies develop the products by identifying the customer needs. In 1957 Ansoff suggested four formulas for the growth of the product in two by two matrix where on x axis we have product category and on y axis we have market. The four basic formulas for growth are:



1. **Market penetration:** It focus on selling existing products into existing markets. There are mainly four objectives:
 - a. Increasing the market share of the current product. This can be achieved by Advertising sales Promotion, Combination of competitive pricing strategies.
 - b. Secure dominance of growth market.

- c. Restructure the market by surpassing competitors. It requires more aggressive promotional campaign supported by pricing strategy.
- d. Generate more usage by existing customers.eg generating loyalty schemes.

2. Product development:

It focuses on selling new products into existing markets. This requires development of new competences and to modify the products external and internal. Development strategy places the market emphasis on Research, Development and Innovation.

Its objectives are:

- a. Growth by managing new products into existing markets.
- b. Product must be differentiated to remain competitive

3. Market development:

It focuses on selling existing products into new markets. Its objective is:

- a. Growth by managing the existing products.

4. Diversification:

It focus on selling new products into new market

➤ **How to calculate demand for your product:** Market demand is basis of any development decision. Market volume is equal to number of buyers into quantity of your product acquired per buyer in each product. Market value is equal to the market volume into average price paid per unit.

➤ **How to develop and launch a new product:** Successful companies talks to different channels to understand the perspectives and needs of customers. The different success factors for developing and launch a new product are:

- Listen to the consumers.
- Get everyone on board.
- Set go/no-go milestones with specific decision making.
- Generate a business case that summarize case viability like stress test of employees.
- Consider competitive advantages of your organization to develop your plans.

➤ **Defining your product pipeline:** The most important tool for defining where your product is located is the **BCG matrix**, we have market share on x axis that is the ratio of sales of your product to that to your largest competitor and on y axis we have market growth. Products which have high market share generally have better net result. There are generally four types of products:

1. **Star products:** They are called leaders as they use large amount of cash and require low investment. They have balanced cash flow and they have high market growth and market share.
2. **Cash cow products:** They have low market growth and high market share. Its main objective is to use the funds generated by this product and to invest into the other products. They usually generate more net cash flow.
3. **Dog products:** They have low market share and low market growth. We should either keep them or sell them if they don't require great investment.
4. **Question mark products:** They have high market growth and low market share, we should either support them to become stars or you abandon them. They don't generate returns and require high investment.



Module 2: Developing compelling brands that inspire your most critical stakeholders and impact your bottom line.

- **What is brand and why we need:** A brand is a strategic asset or a promise that a company makes to the customers. The need of brand is because it provides trust and credibility to the customers because the customers know if there is something faulty in the product the company need to answer or provide a solution. The brands are worthy for investment for four main reasons:
- i. Strong brand adds value to the product.
 - ii. People tend to do business with companies they know well. If your brand is easy to recognize people will buy it more often.
 - iii. Brand provides motivation and direction to your team. A define brand strategy is necessary for the staff to be successful.
 - iv. Brands create value for the organization by creating the asset. If they got sold, they provide higher values.

➤ **Inputs for developing your brand:** There are many ways for developing a brand and the goal is to bring back to the business strategy. It will work like a puzzle block and they are:

1) Business strategy:

Before developing your brand, a person should know about the long-term goals where you will compete and how will you compete in marketplace.

2) Brand image: It is considered when developing a new brand. The main objective is to analyze the perception of people towards your brand and it can be known through social media or surveys.

3) Market trends: It has an impact on both brand and customers. It basically helps in the framing of market.

4) Customer analysis: The main goal is to provide benefits to the customers so that they buy and use the brand.



COMPETITIVE ANALYSIS

Their positioning, strengths, weaknesses, plans, etc.

➤ How to analyze your customers:

Customers can be analyzed based on credibility and competitive assessment. Different steps for competitive assessment are:

- Step-1: Define your competitor set (the companies which target your customers)
 - Step-2: Identify how competitors position their brands in the minds of the customers (By looking ads, blogs, website, online research)
 - Step-3: Dissect the different elements of their positioning into two components:
 - a) Differentiating benefits: These are the unique elements that tell about the brand what it represents in market.
 - b) Attributes: These are the reason to believe.
- **Brand model:** Brand model is important for defining the brand strategy. David Aaker's brand model is widely used as it simple and easy to use. It is just like a fruit and it works similarly and has three parts:



- a) **Essence:** It is present in the center of model and known as the heart of brand and lasts for long time. It guides strategy like who we are and what is our promise. For e.g. Philips it is technology designed around customers.
- b) **Values:** It is known as the core identity and it what that we experience when we use the brand. These are the drivers of strategic initiatives. For e.g. BMW they are performance, safety, sustainability.
- c) **Extended identity:** It basically defines brand personality or character and how brand connect with stakeholders. For e.g. BMW they are inspiring and challenging.

➤ **What is brand essence and its importance:** The highest benefit that brand delivers to the customers is brand essence or the brand essence can be defined by looking at the hierarchy of benefits. It is a long-term promise to the stakeholders. It basically tells what brand is all about. The benefits are enclosed in a pyramid which includes



- **Functional benefits:** These are the benefits that a brand provides to the customers either in specific functionality or utility to them. They drive different emotional self-defining benefits and are easy to develop. They are less applicable and easy to copy
- **Emotional benefits:** These benefits tell the customers how they feel when they buy the brand and what they feel about brand.
- **Self-defining:** It basically tells what people think about it when they own it or use it. They are difficult to copy and tougher to develop and keep.

➤ **Typology of brand strategies:** Brand strategies can be classified according to different criteria. It includes:

- a) **Single strand:** It is also known as umbrella branding. In this the same brand are put on the products a company market. It is used when company competes with similar products on similar markets.
 - Advantage: Same brand promotion cost when introducing new product to the market.
 - Disadvantage: Bad image of one product have effect on all products.
- b) **Multi-brand strategy:** It consists of using different brands for different products. It is used by MNC and they acquire local companies which have local market share.
 - Advantage: It is flexible
 - Disadvantage: High cost for promoting the brands.

Module 3: Knowing how to communicate your offering: Brand Architecture & naming.

- **Brand architecture:** It describes how consumer must look on the links and relationship between the portfolios. It must maximize the brand input within the target group. The objective of brand architecture is to achieve:
 - Clarity
 - Synergy
 - Leverage
- **Brand equity and its relevance:** It is a set of assets which are linked to a brand name and the symbol that adds value to the product and service to organization. There is a customer-based brand equity model by Kevin laves Keller which have four steps:

Step-1: Identity

It begins with the basic awareness of your brand

Step-2: Meaning

It should communicate what your brand means and what it stands for. It should be in form of:

A. Performance

B. Imagery

Step-3: Response

It includes reshaping and checks how customers feel about your brand. It includes:

- a) Judgements: It is related to quality, credibility, relevant.
- b) Feelings: It includes fun, excitement, security, self-respect.

Step-4: Relationships

A deeper bond is built with the customers.

➤ **Different models of brand architecture:** There are different models of brand architecture:

A) **Branded house model:** It means all your products are placed under one single powerful brand that spans a broader breath of offerings. Its role is to drive customer relationship for e.g. Google.

Its main objectives are:

- a) To provide clarity to the customers
- b) It also provides synergy to products



B) **House of brands:** In this all your brands or products are placed under different brands. E.g. P&G. Brands are position on functional benefits and dominate niche segments.

- **Advantage**

- a) Brands are allowed to position more easily.
- b) It avoids incompatibility of brand association.

- **Disadvantage**

- a) Leverage
- b) Synergy

C) **Hybrid model:** Organization uses it when changing their brand architecture or acquiring existing brands through merger and acquisition. For e.g. Microsoft

- **Advantage:** Sub brands will allow brands to enter new market.

How to develop brand architecture::

- **Step-1: Current state analysis:** Its objective is to illustrate and articulate the strengths & challenges of your current architecture.
- **Step-2: Development of alternatives:** The objective of this phase is to look at various solutions.
- **Step-3: Models and validation of Recommendation:** In this first the profiles are alternative against screening criteria and evaluate. The screening criteria will include brand, business and customer. There is less confusion and more clarity.
- **Step-4: Developing toolbox and migration plan:** Its objective is to make brand architecture Actionable and to begin implementing



Module 4: Building your brand portfolio

➤ **Product and Brand portfolio:** It is the excellent, effective creation deployment and management of brand assets to support top and bottom-line growth. Its objectives are:

1. To maximize the value of it by strategically growing, leveraging and protecting brands to ensure best coverage with minimum overlap.
2. To create new platforms for the growth into a new segment .

➤ **How to develop your brand portfolio:** The five steps for developing brand portfolio are:

- i. Connecting brands to business impacts
- ii. Building a fact base
- iii. Developing customer insights
- iv. Creating portfolio scenarios
- v. To define a roadmap to achieve growth





➤ **The main challenges for portfolio management are:**

- There are too many brands to manage.
- Scattered priorities: Here brand equity and brand strength can be used.
- By not exploiting the brands to their full potential in order to produce new opportunities

➤ **Purchase funnel:** It will help to know where your marketing activities in funnel is having an impact and tells where we can improve, and this will help us to make strategic decisions and let us know when we will be successful.

Module 5: Translating your brand into compelling customer experiences

WHAT ARE BRAND TOUCHPOINTS?



- **Touch point concept:** The point where customer interacts with the brand is the touchpoint.
- Different touchpoint categories are:
 1. **Pre-purchase** – The touchpoint that makes customer drive brand in their consideration set before the actual purchase.
 2. **Purchase experience** – It includes all the touchpoint that are involved in customers mind during purchase.
 3. **Post purchase experience** – They are the leverage of our product that has been sale, which help us to improve the product or service.



➤ **Touchpoints roles:** It plays an important role in customer experience. Different touchpoint roles are:

1. **Brand differentiators:** This will provide the most accurate experience of your brand and offer a clear customer benefit.
2. **Signature items:** These are the ones where there are many visual and experiential cues that communicate your brand.
3. **Category redefines:** These are the guest ideal touchpoints that are not expected or delivered by competitors.
4. **Guest expectation:** These are those that every target customer expects are consistently delivered by competition.

Module 6: Equipping and engaging employees to deliver on the brand promise.



➤ **Brand engagement and its need:** Brand engagement develops a form of connection between employees and brand. It works on three levels:

- a) **Rational level**
- b) **Behavioral level**
- c) **Emotional level**

➤ **Components of brand engagement program:**

- a) Employee communication and training
- b) Embedding the brand throughout the organization
- c) Measuring and rewarding brand behavior



Thank You....