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Best in stationery



For the **BIG IDEAS** in you

presents

DOMINUS IPSUM

Deadline: 21st Jan 2012 – 23:59 hrs



Best in stationery

classmate

For the **BIG IDEAS** in you

Case Study: Market Entry Strategy

ITC made its entry to the education and stationery business with its Paperkraft brand in the premium segment in 2002; and later expanded into the popular segment with its Classmate brand in 2003. By 2007, Classmate became the largest Notebook brand in the country. Together, Classmate and Paperkraft offer a range of products in the Education & Stationery space to the discerning consumer, providing unrivalled value in terms of product & price. Subsequently, Classmate added new products to its portfolio which now consists of pens, pencils, mechanical pencils and geometry boxes, erasers and sharpeners.

Classmate aspires to partner young minds in discovering, nurturing & believing in ideas that reside inside each one of us. Have fun exploring, creating & believing in your ideas, in classrooms & beyond. Ideas that defy & change beliefs; ideas that allow you to lead rather be led; ideas that are inside each one of us but only await self-recognition & belief. Your belief makes your ideas work for you & become big; allowing you to be all that you can.

ITC forayed into the pen industry with the launch of Classmate pens across markets offering the consumer stylish and attractive designs. Classmate pens deliver unmatched comfort & neat writing experience and today have a portfolio of more than 15 pens.

Contestants have to prepare a solution in the first stage addressing the following objectives for the first round & need to submit a presentation (8 slides excluding cover slides). The solution should necessarily be research led either qualitative or quantitative and should include understanding of the key competition offerings from – Cello, Reynolds, Linc, etc.

- Identify the existing consumer segments in the market
- Select the segments for Classmate to target actively
- Propose set of products to cater to the key segments. Mention the additional features, design and benchmark competition for each product proposed
- Develop/suggest the marketing mix for the products proposed in line with the segment understanding.

Shortlisted Teams will be called to present case in front of esteemed panel