

Som Lalit Institute of Management Studies

Subject : B2BM

Subject Code : 4549283

Faculty : Dr. Reshmi Menon

Navigating Customer Diversity: LRM Co. Ltd. in the Automobile Industry

Topic: Marketing Strategy

LRM Co. Ltd.'s* offerings cover a wide spectrum of the automobile industry, including vehicles, parts, and services. The company faces a different set of rivals in each sector but maintains a leadership position in most cases through a combination of investments in R&D, worldwide distribution, and a respected brand. LRM serves a diverse set of customers in the market and devotes special attention to many of the largest enterprises in the world. Across these organizations, however, different perspectives and approaches are used in making automobile purchases. This diversity across customer groups presents a host of challenges for LRM. The customer groups have been named as Premium Partners, Budget Seekers, and Value Hunters as per this diversity.

Premium Partners, demands a wide variety of automobile products, routine maintenance support, and customized services. These customers value the relationship with LRM and are willing to pay a premium for product and service quality. Budget Seekers, wants high-quality automobile products (e.g., vehicles, parts), but, most of all, these customers prioritize getting a very low price and choose suppliers based on that criterion. Value Hunters, demands both quality products and extensive service support but wants all of this for a very low price. These customers are more likely to switch from one supplier to the next if they find better value elsewhere. As competition intensifies for LRM Co. Ltd. and others in the automobile industry, more customers are moving into this group each month.

Questions : (Make suitable assumptions)

1. How can LRM Co. Ltd. effectively tailor its marketing strategies to meet the needs of different customer groups, Premium Partners, Budget Seekers, and Value Hunters?
2. What specific approaches can LRM Co. Ltd. take to maintain its leadership position in the automobile industry while addressing the diverse demands of Customer Groups?
3. In what ways can LRM Co. Ltd. leverage its brand reputation to attract and retain customers across all three customer groups in the face of increasing competition?
4. How should LRM Co. Ltd. prioritize its resource allocation and investment decisions to best serve the distinct requirements of each customer group while ensuring overall business growth and profitability?

*This is a fictitious company for the sake of this caselet.

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PRS Co. Ltd.: Revolutionizing B2B Marketing in Refrigeration Equipment

Topic: Marketing Strategy- B2B Services

PRS Co. Ltd. is reshaping the B2B landscape for refrigeration equipment. PRS Co. Ltd. connects buyers with suppliers effortlessly, catering to individuals, SMEs, and large enterprises alike. The platform offers free registration for SMEs, empowering them to join a vibrant community of industry peers and receive a complimentary website hosted on the PRS Co. Ltd. domain, boosting their online visibility.

For businesses seeking expanded opportunities, PRS Co. Ltd. provides premium membership packages with exclusive benefits, including customized web catalogues etc. to increase their business prospects.

With the pay-per-lead (PPL) model, PRS Co. Ltd. allows SMEs to purchase targeted business leads, enabling them to evaluate and pursue relevant opportunities, with suitable up gradation allowed. Leveraging social media, PRS Co. Ltd. engages with a diverse audience through impactful campaigns across various platforms, fostering meaningful connections and driving business success.

Questions : (Make suitable assumptions)

1. How does PRS Co. Ltd. differentiate its premium membership packages to attract SMEs seeking enhanced business opportunities?
2. What role does the pay-per-lead (PPL) model play in facilitating business growth for SMEs on the PRS Co. Ltd. platform?
3. How does PRS Co. Ltd. leverage partnerships to enhance its brand message and market reach?
4. What strategies does PRS Co. Ltd. employ to engage with its target audience on social media and drive meaningful connections?