

VIQAS AYAZID 14369MBA (3-5)INTEGRATEDMARKETINGCOMMUNICATION

Q1:

As Salman store is competing with Chaman & McDonald's both are well-known firms. The communication challenge Salman will be facing is how to promote his store in a better way and most appropriate way to attract all his potential customers.

Salman is offering different opportunities to his customers. and outskat area where families and couples can sit freely & enjoy the taste of ice cream & chocolates. Secondly natural environment including a near by forest will be more pleasing to customers. Passangers, cars and caboose from a rail road company. swing sets & other items for a childrens.

x ————— x

(2)

Q2:

Social media is a very potential platform to promote & communicate a large mass of customers. Secondly out doors bill boards can be placed on high rush area on roads to promote it. Local cabal advertisements will be very affective in this kind of promotions. Pamphlets can be spread door to door for touch five of the promotion.

x-----x

Q3:

In my opinion salman should impesize more on value because his main competitors are offering best quality so he is competing with them he should more focus on value rather than price or any other element.

x-----x



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Q4:

Social network sites are the best platform to promote a business. Communicate all his business plan & products in a easy way as well as in a cheap way. Secondly all he has to do to develop a attractive business ~~plan~~ page on facebook, twitter & promoted it on a majority mark.

X ————— X