**Program: MBA 3.5**

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Q:1. Salman’s store will be local business that compete with large Int/national companies. What communication challenges does that present ? What opportunities does it offer?

Answer. Salman Khan was starting new venture of old time Ice cream and chocolate. He is excited to open his shop in springtime. He selling his ice cream and chocolate especially in eids, Valentine, Christmas, and mother day occasion. He has idea to introduce more products/ foods like burger, hot ,grilled cheese sandwiches, pretzel and fries.

Salman store will be located with other large companies. The biggest challenge Salman facing is communicate his business to the target customer. There are many communication challenges that exists and also it has many benefits.

**Integrated marketing communication:**

IMC as name suggest combine all the method of brand promotion to promote a particular product or services. There are many challenges and Barriers which Salman have to face while communicate his product with people.

1: Changes in channel power:\_

A market channel consist of a producer who in turn, sell products to retailers who sell the product or services to customer. Recent technological development have altered the level of power by held by member of the challenges.

2: Increase in global competition;

The increase in global competition due to advance in information technology and communication mean. Consumer desire high quality with low price.

3: Increase in brand parity:

Brand parity means quality become less of concern because consumer perceived only minor difference between brands.

4:Integration of digital Media:

Digital media refers to the means of communication. Information sending through different mode

This is the other main challenge Which have to face by Salman during promotion or communicate his food to customer. Through this technique he can easily describe in this section is for marketing executive to understand and achieve goals easily. The marketing team measure the impact of individual w of a campaign and the various channel that are features, although these elements should be analysis within the context of the entire campaign. This allow brand manager to identify the channels what works best.

Offers opportunity:-

Communication required a lot of effort to deliver many benefits. It help to create competitive advantage, boost profit and sales. It help organization to consolidate it’s image develop a dialogue and relationship which builds a bond between buyers and sellers.

Q.2. which of the emerging trends in marketing communication can Salman use to promote his new business? Explain how it can be used?

Answer: Integrated of digital media is the emerging trends in marketing communication which Salman could use in his new business. Now in modern world he has to promote his products on social media. The basic concept of social media is the means of communication. Also communication through media. Social media refers to the information sending through different mode. Digital information are those information which has no physical existence, for example audio, video messages, mails.

 It is internal based communication through interactive websites, blogs and social medias networking. Digital media techniques which create experience with brand and product rather than purchase with no emotions. Social media and internet provide consumer with access to a wealth of information about companies products and brands individual communication with each other sending favorable and unfavorable ratings and information.

Q.3. What should be the first message that Salman should try to communicate to all potential customer? Should he emphasis price, value or some other elements of his business?

Answer: in this case study Salman try to communicate his products to his potential customer. The first message he would communicate with customer to introduce or reopening same taste of ice cream that used to be offered by the company. Trying to make strong relation with customer by promising them same taste.

And Salman have to emphasize price, value or some other elements of his business like location he chose the best location where people take more enjoying ice cream, and also mentioned additional products foods which Salman wants to offer for customer.

Q.4. Will Salman be able to use social media in his marketing communication efforts? If so, hoe, if no, why not?

Answer. Social media is one of the best way to communicate. Social media marketing is the platform to promote products and services. It is the way to build relationships with audience, increase sales, it include activities like posting text and image updates, videos, and other content that derives audience engagement.

Salman should made websites of shop where he should engaged with his customer. Any types of update about ice cream.