



UNIT-2

PUZZLES

1. **SWOT Analysis:** Scenario: You are a marketing manager for a new startup launching a mobile app for fitness tracking and personal training. Conduct a SWOT analysis for the app, identifying its strengths, weaknesses, opportunities, and threats. Consider factors such as the app's user interface, features, competition, market trends, and potential partnerships with fitness influencers.
2. **PESTEL Analysis:** Scenario: You are a consultant hired by a multinational food and beverage company planning to expand its operations into a new international market. Conduct a PESTEL analysis to assess the external factors influencing the company's decision to enter this market. Consider political, economic, social, technological, environmental, and legal factors impacting the industry and market conditions.
3. **Porter's Five Forces Analysis:** Scenario: You are a strategist working for a mid-sized clothing retailer facing increased competition from online fast-fashion brands. Apply Porter's Five Forces framework to analyze the competitive dynamics of the clothing retail industry. Assess the bargaining power of suppliers, bargaining power of buyers, threat of new entrants, threat of substitutes, and the intensity of rivalry among existing competitors.
4. **Competitive Dynamics, Rivalry, and Competitive Positioning:** Scenario: You are the CEO of a leading telecommunications company operating in a saturated market with several major players. Describe the competitive dynamics and rivalry within the telecommunications industry. Analyze how your company positions itself against competitors in terms of pricing strategies, product differentiation, marketing campaigns, and customer service initiatives to gain a competitive advantage.
5. **TOWS Matrix:** Scenario: You are a strategic planner for a hospitality management company looking to revitalize its hotel brand in response to changing consumer preferences and industry trends. Using the TOWS matrix, develop strategic options to capitalize on the company's strengths, mitigate its weaknesses, leverage emerging opportunities, and counter potential threats. Consider how the company can differentiate its services, improve customer experiences, optimize operational efficiency, and expand into new markets while addressing internal challenges and external risks.
6. **SWOT Analysis:** Scenario: Imagine you're a marketing manager for a small local restaurant facing increased competition from new eateries opening in the neighborhood. Conduct a SWOT analysis to help the restaurant identify its internal strengths and weaknesses as well as external opportunities and threats. How would you leverage this analysis to develop strategies to maintain the restaurant's competitiveness in the market?



7. **PESTEL Analysis:** Scenario: You are a consultant hired by a pharmaceutical company planning to expand its operations into a foreign market. Conduct a PESTEL analysis to assess the political, economic, social, technological, environmental, and legal factors influencing the company's decision to enter this market. Based on your analysis, recommend whether the company should proceed with the expansion and outline potential challenges and opportunities.
8. **Porter's Five Forces Analysis:** Scenario: You are a strategic analyst working for a beverage company considering entering the bottled water market. Apply Porter's Five Forces framework to analyze the industry's competitive dynamics. Evaluate the bargaining power of suppliers, buyers, threats of new entrants, substitutes, and rivalry among existing competitors. Based on your analysis, propose a strategic approach for the company to succeed in this market.
9. **Competitive Dynamics, Rivalry, and Competitive Positioning:** Scenario: You are the marketing director of a smartphone company operating in a highly competitive market dominated by major players. Analyze the competitive dynamics and rivalry within the smartphone industry. How does your company position itself against competitors in terms of product features, pricing strategies, and marketing campaigns to gain a competitive edge and increase market share?
10. **TOWS Matrix:** Scenario: You are a strategic planner for an automobile manufacturer facing declining sales due to changing consumer preferences and increasing competition. Using the TOWS matrix, develop strategic options to address the company's internal weaknesses and external threats while leveraging its strengths to capitalize on emerging opportunities in the market. How would you prioritize and implement these strategies to revitalize the company's performance and regain market share?
11. **Competitive Dynamics and Rivalry:** Scenario: You are the manager of a retail clothing store located in a bustling shopping mall. Recently, a new competitor has opened a store nearby, offering similar clothing styles at lower prices. Describe the competitive dynamics and rivalry you are experiencing with the new entrant. How would you assess the impact of this competition on your store's performance, and what strategies would you implement to maintain or improve your market position in the face of increased rivalry?
12. **Competitive Positioning:** Scenario: You are the marketing manager of a fast-food chain known for its burgers and fries. With the growing trend towards healthier eating habits, your competitors have started offering more diverse and nutritious menu options, including salads and plant-based alternatives. How would you strategically position your fast-food chain to differentiate it from competitors and appeal to health-conscious consumers? Outline specific marketing tactics and product innovations you would employ to strengthen your competitive positioning in the evolving market landscape.