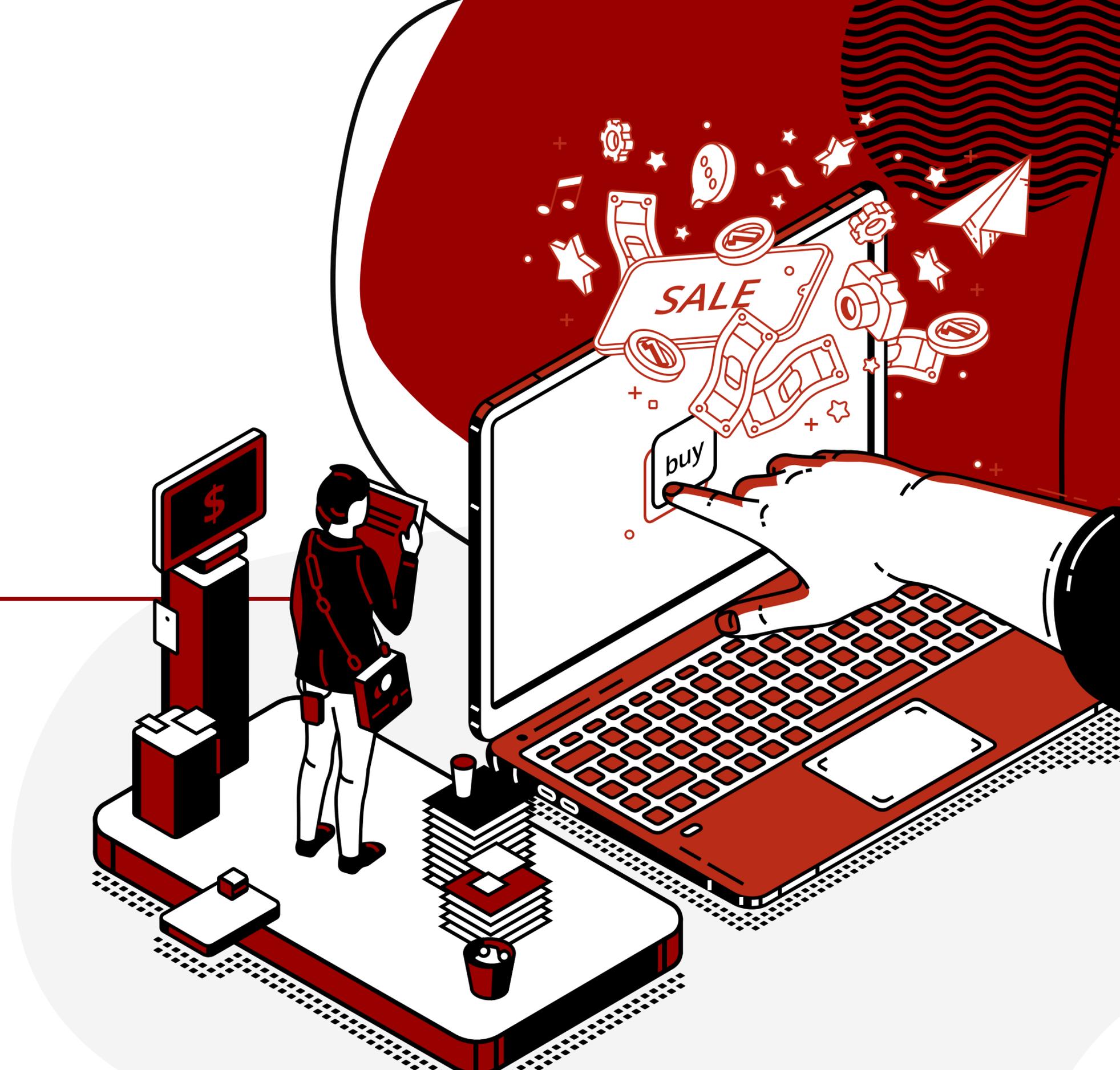


THE PRACTICAL MARKETER

BY SAURABH BAJAJ



Saurabh Bajaj serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations, including Mondelez India, Diageo India, and Britannia Industries, where he has consistently driven growth and innovation.

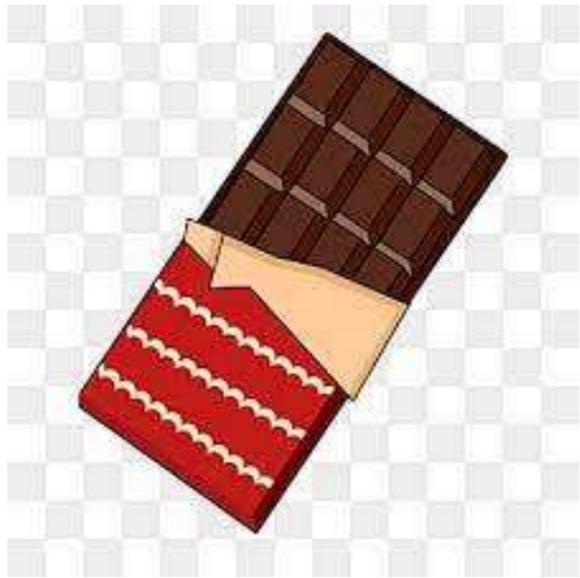


Lets make a Plan for our Brand & Business

Building a Category Strategy



How are Categories built differently



Need

Want

% of NSV	Salt	Biscuits	Chocolates	Toothpaste	Perfumes
% COGS	80%	70%	60%	50%	40%
% GM	20%	30%	40%	50%	60%
% A&SP	1-2%	4-6%	10%	15%	25%
% Profit	10%	12%	15%	20%	20%

*Numbers are for Demonstration Purpose only

The Purchase Decision Hierarchy helps reveal the order and the importance of each part of the mix which often includes brand, flavor, sub-category (variants), price, pack, promotion, pack shape, design, product category, functional claims and so on.

PDH in Action : Gifting

Budget

Category

Brand

Type of Choc

Shape

Colour



Role of Stock Keeping Units (SKUs)



Lead Pack



Penetration Pack



Health Drink
1kg

Up-Trade Pack



Family Pack



Super Saver Pack

Building a Category Strategy



Penetration



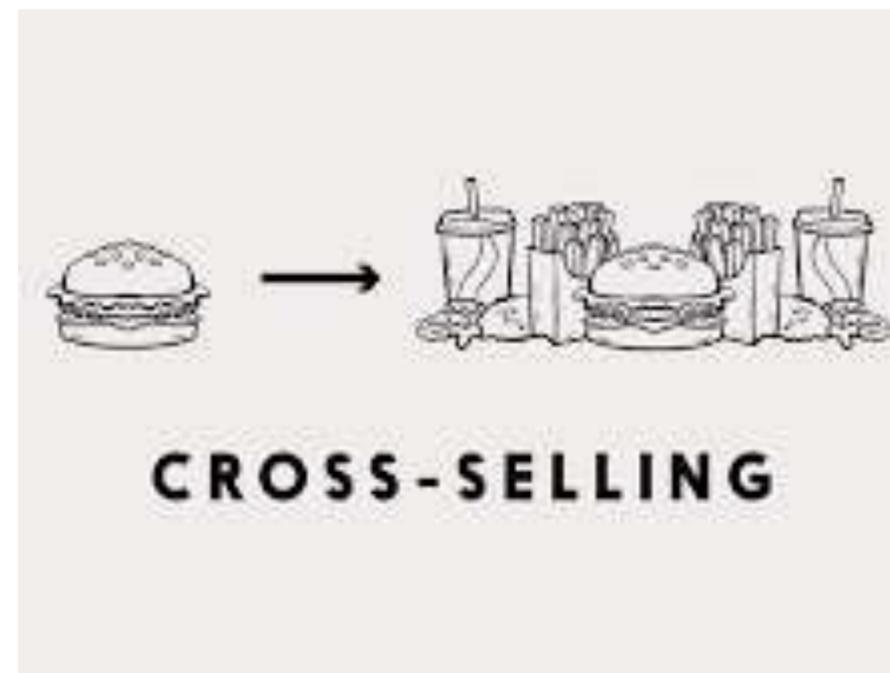
Frequency



Av Weight of Purchase

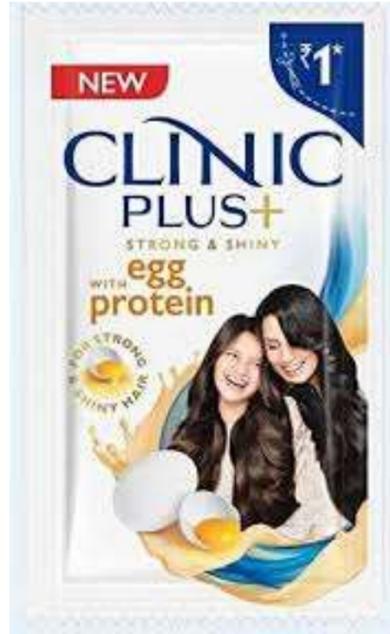


Av Value of Purchase



Cross Selling

Penetration



Frequency



Av Weight vs Value



Avg Value of Purchase

Avg Weight of Purchase



Cross Selling



Thank You !