



**MDI**  
MURSHIDABAD

Management  
Development  
Institute



# MARKONNECT

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## Markrone

An adept communicator, the mind of a strategist, and intellect full of titillating ideas. Amalgamation of such virtues – One becomes an ace marketer. MarKrone, the Marketing Club of MDI Murshidabad, stands for all these virtues and more.

A club run by and for the students, created with the purpose of grooming marketing talent of fellow students in tandem with keeping them abreast with events across the marketing universe and providing a platform to the marketing enthusiasts to showcase their skills in every possible vertical.

We eagerly look to create opportunities for growth throughout the spectrum by collaborating with industry stalwarts and peers in the marketing community.

Inspire. Educate. Entertain

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## A WORD FROM OUR MENTOR

Dr. Naveen Pol  
Assistant Professor, Marketing.



The marketing ecosystem is fast evolving in recent years. The world has witnessed numerous instances where in organizations have postulated paradigm shift over the conventional business practices. The company's adoption of ongoing trends and developments in their micro and macro environment has become need of the hour. Management development Institute – Murshidabad (MDIM), is one of the leading business schools in India which strongly believes in sourcing intellects who will further be a part of such challenging business dynamics.

“**Markrone**” the student driven unique marketing club at MDIM, constantly strives itself in bridging the gap between, business environment and student thought process. The club has been floating attractive activities like the **Trivianni Tuesday**, **Logo Rhythm**, **Webinars** and the likes. It has been a rollercoaster ride so far, and as a mentor I feel extremely proud of the proactiveness and effort put in by each and every member of the club. I further have same sense of confidence with the newly joined members of the group. I wish the team a successful way ahead and would like to thank team Markrone to having me as their mentor.

## THE CURIOUS CASE OF RAHUL YADAV

-ANKUR SENGUPTA (20PGPM008)

Everybody enjoys a good story. And **Rahul Yadav's** is excellent. He is the one who has sent the Indian startup scene into a tailspin. In 2007, he enrolled in the Indian Institute of Technology Bombay, where he majored in metallurgy. He was the university's student association's representative and secretary before dropping out in his final year. After having difficulty obtaining housing in Mumbai, he and eleven other batchmates co-founded Housing.com in 2012. Within a very short time, Housing.com was rated as 2012's best startup. SoftBank was one of the startup's investors, and it also worked with Tata Housing and Tata Value Homes. Housing.com sold \$8 million in real estate in its first week, according to Forbes India.

But life isn't always a fairy tale, and Rahul's story is no exception.

The labels that characterized Rahul Yadav in 2015 shifted significantly over a few months, from poster kid of youthful business to infant terrible. A message he sent to Sequoia Capital investor Shailendra Singh earlier that year became public, threatening to "vacate the firm" if they didn't stop "messing around" with him. At the time, Yadav, co-founder of Housing.com, said, "This is the beginning of the end of Sequoia Cap in India." It started a downward spiral for the then-25-year-old, who quit, accusing his board members and investors of being "intellectually incapable" of having a dialogue, then retracted his resignation, was eventually fired, and all of his shares were distributed to the employees, with a value close to his annual salary. "I'm just 26 and it is too early to think about money," Yadav stated, implying an excuse for his behaviour.

So where's Rahul now?

He is currently the chief technology officer of property consultancy Anarock, and he claims that his new duties, both professional and personal, have provided him with considerably greater stability.

In an interview with Forbes, when asked what went wrong at Housing.com, he stated, "I was far too young at the time, and it was immature behavior. I suppose it was OK at the time. I was a leader in college [IIT-Bombay] before becoming a co-founder of Housing.com. I was always the sole authority figure. Even if I was mistaken, no one questioned me. As a result, leaders might become a little deluded and make bad decisions with confidence."

Where is **Housing.com** today?

In over four years of finding a new buyer, Housing has crossed ₹100 crore in revenue. It became the biggest online real estate classified player in terms of traffic when it clocked 9.6 million hits in May, followed by rivals MagicBricks and 99acres.

Should Rahul have stayed and never quit? Or is he in a better place now because life gives a second chance? Let us know your thoughts!



 **HOUSING.com**

# HISTORY OF VOLKSWAGEN

- REITU PARNA BHOWMIK (21PGDM158)

**Volkswagen AG** is engaged in the manufacture of auto mobiles. It operates through following segments: Passenger Cars and Light Commercial Vehicles, Trucks and Buses, Power Engineering, and Financial Services. The Passenger Cars and Light Commercial Vehicles segment covers the development of vehicles and engines, the production and sale of passenger cars and light commercial vehicles. The Trucks and Buses segment comprise of the development, production, and sale of trucks and buses. The Power Engineering segment consists of the development and production of large-bore diesel engines, turbo compressors, industrial turbines and chemical reactor systems. The Financial Services segment engages in dealer and customer financing, leasing, banking and insurance activities, as well as fleet management.

## Volkswagen Group History:

1937 to 1945-Volkswagen was founded on 28 May 1937 as the Gesellschaft zur Vorbereitung des Deutschen Volkswagens mbH by the National Socialist Deutsche Arbeitsfront (German Labour Front). The purpose of the company was to manufacture the Volkswagen car, originally referred to as the Porsche Type 60, then the Volkswagen Type 1, commonly called the Volkswagen Beetle. The company was backed by the support of Adolf Hitler. On 16 September 1938, Gezuvor was renamed Volkswagenwerk GmbH.

1948 to 1970- The Ford Motor Company of USA was offered Volkswagen but after the war, ownership of the company was in such dispute that nobody could possibly hope to be able to take it over. The company survived by producing cars for the British Army, and in 1948, the British Government handed the company back over to the German state. In 1960, its name became **Volkswagenwerk Aktiengesellschaft**

1970 to 2000- From the late 1970s to 1992, the acronym V.A.G was used by Volkswagen AG as a brand for group-wide activities, such as distribution and leasing. On 18 June 1986, Volkswagen AG acquired a 51% controlling stake in SEAT. In 1990, after purchasing its entire equity – Volkswagen AG took over the full ownership of SEAT. Three prestige automotive marques were added to the Volkswagen portfolio in 1998: **Bentley**, **Lamborghini** and **Bugatti**. On 30 May 2000, Volkswagen AG, after having gradually raised its equity share, turned **Skoda Auto** into a wholly-owned subsidiary.

From 2002 up to 2007, the Volkswagen Group's automotive division was restructured and the Volkswagen Brand Group on the field of classic values – consisted of Volkswagen, Skoda, Bentley and Bugatti. Volkswagen Group revealed on 24 October 2009 that it had made an offer to acquire long-time partner and German niche automotive manufacturer Wilhelm Karmann GmbH out of bankruptcy protection. Volkswagen AG purchased the stake in Porsche AG equalling 100% of the shares in Porsche Zwischenholding GmbH, effectively becoming its parent company as of 1 August 2012

Volkswagen is the highest selling brand ever to have represented the German auto maker across international borders. In fact, so immensely popular has been the VW brand around the world that a special list compiled by the website '24/7 Wall St' has claimed 3 cars out of the top 10 best-sellers of all time to be Volkswagens – the Volkswagen Golf, the Volkswagen Beetle and the Volkswagen Passat





# THE BCG MATRIX

-HARSHITA VERMA (21PGDM067)

The **Boston Consulting Group** developed the BCG matrix also known as The Growth Market Share Matrix, to strategically analyse a company's potential growth rate within its industry v/s its relative market share. It is feasible to determine which products (or brands/units) a company should spend more in and which items it should diversify away from by graphing these parameters.

## Cash Cows

Cash cow items are deserving of your attention. Cash cow brands (or products) are well-known, in consistent demand, and simple to produce, making them tremendously profitable.

Because cash cow products don't require a lot of investment to retain a large market share, every business should have one to generate a steady stream of revenue. These cow products should be milked in order to generate revenue.

## Star Products

Star products are market leaders with the best return on investment (ROI) when compared to other items. They do, however, require ongoing investment to preserve their market-leading position. Stars make a lot of money and spend a lot of it. They excel in markets that are experiencing rapid expansion. Companies should invest extensively in star items or brands because of this. Star products that are successfully marketed will turn into cash cows.

## Question Products

Question products are the most difficult to predict whether or not they will be successful. They frequently have a little market share and eat up a lot of cash and investment capital. They have a chance to become Stars because they have a lot of money behind them. On the other hand, if they do not establish traction in a fast-growing market, they will become dogs. Products with a question mark (brands/businesses).

## Dog Products

Dog items or brands are experiencing slow growth and have a small market share. These are not worth investing in further since they will drain resources for little gain in market share. While "Dogs" do not cost a lot of money to make or sell, they also yield little profits. This means they can waste time and money on things that have little long-term value.

In **summary**, as a product, brand or business unit matures, its growth rate may decline. At this stage the product will either become a cash cow or a dog. During its growth journey, if it establishes itself as a market leader, then it will result in becoming a cash cow. Its purpose now is to produce cash which can be invested in new stars. If it results in becoming a dog, swift and decisive action is needed to stop these becoming a drain on a business.

Do check out the link below for a better understanding of this topic with your favourite brand, Apple.

<https://bit.ly/3kgdDvq>



## BRAND WARS - BURGER KING VS McDONALD'S

-DALJEET SINGH BHOGAL (21PGDM063)

Burger King has always been standing out in Marketing strategies that are aggressive but highly persuasive.

In contrast to McDonald's, Burger King believes that taking sides is vital to gaining a competitive edge over its competitors.

Of course, McDonald's will continue to be at the top in the fast-food business for a long time to come. Even while McDonald's is growing at a slower pace than Burger King, the fast-food giant is nonetheless more profitable than its rival.

However, Burger King has become a hot topic in the media due to its highly well-thought-out actions, marketing strategies, and increased investments in new restaurants.

Burger King used the premiere of "IT" to start a provocative campaign against McDonald's in Germany in 2017. It was Burger King who interrupted the session and came up with the slogan "Moral of the story: never trust a clown". Something spooky happened in the United States during Halloween 2016. BK chose to dress up their restaurants like McDonald's to surprise their customers yet again. As McDee meats are not barbecued on the grill, but BKs are, so when customers opened the box of the hamburger, it was written "Booo! Just kidding, we still flame grill our burgers". Burger King also ran a campaign in 2017 offering a free Whopper sandwich to anyone dressed as a clown on Halloween.

McDonald's advertising was once 'burned' by Burger King using augmented reality. They released a feature in their application that, when a McDonald's ad is scanned, it burns it. They also gave everyone who used the feature a complimentary Whopper.

During the country's second major shutdown to combat the coronavirus outbreak, Burger King UK invited customers to support local fast food restaurants by purchasing from them. We all know that the lockdown caused significant losses, particularly in the food industry. For this reason, Burger King encouraged its customers to patronise local businesses as well.

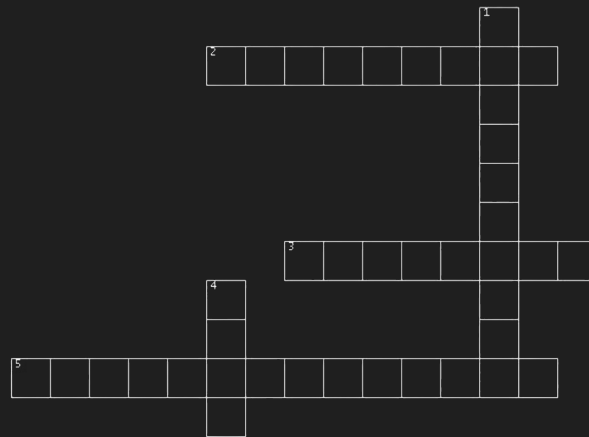
The food chain also named its competitors like McDonald's, KFC, Subway, Domino's Pizza, Pizza Hut, Five Guys, Greggs, Taco Bell, Papa John's, Leon and other local food outlets.

The audience was somewhat aback by this, as Burger King and McDonald's are notorious for roasting each other on social media.

Keeping all of these strategies in mind, one thing is undeniably clear: "**Conflict breeds attention**" and Burger King has nailed this strategy. Both brands are well-known, with sufficient resources to support flashy advertising with a global reach. Burger King vs. McDonald's has evolved into an internet crusade in and of itself and is one of the most often discussed issues. The goal of aggressive marketing, as we saw in the article, is to make an effect. However, it is not always a wise tactic to speak negatively about a competition.



## Crossword



### HINTS:

#### ACROSS

- 2) Former McDonald's Employee
- 3) Invested in housing.com
- 5) Owns McDonald franchise in Banbury Gateway

#### DOWN

- 1) Owns Lamborghini
- 4) Apple product in the dog quadrant

## Guess The Logo



## Roll Of Honour for Konnect Quiz Edition 1

- Jessica Singh - 21PGDM021
- Devansh Mittal - 21PGDM112
- Devesh Mohta - 21PGDM017
- Saptarshi Dutta - 20PGDM046

For any suggestions or contributions regarding Markconnect, reach out to us  
- Team Markrone



# TEAM MARKRONE



Ankur Sengupta

An inquisitive individual with 3 years of work ex and has a keen interest in marketing and brands. Uses Music, TV shows and Advertisements as coping mechanisms. An Arsenal supporter for more than a decade, led to the need of the coping mechanisms. Hoping to find his "Dunder Mifflin" soon.



Harshita Verma

A multitasker by nature and a fresh Marketing enthusiast. She is often found sipping on coffee while drooling over Leslie Knope! Uses sarcasm as defence mechanism and has a keen interest in travelling, dogs and thrillers! And oh! A good conversation makes her happy.



Harsh Jammarrh

A minimalist ambivert in the world of extroverts. Believes Marketing is that modicum nudge towards success. References range from MCU to World Wars. Aiming to be Jim Halpert with Michael Gary Scott's confidence.



Reitu Parna Bhowmick

Currently saying yes to new adventures. Interested in brands and keen about logos. On the lookout for good chai, stories, wit & wisdom.



Rishabh Palliwai

A Mechanical engineer with a marketing appetite. Extroverted introvert. Love a bit of Comedy, Football and Wasseypur. Have you noticed that "Dogs are forever in the Pushup Position"?



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An avid learner who keeps swinging between Marketing, psychology and technology. A tech savvy and a curious seeker of the future world who finds comfort in punctuality and order!



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A glutton, a casual gamer and an ambivert. Believer of the fact that we fall so that we can learn ourselves to pick back up. Trying to be the elaichi in chai and not the elaichi in biryani.



Rishabh Raj

An art is all he needs, interested in the existence of several knowledge systems. Aspire to learn and showcase all the abstract concepts of forces.



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