

# Semester ‘Fall 2011’

## “Principles of Marketing (MGT301)”

Assignment No. 01

Marks: 20

### “Case Study”

Khurarrarianwala (Faisalabad) is well known as an Industrial Hub in Pakistan. Many Textile firms are manufacturing different products and mostly export these products to foreign customers. Merchandisers of each industry send their product's samples to foreign customers for approval of product design, shape, and quality etc. Till 2004, most of the industries had to go to FedEx office Faisalabad to handover their parcels to be delivered to the foreign customers. By analyzing the growing demand in this area, DHL opened its office in Khurarrarianwala in 2004. DHL offered the logistic services to all firms for sending their product samples to foreign customers. Textile firms in that area used to hand over their parcels to DHL at their Khurrarianwala office and the daily closing time of sample collection was 05:00 PM. Some of the students of a University located in Faisalabad conducted a research and found that 70% market share in that area was captured by DHL till end of 2005. At the end of 2006, all firms switched over from FedEx to DHL. The major reason of switch over was the distant location of FedEx as it was 40 KM away from the area. After analyzing this situation; FedEx started to collect samples (parcels) from each and every firm in that area and created the competition for DHL. FedEx got the 90% market share in that area at the end of 2009 but DHL had only 10% market share at that time. Customers are more satisfied with FedEx as many merchandisers said that FedEx delivery system is bit fast.

### Answer the following questions:

1. How could DHL have got the lost customers back?
2. If DHL had also started collection of samples from every firm then how would FedEx have retained its competitive edge?

### The Special Note: How can you avoid zero marks status?

Dear Students! You are encouraged to consult both online and offline sources with objective to enhance your understanding of the topic of the assignment. But consulting the sources does not mean that you start copy-paste the material from sources. If you do so you will certainly lose marks or your assignment will be graded zero on account of copying from a source. The

workable strategy is to consult the source, enhance your knowledge and write in your own words. A special instruction regarding how to attempt the assignment is given in the announcement because it has been observed that many site and blogs are promoting the culture of cheating and copy/paste among the students and adversely damaging the grades and career of VU students. You all are requested not to copy or read such sub-standard answer that not only kills the creativity but also sabotage the career as well.

Best of luck!

## **Important Tips**

1. This Assignment can be best attempted from the knowledge acquired after watching video lecture no. 1 to lecture no 9 and reading handouts as well as recommended text book).
2. Video lectures can be downloaded for free from [www.youtube.com/vu](http://www.youtube.com/vu)

## **Schedule**

<b>Opening Date and Time</b>	<b>October 22, 2011 At 12:01 A.M. (Mid-Night)</b>
<b>Due Date and Time</b>	<b>October 28, 2011 At 11:59 P.M. (Mid-Night)</b>

**Note:** Only in the case of Assignment, *24 Hrs extra / grace period* after the above mentioned due date is usually available to overcome uploading difficulties which may be faced by the students on last date. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

## **Important Instructions:**

Please read the following instructions carefully before attempting the assignment solution.

### **Deadline:**

- Make sure that you upload the solution file before the due date. No assignment will be accepted through e-mail once the solution has been uploaded by the instructor.

### **Formatting guidelines:**

- Use the font style "Times New Roman" and font size "12".
- It is advised to compose your document in MS-Word 2003.
- Use black and blue font colors only.

### **Solution guidelines:**

- Use APA style for referencing and citation. For guidance search "APA reference style" in Google and read various website containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsenl/apa/APA01.html>
- Every student will work individually and has to write in the form of an analytical assignment.
- Give the answer according to question, there will be negative marking for irrelevant material.
- For acquiring the relevant knowledge don't rely only on handouts but

watch the video lectures and use other reference books also.

### Rules for Marking

Please note that your assignment will not be graded or graded as Zero (0) if:

- It has been submitted after due date
- The file you uploaded does not open or is corrupt
- It is in any format other than .doc (MS. Word)
- It is cheated or copied from other students, internet, books, journals etc...