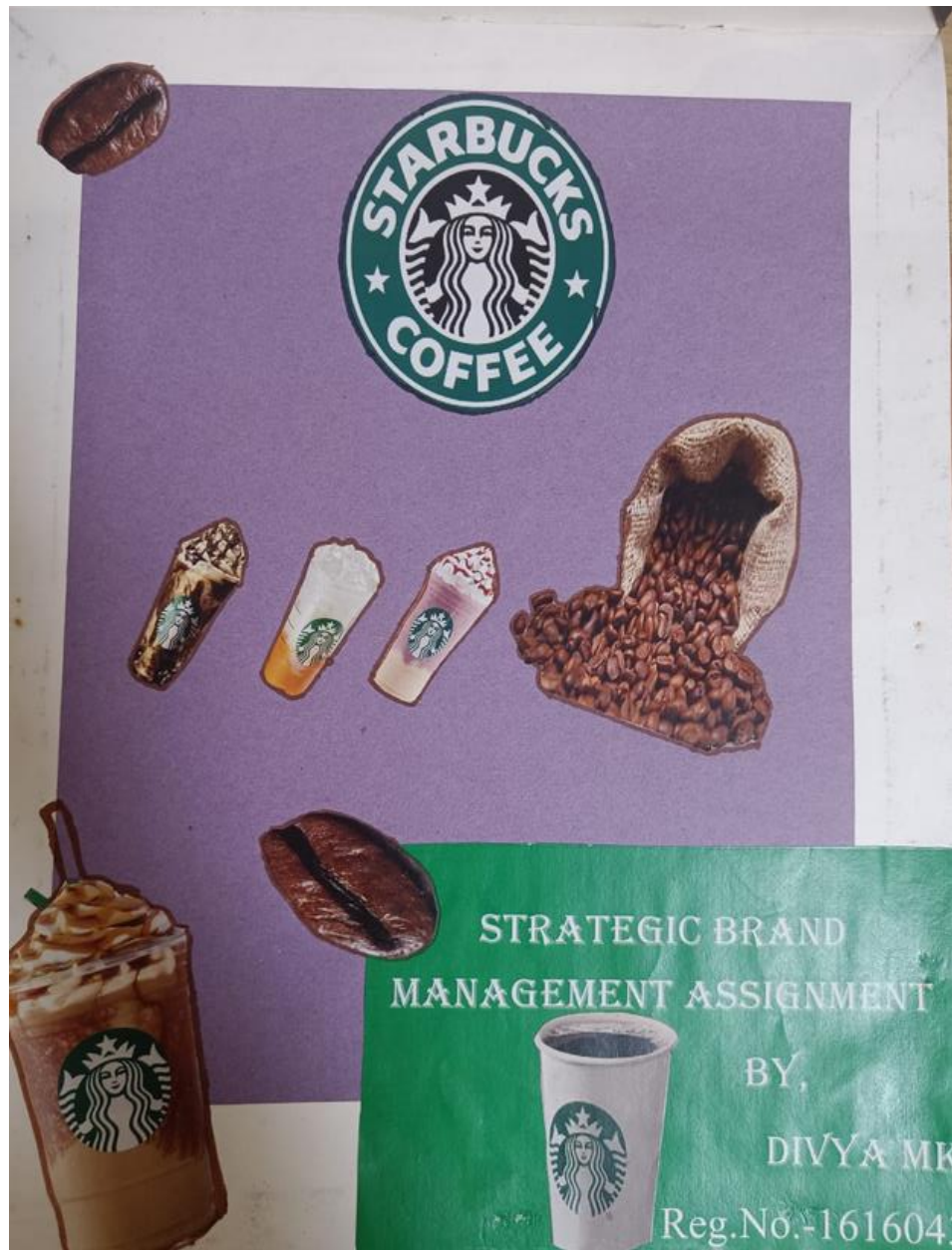


CLASS ASSIGNMENTS





STRATEGIC BRAND
MANAGEMENT ASSIGNMENT








BY,

DIVYA MK

Reg.No.-1616041

Timeline



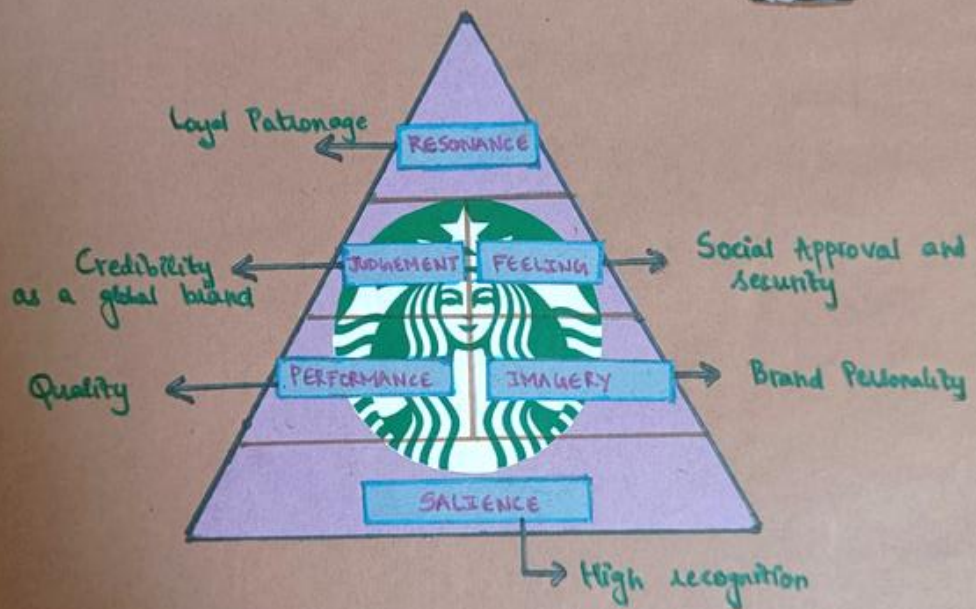
-  1971 - First Starbucks opened in Seattle, Washington - By 3 partners Jerry Baldwin, Zev Siegl and Gordon Bowker [March]
-  1982 - Howard Schultz joins Starbucks as Director of Retail operations and Marketing
-  1985 - Schultz founds Il Giornale, offering Brewed coffee and Espresso Beverages made from Starbucks coffee Beans.
-  1987 - Il Giornale acquires Starbucks assets, and changed its name to Starbucks Corporation
-  1989 - 46 stores, existed across the Northwest and Midwest annually. Roasted over 2,000,000 pounds
-  1991 - Becomes the first privately owned U.S. company to offer a stock option program.
-  1992 - Completes Initial Public Offering (IPO) on the stock market - had 140 outlets.



STARBUCKS



Brand Resonance Pyramid

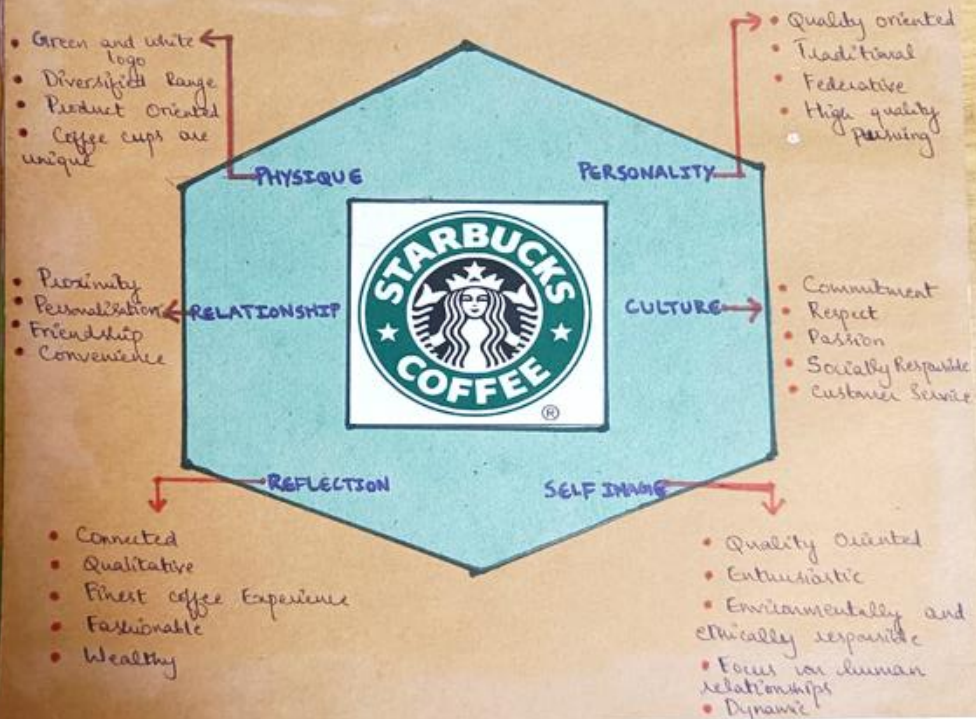




STARBUCKS



Brand Identity Prism





STARBUCKS COMPETITORS

← Direct Indirect →

Global



1000 stores
31 countries
Australia



+1000 stores
39 countries



+1700 stores
29 countries
UK



+ 31000 stores
119 countries



12,200 stores
73 countries

Regional



800 stores
China



1470 stores
Japan



400 stores
Europe



450 stores
US



TIME LINE OF LUX

★ William Hesketh Lever began manufacturing soap in England in 1884. His model plant and community near Liverpool was called Pont Sunlight. In 1884, Lever began selling separately wrapped soap "tablets" as Sunlight soap.



★ The company began selling what they first named "Sunlight flakes" in England in 1899, though the name was changed to "Lux" in 1900. In Latin "Lux" meant light and by association luxury. The soap flakes began to be imported to the U.S. in 1906 and manufactured at a new Lever Brothers plant in Cambridge, Massachusetts in 1907.

★ 1912, In 1912, Francis Countway became general manager of Lever Brothers in the U.S. Lever expanded its American factory capacity in 1915. J. Walter Thompson company suggested a new market positioning for Lux, he suggested Lux as a new laundry product that could be used safely to wash all fine fabrics. After which the sales, from 10,000 cases in 1915 to over 1 million cases in 1918 saw a hike.



★ The early Campaign aimed to educate users of new washing product. The lux Product was called in some advertising tag lines "The pure essence of Soap flakes" - in part to distinguish it from harsher washing powders. In 1922, some ads promoted use of lux for dish washing soap. In 1924 a contest invited women to submit testimonial letters, in which they found that "women had already extended [use of lux] to the general realm of toilet soap. They were using it in the flake form for their hands, bath, babies and shampoo." This information encouraged the Lever Brothers Company to create a soap bar, initially named "Lux Toilet Foam" but soon re-christened "Lux Toilet Soap".



★ 1928-1940

Lux was launched in the UK, India, Argentina and Thailand. The brand concentrated on building its associations with movie stars and their use of the products.

In 1931, lux launched a "I am Over 31" campaign, which focused on older starring stars. The series of print ads had stars talking about preserving youthful skin in jars.



★ 1940s and 1950s

Lux used actresses as spokesmodels, including Ronald Reago, Deanna Durbin and Deborah Kerr.

In 1949, Leela Chini became the first Indian film star to endorse Lux Soap brand.



★ FEELINGS:



UNMATCHED BATHING EXPERIENCE

- Sensory feelings: Creamy lather, luxurious fragrance, and soft, smooth skin.
- Emotional feelings: Pampered, relaxed and rejuvenated.
- Functional benefits: Cleansing, nourishing and hydrating.



BRINGS OUT THE STAR WITHIN

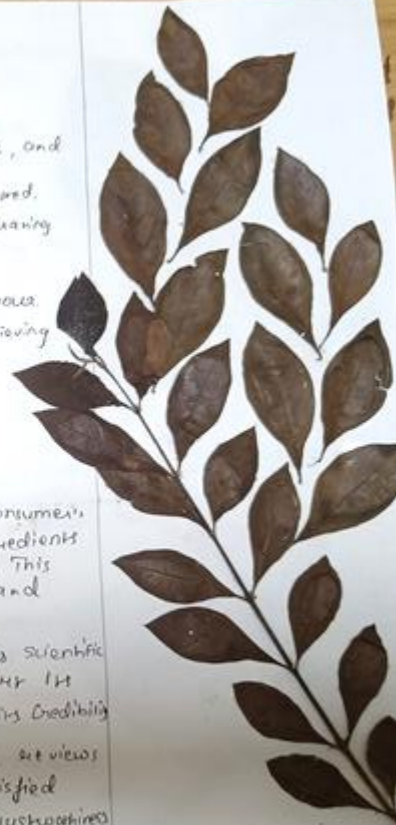
- Emotional feelings: Confident, beautiful, and glamorous.
- Aspirational: Reaching for one's inner star and achieving one's potential.

★ JUDGMENTS:



CREDIBILITY

- Quality ingredients and production standards: Consumers trust Lux's commitment to using high-quality ingredients and adhering to strict production standards. This helps in building the perception of reliability and effectiveness.
- Scientific evidence and research: Lux leverages scientific evidence and dermatological testing to support its claims of skin benefits, further enhancing its credibility.
- Independent reviews and testimonials: Positive reviews from trusted sources and testimonials from satisfied customers reinforce the brand's credibility and trustworthiness.



★ 1960s

Brand Spokeswomen Included Sandra Dee, Diana Rigg, Samantha Eggar, Audrey Hepburn, Cyd Charisse, Debbie Reynolds, Kim Novak, Doris Day and Barbara Rush.

★ 1970s

Reflecting the shift in beauty trends in 1970s, Lux stars Included: Brigitte Bardot and Natalie Woods.

★ 1980s

Lux was launched in China at this time. Sophie Lohen, Raquel Welch and Cheryl Ladd were some celebrities used during this era.

In India, later Bollywood Actresses, such as Madhubala, Sharmila Tagore, Tim Conway, Hema Malini, Parveen Babi, Shiba Shahbazz Khan, Madhuri Dixit, Rani Mukerji, Aishwarya Rai, Katrina Kaif, Amisha Patel, Kareena Kapoor, Kajal Aggarwal, Alia Bhatt, Deepika Padukone and Alia Bhatt have endorsed Lux Soap.

★ 1990s - Early 2000s

This period launched product extensions with shower creams & gels, Lux Super Rich Shampoo. In 2002, Pakistan created Lux Style Awards to celebrate the Pakistani film industry.



COST AND MANAGEMENT ACCOUNTING

ASSIGNMENT-2

Assignment submitted in partial fulfillment of the requirement for the

**MASTERS DEGREE IN
BUSINESS ADMINISTRATION (MBA)**

SUBMITTED BY

**MS. CHAYASHRI
REGISTER NUMBER: 2316146**

SUBMITTED TO

**MS.GOWTHAMI
ASSISTANT PROFESSOR**



**ST. ALOYSIUS COLLEGE (AUTONOMOUS)
ALOYSIUS INSTITUTE OF MANAGEMENT AND INFORMATION
TECHNOLOGY (AIMT)**

MADOOR, MANGALORE-575 022

2024

MBA students in Mundgod and Hangal for Rural Exposure programme





hangal, Karnataka, India
shirgud hangal
Lat 12.789455°
Long 74.866416°
19/01/24 12:02 PM GMT +05:30



Singanahalli, Karnataka, India
Mundagoda
Lat 12.789455°
Long 74.866416°
18/01/24 12:20 PM GMT +05:30

Google





On January 16th, 2024 MBA students of AIMIT embarked on a 5-day transformative rural immersion program, encouraging experiential learning and community engagement. The students were accompanied by Dr Beena Dias, Dr Poulami Saha, Dr Steevan D'souza & Ms. Gauthami.

Split into 2 groups with 140 students in Mundgod and the rest in Hangal, the students reached their destinations on the 17th of January 2024. Rev. Fr. Anil, the director of Loyala Vikas Kendra welcomed the students and outlined the instructions for their 5-day stay in the villages. The students were further divided into subgroups & assigned to various districts of Mundgod and Hangal. Each group had to formulate a 4-day plan of events, activities, and surveys for their designated areas.

The students were reunited on the 5th day i.e. 21st of January to visit the Tibetan Community in Mundgod, followed by a brief evaluation session of students' experience in the rural immersion program. Students expressed joy and highlighted positive learnings from the program, gaining valuable insights into rural communities. Rev Fr. Melvin Pinto SJ the director and Rev. Fr. Kiran Cotha played crucial roles in ensuring the success of this program.

Service-Learning Project by MBA students

2nd year MBA students as a part of their 'Service-learning project' visited various orphanages, old age homes, rehabilitation centres for rendering service to people in need. This is practiced every year on a regular basis to ensure that students get indulged into service and make some effort to serve people.





SNEHALAYA CHARITABLE TRUST®

Operating at :
Bachalike, Pavor PO
Manjeshwar, Kasaragod
Kerala, India, Pin - 671323

Head Office :
Lotus Paradise Plaza
4th Floor, Shop No. 417
Bendore, Mangalore - 575002



+91 9446547033 / Off. +91 7994087033 / Land Ph. : +91 4998 273322
Email : snehalayamangalore@gmail.com, Web : www.snehalayamangalore.com

1. Snehalaya
Psycho Social
Rehabilitation
Centre for Men

Ref. No. 7803/CRTFCT/24

Date: 07.06.2024

Dr. Rajani Suresh Dean (Academics)

St. Aloysius Institute of Management and Information Technology,
Mangalore

Dear Dr. Rajani Suresh,

2. Snehalaya
Psycho Social
Rehabilitation
Home
for Women

I am writing to bring to your attention the exceptional participation and dedication of a group of students from your institute in the "Service-Learning Project" at Snehalaya Psycho-social Rehabilitation Center in Manjeswaram.

3. "Snehalaya
Mannah"
Food for hungrys

The following students, **Abdul Latheef C, Abishek, Adarsh A Kamani, Adithya, Akhila, Akshatha, Akshay U Rao, Alestine Mendonca, Alisha S Dias, Amal Mathew, Amrutha, Anish, Ankith A Poojary, Ankith NM, Apoorva Rathnakar Shetty, and Prajwal J Shetty**, have gone above and beyond in their efforts to support and assist the residents of Snehalaya. They have shown tremendous compassion, empathy, and dedication in their interactions with the individuals at the center.

4. "Snehalaya
Shanthi Dham"
Old Age Home
for Men


Their commitment to the project has been truly inspiring, and their positive attitude and willingness to help others have made a significant impact on the lives of the residents at Snehalaya. The students have not only demonstrated their academic abilities but also their strong sense of social responsibility and compassion towards those in need.

5. "Snehalaya
Shanthi Dham"
Old Age Home
for Women

I believe that initiatives like the Service-Learning Project are invaluable in helping students develop a holistic understanding of society and the importance of giving back to the community. The students involved have gained invaluable experiences and skills that will serve them well in their future endeavors.

I would like to commend these students for their outstanding performance and dedication to the project. Their hard work and commitment are a testament to the values instilled in them at our institution.

Thank you for your continued support and encouragement of such initiatives that help nurture socially responsible and empathetic individuals.


Sarita Crasta, Administrator

Warm regards,





