

Course Title : Route to the Consumer / Journey to the consumer

Faculty: Shantanu Bhanja and Nitin Chaudhry

Course Description

Whether you are a start-up founder, product manager, the marketing manager or a sales head, this introductory course will provide you with real world knowledge and the tools you will need to build a successful business.

Students will get a strong foundation and practical understanding with actual techniques and solutions for identifying a market landscape, building a value proposition, understanding the buying process and the role of different stakeholders in the decision making process, and create winning strategies over competition.

Explorers on this journey will get exposed to different types of business models and their respective Go-to-Market strategies as well as success models for e-commerce and modern trade. They will get a hands-on experience of building pricing models and experience real in-market situations to appreciate the role of the various levers of business. Some of the other themes that will run through the course will be KPIs for success, Influencer marketing and Lifetime value of a customer.

Course Format / Pedagogy

Interactive Classroom sessions, Case Study Discussions, Guest Lectures from Industry Practitioners, Market Visits, Simulation Games and Projects

Evaluation *

Class Participation - 25%

Quiz 1 - 15% Quiz 2 - 20%

Market Visit and Project Work - 40%

About the Faculty

Shantanu Bhanja

Shantanu is a Marketeer and Business leader who has spent three decades in Consumer Products and Media. In his last role since 2018, Shantanu was CEO of the Pidilite Consumer Products Business. Prior to Pidilite, Shantanu spent 10 years at Hindustan Times, heading Marketing and then the Print Business for HT Delhi, before taking over as the CEO of HT Digital Streams, leading all the Digital Content businesses across the HT Media Group. Shantanu has earlier worked for more than 15 years with Reckitt Benckiser in India, at the Global Headquarters in the UK, and in Europe, across brands like Dettol, Harpic and Lysol. In his last assignment at Reckitt, Shantanu was Marketing Director of the RB Business in Portugal. Shantanu is now an Operating Partner at The Convergence Foundation, a grant-making social incubator that builds and scales new foundations in key areas of India's development sector, apart from following his other passion of mentoring Digital Start-ups, both with a view to leveraging his experience and learnings in Corporate life to create impact at scale.

Nitin Chaudhry

Nitin has worked in multiple industries including Durables, FMCG, Consumer and Enterprise IT, Education and Media. In the past 30 years he has worked with Indian companies, Multinationals, and start-ups, heading businesses of various shapes and sizes in the B2C, B2B and B2B2C spaces. An Electronics Engineer from PEC and an alumnus of IIMA, he has built and led large businesses in India and worked with iconic brands like Asian Paints, Cadbury, Compaq, Hewlett Packard, Hindustan Times and Fevicol. His assignments with these brands included building, managing, turning around and re-orienting businesses. Nitin has recently moved to Goa from where he mentors young businesses and coaches leaders across industries and at different stages of their career. He has always been passionate about people and switched careers a couple of years ago to help young professionals actualise their potential and achieve their life goals.

Course Outline

No.	Subject	Content	Guest Speaker	Reading / Case Study
1	Introduction - Highways of Business	Course introduction, grading rubric, student expectations, project details.	Bharat Puri, MD Pidilite, ex-Global Chocolate Head Mondelez, ex-GM, S&M, Asian Paints	
		Understand how Sales is the Lifeforce of Business and the importance of Interactions with consumers, customers and sellers of your product/service - The Moments of truth for the Brand		
2	Lay of the Land - Market Landscaping	Discover the Buying Process and the Decision makers and their roles and importance Stakeholders: Identification and Segmentation Defining and understanding the Competition - Uncovering the 'Sweet Spots' leads to Strategy - SWOT Analysis		
3	Route Options - Structure Follows Strategy	Different GTM Models for Different Product/Customer scenarios / combinations How life changes based on Decision Making processes, Role of Influencers, Relationships/Involvement		
4	Wooing the Consumer - B2C	Flow of Material, Money, Relationships and Information Distributor Model & Sales teams Designing Teams, Target Setting, Logistics Influencer Management and Marketing	Unilever/Reckitt/Cadbury/Perfetti CEO / Business Head B2B2C: A/Paints or Pidilite	
5	When the Customer has their own business - B2B and B2Govt	Distributor Model & Sales teams Client Engagement and Relationships, CRM Establish the Science of B2G Marketing Tendering Process, CSD, Ethics in B2B/G	HT Media Executive Director, HP Enterprise Sales Head	
QUIZ		What have we seen enroute? Quiz	15%	
6	Owning the consumer - D2C	Own the Consumer: Marketing to Sales Complementary rather than exclusive	Strategy Head, MamaEarth / Nykaa COO Mahindra Holidays CEO Eureka Forbes/Kent RO	
7	The Super Highways - Online and Modern Trade	Online: Marketplaces and D2C Modern Trade: Different types and nuanced strategies for each Marketing; Demand Generation, Pricing and Fulfilment	Speaker from Amazon, and from MamaEarth Devendra Chawla, MD/CEO Spencer Retail	
8	Let's talk money - Pricing to Win	Behavioural Economics Pricing, Discounting, Deals and Schemes Designing the pricing stack to win	TBD	Pricing Game
9	Let's get the show on the road - Wining at the POS	Visibility & Merchandising Promotions Experiential Marketing	Cadburys HOM Chairman Hawkins	
10	Efficiency of the engine - Salesforce effectiveness	What gets measured gets done - The Power of Rhythmic and Rigorous Reviews - for Frontline, Channel Partners and Key Customers Metrics, KPIs, Scorecards	TBD	
QUIZ		Last stop before the destination!	20%	
11	Let's take a test drive- Market Visit	Visit by teams of 4 students - to at least one Company-assisted/arranged Trade Visit and one Modern Trade visit (unaccompanied) Identify key Levers of Business		Market Visit
12	Lifetime Customer Value	Understand the power of repeat business Hunting AND Farming Loyalty and Engagement Programs for Trade, Consumer and Influencers	Pharma Company Business Head President - Fevicol HOM - Kohler HOM -Credit Card / Airline Loyalty	
13	Experience Sharing - Project Debrief & Evaluation	Presentation by Teams	Jury from Corporate Boardrooms - 40%	

