

Examine two elements in the marketing mix, other than price, that *Duranjaya Packaging* will need to adapt in order to move into the creative packaging solutions market.

[6 marks]

The marketing mix is composed of numerous elements: Product, Place, Promotion, People, Process, Packaging, Physical evidence. *Duranjaya Packaging* will have to adapt each of these elements of the marketing mix. Possible adaptations may include:

Product:

- shift in virtually all aspects of paper packaging – higher quality cardboard, a variety of types of cardboard, as well as a variety of colours, shapes, and means of opening and closing the packaging
- *Duranjaya Packaging* may have to consider moving into packaging solutions that require materials other than cardboard – plastic, wood, etc.

Place:

At present, *Duranjaya Packaging* has no location other than its manufacturing facility. Its channels of distribution are extremely limited: customers reading its advertisements in specialized publications and, presumably, some direct efforts by Nirav to his larger customers or potential new customers. Physical distribution is direct from the factory to end-users. With the new types of packaging, retail shops would not be necessary – its potential customers are manufacturers of middle and high-end consumer products. Nevertheless, *Duranjaya Packaging* may want to consider a new location and with it a new channel of distribution: some high-end office space in central Mumbai, near where the administrative offices of manufacturers are located: rather than bring potential customers to a gritty, industrial section of town, the firm will need clean, fashionable offices where the designers can work and, practically speaking, function as a central element of the sales force. While, arguably, this is merely a change of location, rather than a new channel of distribution, having a centrally located office, where past designs can be showcased and where clients/potential clients can meet and work with designers does constitute a new channel of distribution for *Duranjaya Packaging*.

Promotion:

Duranjaya Packaging will have to modify significantly how it makes its customers aware of its products, to include:

- in new clean offices, successful past designs can be showcased
- advertising in a different variety of trade journals
- attendance at trade exhibitions and fairs
- hiring a sales force, or retaining a large number of independent sales representatives
- a web site showing a whole range of potential packaging solutions
- promotional literature, such as brochures.

People:

In addition to the fact that the firm will need a sales force, whether employees of the firm or independent sales agents, all employees who interact with customers will need sales and customer-relations training.

Process:

- *Duranjaya Packaging* will also have to reconsider how it ships its product to users. Low-cost/low-priced cardboard boxes for industrial users easily fold flat, while the variety of products that will go into the new packaging will require different means of collapsing the packaging for shipment to purchasers. Considerable attention will have to go into the design of the packaging so that they can be collapsed easily, but also reopened easily for insertion of product before retail sale.
- Often the designing of packaging will require interaction with the customer – making sure that the customer is satisfied with the aesthetics of the packaging, testing how well the product fits in the packaging, determining whether plastic “windows” displaying the product within the packaging are properly placed, *etc.*

Packaging:

Development of packaging for the packaging (that is, for shipment of collapsed packaging to purchasers).

Physical evidence:

Physical evidence refers to the material part of service, and *Duranjaya Packaging* is much more of a service firm than previously (before restructuring the business, ability to deliver on time was perhaps the only aspects of *Duranjaya Packaging* that could be considered a “service”). Now that the firm will be selling itself as a design company, it must pay much greater attention to material cues that tell customers about the firm. These may include:

- packaging (of packaging), noted above
- Internet/web pages, noted above
- paperwork, such as invoices, tickets, and dispatch notes
- brochures, noted above
- signage
- uniforms
- business cards
- offices, noted above.

If the response is a one-sided relevant approach with no examination award a maximum of **[4 marks]**. If only one element *other than price* is examined award a maximum of **[4 marks]**.

Marks should be allocated according to the markbands on page 3.