

Learning Points – Marketing

District	Activity	Learning
Pathanamthitta	Established Kiosks across the District as Café Kudumbashree cum marketing outlets	Marketing Kiosks improve customer buying experience, increase customer base, reduce the cost of business, gain efficiency through diverse applications, lower overhead expenses, flourish in multiple locations, helps in flexible hours of operation, facilitate easy maintenance and helps with Branding and Advertising.
Thrisuur	Nano Market in Agri Hyper Market	<p>Customers are attracted to Kudumbashree products and there is scope for climbing up in the marketing ladder from trade fairs to permanent or retail markets.</p> <p>A collection of homemade products in a common platform will definitely satisfy the customers who value quality, ethnicity and purity.</p> <p>Shelf space in super markets or in public places not only generate familiarity among customers, but also create trust among potential customers. Indirectly, Kudumbashree products are positioned in par with its near competitors in Nano Markets. This is particularly important because Kudumbashree do not have enough resources to go for an intensive marketing backed up by highly paid promotion activities.</p>
Palakkad	Nano Markets	<p>Indirectly, Kudumbashree products are positioned in par with its near competitors in Nano Markets. This is particularly important because Kudumbashree do not have enough resources to go for an intensive marketing backed up by highly paid promotion activities.</p>
Kozhikode	Homeshop	<p>Homeshops serve the role of distributors (who buy the products from the manufacturers and then re-sell the products to customers). This model needs to be fine-tuned and then expanded intra District as well as across Districts.</p> <p>Homeshops can facilitate creating a strong alternative distribution system for demand creation and building word-of-mouth advocates towards pivoting to general trade (GT).</p>