

Sales & Marketing Course

May 2022

Final Exam Assessment:

- Written Project (15%)
- Presentation (15%): 15 minutes

Kindly be ready to share presentation materials on zoom. Turning on the video is also compulsory during the presentation.

Question

Loyal customers can make a company more profitable compared to a company that keeps acquiring new customers but is not able to keep them loyal.

- a. Explain 2 ways loyal customers could result in higher profit for the business. (4 points)
- b. Jack runs a café 500 meters from your office. Jack has hired you to be his Sales & Marketing Consultant. He is looking for a plan to increase Customer Lifetime Value by
 - Increasing average sales value per customer (2 points)
 - Increasing the frequency of the same customer visiting (3 points)
 - Encouraging them to keep coming back to his café for as long as possible (3 points)
 - By improving profits of his business (3 points)