

C93

The Cashback

Having developed some E-books¹; smgi.in/cases/c84.pdf (1page) smgi.in/cases/c91.pdf (4pages) smgi.in/cases/c92.pdf (3pages), Dr. Narendra Mohan thought of ways of disseminating his works². With the help of a Marketing Expert, he drafted and sent the following letter to directors of various management schools of the country³. It was somewhat unusual, but he thought of following his friends advice⁴.

His friend was however, not convinced that Dr. Mohan should extend the Cashback offer further at **increasing rate** for 6th (120%), 7th (140%), 8th (160%), 9th (180%) and 10th (200%) books⁵?

.....
Dear Sir,

It gives us great pleasure to inform you that **E-version** of all [our books](#) related to Strategic Management are now available⁶. -

The books are useful for **self- study** as also for conducting **MBA courses and Management Development Programmes** on Strategic Management⁷.

E-versions are low cost books which have the **following advantages**⁸:

- * Are easy to read, anywhere, anytime, anyplace, around the world⁹.
- * Can also be conveniently printed on A4 size¹⁰.
- * Allows flexibility to print only necessary number of pages (save paper and ink)¹¹.
- * Allows ME (Mobile Enabled) Learning, which can be imparted without use of printed text¹². ME Learning also allows expanding cases as the class interest grows, instead of giving voluminous cases to participants right away to read¹³.
- * They also allow convenient customisation of course and programme material to suits the course/ programme requirements¹⁴.
- * Do not require huge storage space for stocking¹⁵.
- * The font sizes can be adjusted to suit the eyes of reader and class participants¹⁶.
- * Allows drawing of inputs from several books if required during class discussion¹⁷.

1. On the auspicious occasion of **Convocation of your Institute**, we are offering the following attractive **Cashback incentive** to help Students, Faculty, Alumni and others for **having set of our books**. **Please note this Cashback offer is available only for buying different books (not copies any one or more books)**¹⁸.

20% Cashback on list price of the 1st E-book¹⁹

40% Cashback on list price of the 2nd E-book²⁰

60% Cashback on list price of the 3rd E-book²¹

80% Cashback on list price of the 4th E-book²²

100% Cashback on list price of the 5th E-book²³

One can select any book(s) of his/ her choice for availing Cashback²⁴.

2. We are also offering Cashback for multiple copies @ of 20% for 1-10 copies and 40% for subsequent copies²⁵.
3. Please note the Cashback is being offered by the authors, for which following details should be forwarded within a week of purchase of book(s) to²⁶ narendra2019@gmail.com

Name of Buyer/ Order No & Date/ Bank Account in which cashback is to be given/ IFSC code of the branch/ City²⁷

4. **The Cashback incentive is available from 1st March 2019 to 30th April 2019 only**²⁸.

For knowing about the books²⁹ [Click Here](#)

For Ordering the books³⁰ [Click Here](#)

I shall be grateful if you kindly circulate this email to Students, Faculty, Alumni and others who may be interested in the books³¹. Let Strategic Management Guide their career³².

With regards³³,

Prof. Narendra Mohan

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Former Director and Professor, IMX

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- Q1. What would be effective cost per book if a customer goes for buying 5 different books? ³⁴
- Q2. Do you agree with promotion strategy suggested by Marketing expert? ³⁵
Should Dr. Mohan extend the Cashback offer further, at increasing rate to 6th, 7th, 8th 9th and 10th books? ³⁶
- Q3. Any suggestions for alternate offer?
- Q4. What are other conditions necessary, if any, to make the offer?
- Q5. How long is this case (number of pages)? ³⁷
- Q6. How many melodies are hidden in the case (it is not 36+)?

Note: All the relevant data for taking decisions are available in the case.
Is there some more information required to work out a practical offer?

C84/43ZPU

C91/19BKF

C92/4QMQ

C93/43ZPU