

## TAPPING A NEW MARKET: WAYS AND MEANS

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**Received: 07 May 2018**

**Accepted: 11 May 2018**

**Published: 28 May 2018**

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### **ABSTRACT**

*The tirupati Urban Co-operative Bank was facing a problem to establish itself in the new market. The main reason behind this was the lack of suitable marketing Strategy and Unattractive schemes offered by the bank. After having a bad experience in Aurangabad the bank was very much concern about taking the steps regarding penetration of the new market. To overcome these difficulties the board of members decided to launch the new schemes. The case also highlights the importance of market analysis and probability testing.*

### **Teaching Objectives and Target Audience**

- Our teaching objective is to develop and guide students about the Market penetration of banking products.
- To understand the importance of market analysis for cooperative banks.
- To practically demonstrate the use of probability analysis for a given situation.
- To analyze the importance of correct decision making.

The case is suitable for MBA students.

**KEYWORDS:** *Cooperative Bank, Marketing Strategy, Market penetration*