

**A STUDY ON MARKETING STRATEGY IN ORDER TO BOOST THE SALES OF
INNOVATIVE ELECTROTECH PRIVATE LIMITED**

**Submitted in partial fulfillment of the requirements for the award of
Bachelor of Business Administration**

By

U.TINA KIRAN

(Register No.39280097)



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600 119.

APRIL 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited Grade "A" by NAAC|12B Status by UGC|Approved by AICTE

www.sathyabama.ac.in

DEPARTMENT OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **U.TINA KIRAN**

(39280097) who carried out the Project Work at "M/s.Innovative Electrotech (P) Ltd,

Chennai" under my/our supervision.

Internal guide

External Guide

Dr.BHUVANESWARI.G., MBA., Ph.D
Head of the Department

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I, **U.TINA KIRAN (39280097)**, a student of Sathyabama Institute of Science and

Technology hereby declare that the Project Report entitled A STUDY ON

MARKETING STRATEGY IN ORDER TO BOOST THE SALES OF INNOVATIVE

ELECTROTECH PRIVATE LIMITED done by me under the guidance of

Dr.YASMEEN BANO, MBA., M.Phil., Ph.D, at Innovative Electrotech (P) Ltd, Old No:

67, New No: 42, Venkatarathinam Nagar, Adyar, Chennai – 600096, is submitted in

partial fulfillment of the requirements for the award of Bachelor's Degree in Business

Administration.

DATE:

PLACE: CHENNAI – 90.

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr.G.Bhuvaneswari, MBA., Ph.D., Dean, School of Management Studies, Dean and Dr.A.Palani, M.Com., M.Phil., MBA., Ph.D, Head of the Department, Department of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Dr.Yasmeen Bano, MBA., M.Phil., Ph.D, for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

U.TINA KIRAN

CONTENTS

S.NO.	TITLE	PAGE NUMBER
1	ABSTRACT	1
2	CHAPTER – 1	
	1.1 INTRODUCTION TO THE PROJECT WORK	2
	1.1.1 INTRODUCTION OF MODERN MARKETING STRATEGIES	3
	1.2 PROFILE OF THE STUDY	3
	1.2.1 INDUSTRY PROFILE	3
	1.2.2 COMPANY PROFILE	4
	1.2.3 PRODUCT PROFILE	5
3	CHAPTER – 2	
	2.1 LITERATURE REVIEW	6-8
	2.1.1 THE DEFINITION OF 7P	9-10
4	CHAPTER – 3:	
	3.1 AIM OF THE STUDY	11
	3.2 SCOPE OF THE STUDY	11
5	CHAPTER – 4	
	4.1 METHOD OF SURVEY	12

6	CHAPTER – 5	
	5.1 DATA ANALYSIS, INTERPRETATION, AND INFERENCE	13-29
	5.2 RESULTS AND DISCUSSION, PERFORMANCE ANALYSIS	30
7	CHAPTER – 6:	
	6.1 SUMMARY AND CONCLUSIONS	31
8	THE QUESTIONNAIRE FOR THE SURVEY	32-35

ABSTRACT

The Project study involved the identification of the Marketing Strategy of the Company and the advantages and drawbacks of their current marketing practices. Since the Company was involved in the manufacturing and sales of Road Safety Products, which has a niche market, the consumption of their products would not be by the general public as in the case of consumer goods. This factor played a key factor in analyzing the Company's customer base which comprised of government departments such as the Police Department, Fire and Rescue Services, Highways Department, 108 Ambulances, Airports Authority of India, etc., on one hand and a private sector comprising of private Hospitals and Ambulance operators on the other hand.

Though the Company was dealing with products catering to a niche market, it was facing a stiff and fierce competition from the competitors who are in the northern parts of India as well as the cheaper imported Chinese products.

The Company has been in existence for around 14 years and has been following the conventional marketing practices which though have its own advantages, is now insufficient for the fast-changing world and younger generation of clients. In this present scenario, the Company needs to adopt a modern marketing strategy and practices.

CHAPTER -1

1.1 INTRODUCTION TO THE PROJECT WORK

FINAL PROJECT REPORT

TOPIC SELECTION

Marketing Strategy in Order to Boost the Sales of Innovative Electrotech Private Limited

TYPE OF INDUSTRY CHOSEN FOR THE STUDY

A Company involved in the manufacture and supply of various Road Safety Products

AREA OF RESEARCH

- Present Marketing Strategy of the Company
- Advantages And Drawbacks of The Present Marketing Strategy and Practices being followed by the Company
- Customer's views of the Company and its Product Base
- Adoption Of Modern Marketing Strategy and Practices in Order To Boost The Sales Of The Company

NEED FOR THE STUDY

- Marketing strategy provides the organization an edge over its competitors.
- Strategy helps in developing goods and services with best profit-making potential.
- It helps the organization to make optimum utilization of its resources so as to provide a sales message to its target market.

OBJECTIVES OF THE STUDY

The objective of a marketing plan is to have a defined path to obtain new customers, strengthen relationships with current customers and clients, increase sales, improve retention and increase brand awareness.

1.1.1 INTRODUCTION OF MODERN MARKETING STRATEGIES

Modern Marketing Strategy places the priority on the consumer not making a profit. When a business uses modern marketing concepts, they must understand that they are measuring success based on the ability to find out what future consumers want or need and then offering services that satisfy those wants and needs. Accomplishing this task is the motivation for all business marketing decisions and making the consumer happy is the ultimate goal.

1.2 PROFILE OF THE STUDY

1.2.1 INDUSTRY PROFILE

Road safety involves taking several steps for reducing the risk of road traffic injuries and death. The road safety measures are not only taken for car occupants but are also taken for cyclists, pedestrians and motorcyclists. The increase in the number of road accidents especially in the regions that lack road safety infrastructure has created a high need for road safety solutions to prevent these accidents.

Surging number of road accidents led to the rise of more usage of road safety solution which in result drives the growth of road safety market. Technical complications associated with road safety technologies hinder the overall growth of road safety market. Surging growth in connected vehicles integrated with intelligent transportation systems (ITS) is acting as major window of opportunity for the road safety market.

1.2.2 COMPANY PROFILE

INNOVATIVE ELECTROTECH PRIVATE LIMITED was established in the year 2009, in Chennai, Tamil Nadu, India with an aim of introducing modern and innovative products in the field of road safety.

The company was the pioneer in launching the state of art Lightbars and Blinkers with LED technology in India catering to the Police Departments, Fire and Rescue Departments of various States in India, Ambulances of various Governments and Private Hospitals, Infrastructure Companies, etc.

Thereon, we have expanded its business to solar powered Road Safety products, Digital LED Display Boards, LED jackets, Sirens, Speakers, Hazard Markers, Signaling Equipment, etc.

The Company believes in providing quality products at affordable prices to its clients.

They strive to build an everlasting relationship with every single customer by providing them with products par excellence, prompt after sales service and availability of spares.

The Company measures its growth by the customer satisfaction by addressing their needs beyond their expectations. The Company has a team of well qualified engineers and technicians who diligently strive as a family to uphold the values of the company. They constantly monitor the quality of their products while they keep technologically upgrading them periodically.

1.2.3 PRODUCT PROFILE

- LED Lightbars for Ambulances, Police and Fire & Rescue Vehicles
- LED Blinkers for Ambulances, Police and Fire & Rescue Vehicles
- Sirens
- Speakers
- LED Jackets
- LED Beacons
- Median Blinkers
- Hazard Markers
- Barricade Blinkers
- Two-Wheeler Blinkers
- Solar LED Blinkers
- Solar Road Markers
- Breath Analyzers
- LED Batons
- Speed Radar Equipment
- LED Display Boards
- Reflective Sign Boards
- And an array of other custom built Road Safety products

CHAPTER - 2

2.1 LITERATURE REVIEW

Literature Review and Previous Research: There are some previous research which being references in this research making. Selection of the marketing strategy of the SME done by **Astuti, Silalahi, and Wijaya (2015)**. The research objectives is about to know the influence of 7P marketing mix variables, which consists of product, price, promotion, place, people, physical evidence and process on purchasing decision of consumers in determining appropriate marketing strategy of Malang apples at Giant MOG. There are 2 variables; independent variables that is 7P (X) and dependent variables that is purchasing decision (Y). At that research, multiple linear regression analysis was used to determine the marketing mix variable that most influences on purchasing decisions of Malang apples consumers at Giant MOG. Analytical Hierarchy Process (AHP) was used to set the right marketing strategy of Malang apples at Giant MOG according to management of Giant MOG.

A research about marketing strategy also conducted by **Kumar and Rajeev (2012)**. In his research explained that internet marketing strategy have a very important role in many industries because internet marketing is one of the easiest and cheapest way of marketing. Its population of the internet user increase day-by-day and it is easily available in any part of the country.

With the same reason **Kiran Majumdar, and Kishore (2012)** in his research about innovative marketing strategies for SME also suggest using Internet as a promotional tool in Small Medium Enterprise (SME). It is also agreed by **Öztamur and Karakadılar (2014)**.

Dilhan did a marketing research strategy using internet as the media with a assumption that internet give us a big opportunity to connect with people throughout the world. In his research qualitative content analysis is used as the main method because the ultimate target is to see the companies strategical use of social media,

including which contents they choose, how often they update their accounts, what style of language they use and how effective their communication is.

Research about marketing strategy whose done by **Vásquez and Escamilla (2014)** also leads to a social networks marketing. In that research, conclude that it has been shown by quantitative research that there is a large area of opportunity 4 to educate small businesses about the potential that a good social media strategy for your business can generate. Many of them have no knowledge of the existence of tools that could be useful in their daily operations as promote their products, customer approach, monitoring and measuring the effectiveness of its strategy, brand positioning, etc.

Marketing Strategy: Marketing is one of the important things in the business. Many people mistakenly think that marketing is only about communication activities such as advertising, promotion, public relations, and personal selling.

In his book **Ferrell and Hartline (2005)** says that marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Viewed from that perspective, we can see that the scope of marketing function is considerably broader.

According to Walker and Boyd (1992), Strategy is a fundamental pattern of present and planned objectives, resources deployments and interactions of an organization with markets, competitors, and other environmental factors. According to that definition **Walker** concluded that a good strategy should specify:

- (1) what is to be accomplished;
 - (2) where, that is, on which industries or product-markets it will focus; and
 - (3) how, or which resources and activities will be allocated to each product-market to meet environmental opportunities and threats and to gain a competitive advantage.
- Therefore, according to the **Walker**, the primary purpose of a marketing strategy is to

effectively allocate and coordinate marketing resources and activities to accomplish the firm's objective within a specific product-market. Then Marketing Strategy requires a definition of the market domain in which the company will compete and a statement of how utility and value will be created for customers through product and service offerings. Recognizing customers' needs and filling them better than competitors is the core of successful marketing 5 strategy.

When customers' needs are satisfied by effective marketing programs, long-term competitive advantage can be achieved and financial goals can be met (**Urban & Star, 1991**). The marketing strategy can consist of one or more marketing programs. Each program consists of two elements—a target market and a marketing mix. To develop a marketing strategy, an organization must select the right combination of target over its market(s) and marketing mix in order to create distinct competitive advantages over its rivals (**Ferrell & Hartline, 2005**).

The term 'marketing mix' is attributed to **Neil H.Borden** and refers to the set of marketing ingredients a company can use to achieve its objectives.

Lancaster and Massingham (2010) suggest some of the factors that the detailed marketing mix plans as four Ps are Products (Quality, Features, Options, Style, Services, Installation, Warranty, Packaging, and New product development), Price (Pricing, Price changes, List prices, Discounts, Allowances, Payment, and Credit terms), Promotion (overall emphasis in promotional mix, objectives, strategies and plans), and the last is Place (Channel configuration/coverage/levels, Specific type of intermediaries, Terms and responsibilities of channel members, Order processing systems, Warehousing, storage, stocking and delivery policies).

In a modern marketing system, marketing mix incorporated in 7P, i.e. product, price, place, promotion, people, physical evidence, and process (**Lovelock & Wirtz, 2011**).

2.1.1 The definition of 7P according to The Chartered Institute of Marketing (2009) is as follows:

a. *Product:* There is no point in developing a product or service that no one wants to buy, yet many businesses decide what to offer first, and then hope to find a market for it afterwards. In contrast, the successful company will find out what customers need or want and then develop the right product with the right level of quality to meet those needs now and in the future.

b. *Price:* A product is only worth what customers are prepared to pay for it. The price also needs to be competitive, but this does not necessarily mean the cheapest; the small business may be able to compete with larger rivals by adding extra services or details that will offer customers better value for money. The pricing must also provide a profit. It is the only element of the marketing mix that generates revenue — everything else represents a cost.

c. *Place:* The place means of distributing the product to that place where customers buy a product. The product must be appropriate and convenient for the customer. The product must be available in the right place, at the right time and in the right quantity, while keeping storage, inventory and distribution costs to an acceptable level.

d. *Promotion:* Promotion is the way a company communicates what it does and what it can offer customers. It includes activities such as branding, advertising, PR, corporate identity, sales management, special offers and exhibitions. Promotion must gain attention, be appealing, tell a consistent message and above all else give the customer a reason to choose your product rather than someone else's.

e. *People:* Anyone who comes into contact with customers will make an impression, and that can have a profound effect — positive or negative — on customer satisfaction. The reputation of the brand rests in the people's hands. The people must be appropriately trained, well-motivated and have the right attitude. It is

essential to ensure that all employees who have contact with customers are not only properly trained, but also the right kind of people for the job

f. *Process*: The process of giving a service, and the behavior of those who deliver are crucial to customer satisfaction. Issues such as waiting times, the information given to customers and the helpfulness of staff are all vital to keep customers happy.

g. *Physical evidence*: A service cannot be experienced before it is delivered. This means that choosing to use a service can be perceived as a risky business because buying something intangible. This uncertainty can be reduced by helping potential customers to 'see' what they are buying. Case studies and testimonials can provide evidence that an organization keeps its promises. Facilities such as a clean, tidy and well-decorated reception area can also help to reassure.

CHAPTER - 3

AIM AND SCOPE OF THE STUDY

3.1 AIM OF THE STUDY:

The aim of this research study is to identify the business's overall game plan for reaching prospective consumers and turning them into customers of their products or services by adopting a marketing strategy that contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

3.2 SCOPE OF THE STUDY

- This research covers the identification of the product range of the Company
- The target market for the products
- The expectations of the market in terms of quality and pricing of the products.
- The customer satisfaction in terms of durability of the products.
- The market expectations in terms of after-sales support and service

CHAPTER - 4

4.1 METHOD OF SURVEY:

Considering the client base of the Company, after a long deliberation it was decided that the right method of survey which would serve the purpose of achieving the desired results would be a Telephonic Survey Method.

The reason behind adopting this particular method was that a sizable section of the clients were Ambulance operators or drivers, who had very little knowledge of Google Forms, etc., and it would have proved a futile attempt to get them to fill such forms.

Another section of the clients were from the uniformed services such as the Police Department, Highways Department, Fire and Rescue Services, etc., who, owing to their positions in the governmental services were bound not to divulge any details through market surveys.

Thus, it was decided to utilize the Telephonic Survey Method with a random sample of 100 clients.

A Questionnaire was formulated to get the maximum results based on the answers obtained from the clients.

CHAPTER – 5

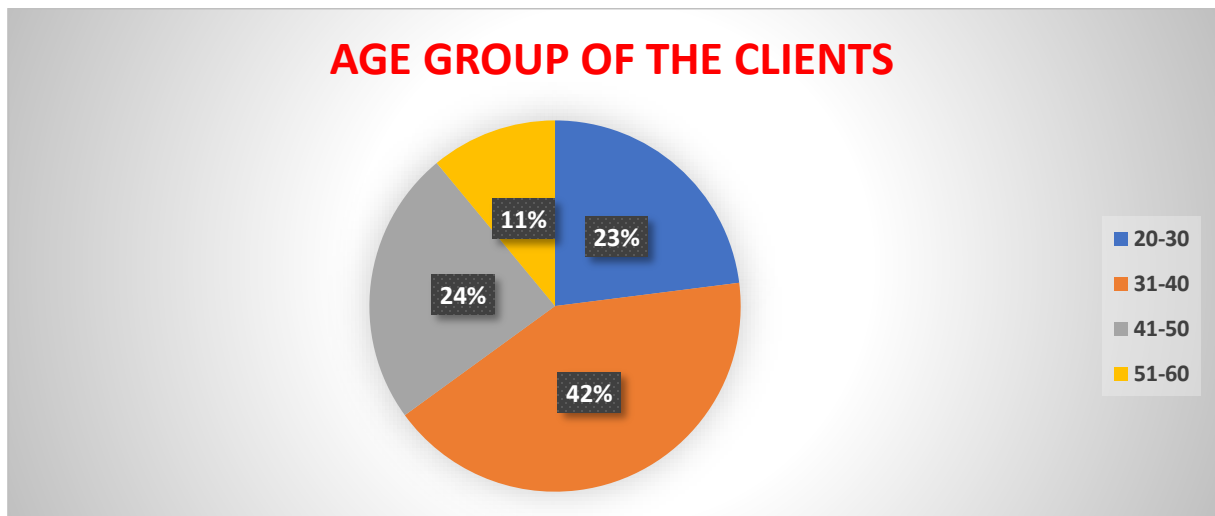
5.1 DATA ANALYSIS, INTERPRETATION AND INFERENCE

1. Age Group of the Clients:

PERCENTAGE ANALYSIS:

S.NO:	AGE GROUP	NO. OF RECONDENTS	PERCENTAGE
1	20-30	23	23%
2	31-40	42	42%
3	41-50	24	24%
4	51-60	11	11%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 23% of the respondents belong to the age group between 20-30 years, 42% of the respondents belong to the age group between 31-40 years, 24% of the respondents belong to the age group between 41-50 years and 11% of the respondents belong to the age group between 51-60 years.

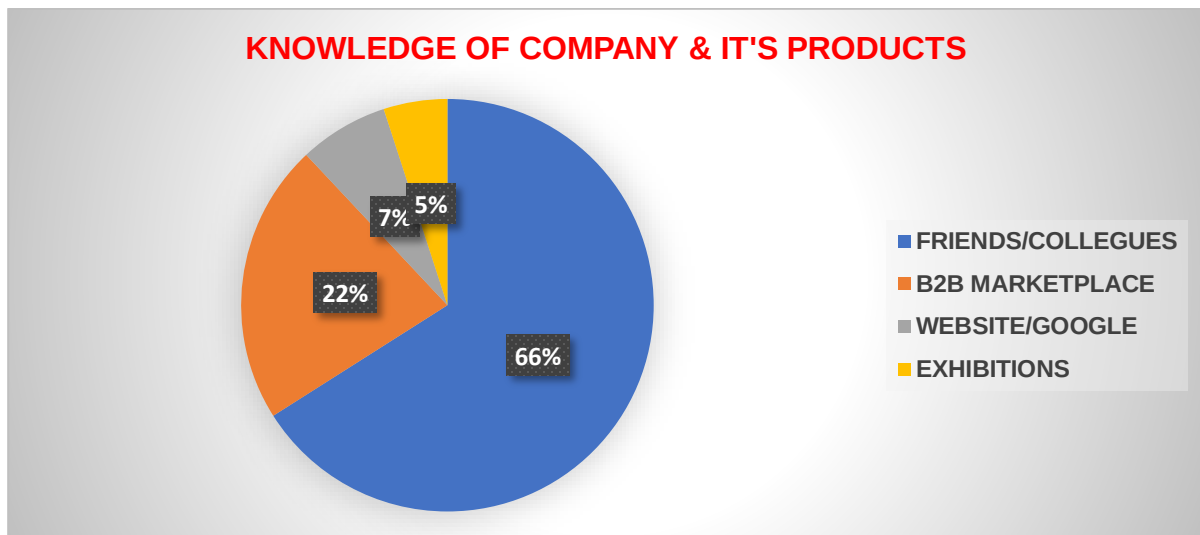
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (42%) belong to the age group between 31-40 years.

2, KNOWLEDGE OF THE COMPANY AND ITS PRODUCTS:

PERCENTAGE ANALYSIS:

S.NO:	KNOWLEDGE OF THE COMPANY AND ITS PRODUCTSTHROUGH	NO. OF REpondENTS	PERCENTAGE
1	FRIENDS/COLLEAGUES	66	66%
2	B2B MARKETPLACE	22	22%
3	WEBSITE/GOOGLE	7	7%
4	EXHIBITIONS	5	5%
	TOTAL	100	100%

PIE CHART:



INTERPRETATION: From the above analysis 66% of the respondents had knowledge of the Company from hearing from Friends/Colleagues, while 22% of the respondents through B2B Marketplace, 7% of the respondents through the Company's website and through Google and 5% of the respondents by attending Exhibitions wherein the Company had participated.

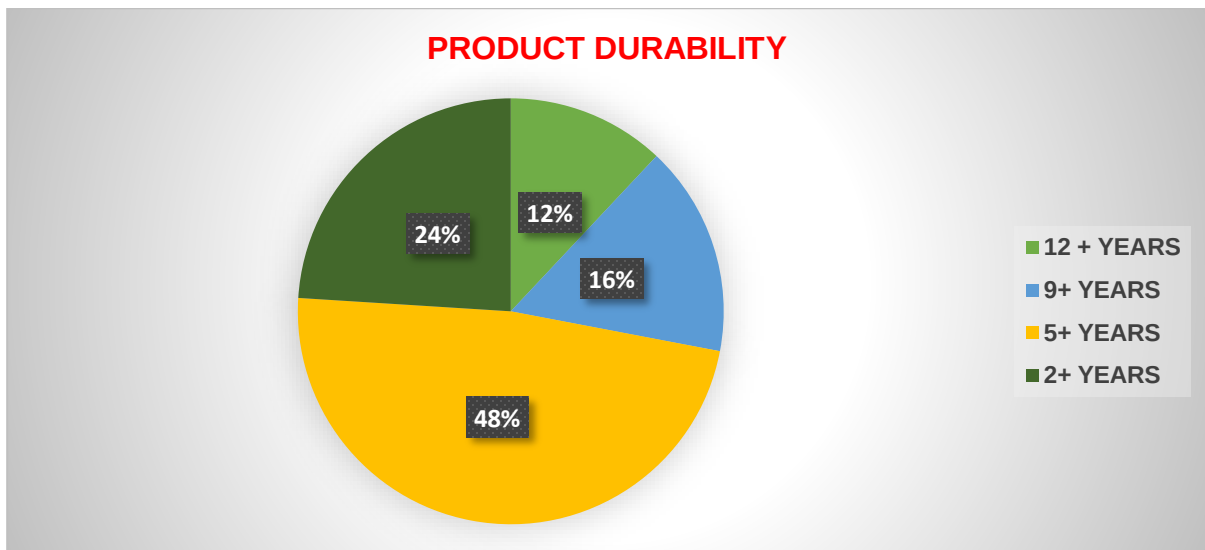
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (66%) had gained the knowledge of the Company and its products from Friends and Colleagues.

3.PRODUCT DURABILITY:

PERCENTAGE ANALYSIS:

S.NO:	PRODUCT DURABILTY	NO. OF RECONDENTS	PERCENTAGE
1	12+ YEARS	12	12%
2	9+ YEARS	16	16%
3	5+ YEARS	48	48%
4	2+ YEARS	24	24%
	TOTAL	100	100%

PIE CHART:



INTERPRETATION: From the above analysis 12% of the respondents have informed that the durability of the Company's products is beyond 12+ years, while 16% of the respondents have informed that the durability of the Company's products is beyond 9+ years, 48% have informed that the durability of the Company's products is beyond 5+ years and 24% have informed that the durability of the Company's products is beyond 2+ years.

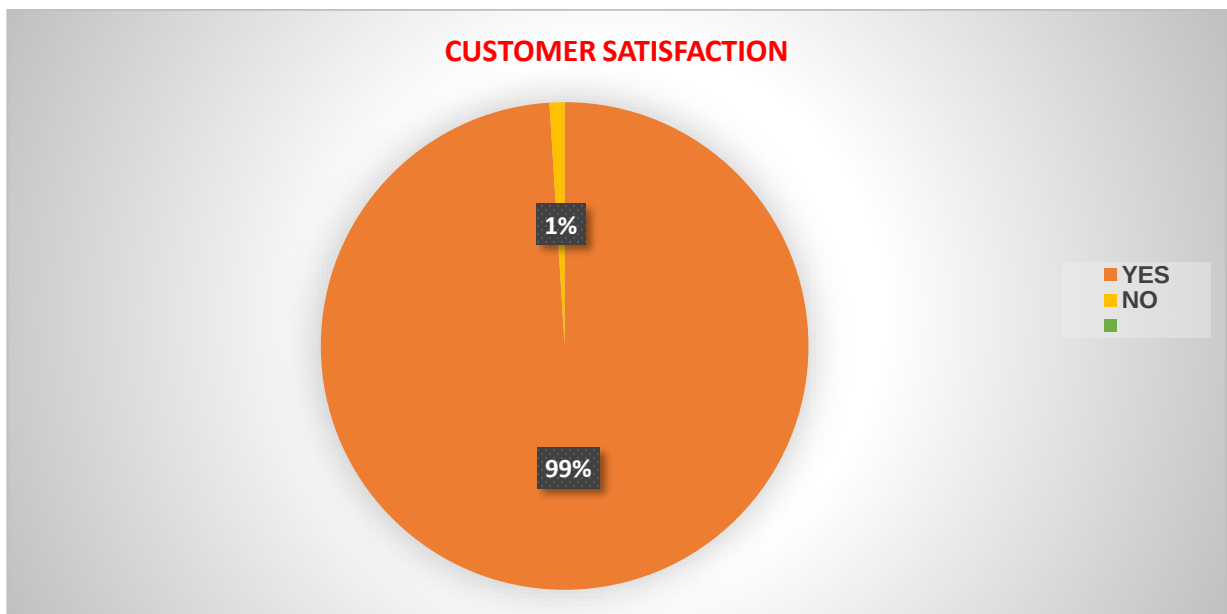
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (48%) have informed that the durability of the Company's products is beyond 5+ years.

4.CUSTOMER SATISFACTION:

PERCENTAGE ANALYSIS:

S.NO:	CUSTOMER SATISFACTION	NO. OF REpondENTS	PERCENTAGE
1	YES	99	99%
2	NO	1	1%
	TOTAL	100	100%

PIE CHART:



INTERPRETATION: From the above analysis 99% of the respondents are satisfied with the Company's products while 1% of the respondents have expressed their dissatisfaction with the Company's products.

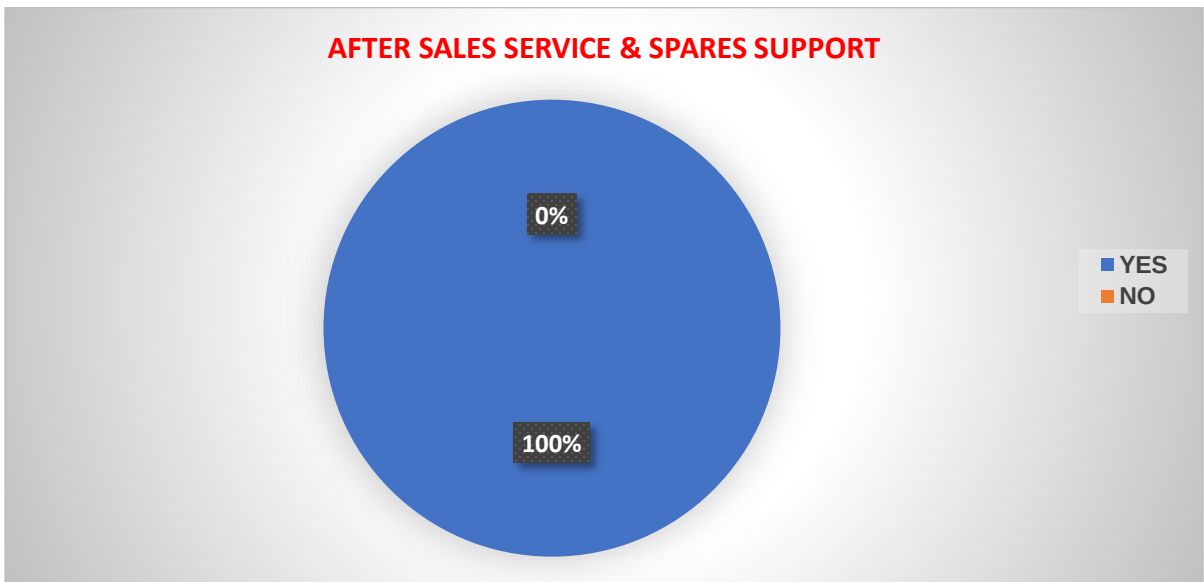
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (99%) are satisfied with the Company's products.

5.AFTER SALES SERVICE & SPARES SUPPORT:

PERCENTAGE ANALYSIS

S.NO:	AFTER SALES SERVICE AND SUPPORT	NO. OF RECONDENTS	PERCENTAGE
1	YES	100	100%
2	NO	0	0%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 100% of the respondents were satisfied with the After-sales Service and Support provided by the Company on its Product Range.

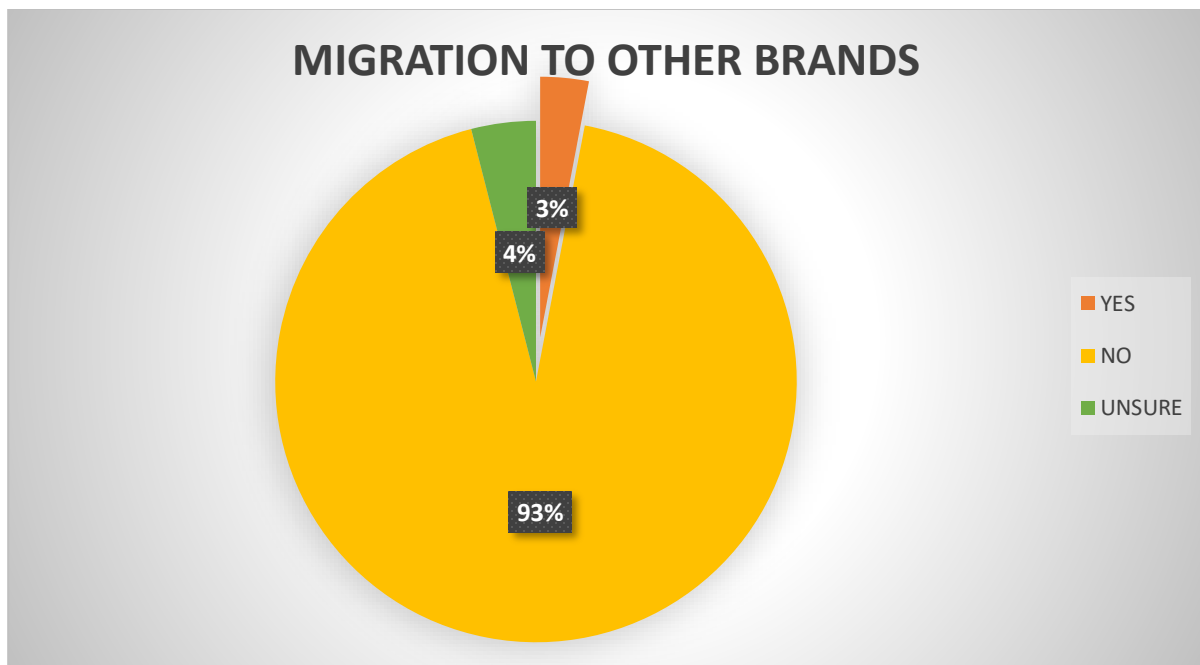
INFERENCE FROM THE ABOVE ANALYSIS: The complete majority of the respondents (100%) were satisfied with the After-sales Service and Support provided by the Company on its Product Range.

6.MIGRATION TO OTHER BRANDS:

PERCENTAGE ANALYSIS:

S.NO:	MIGRATION TO OTHER BRANDS	NO. OF RECONDENTS	PERCENTAGE
1	YES	3	3%
2	NO	93	93%
3	UNSURE	4	4%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 3% of the respondents were willing to migrate to other brands, while 93% of the respondents were unwilling to migrate to other brands and 4% of respondents were unsure whether they would stay with this brand or would be migrating to other brands.

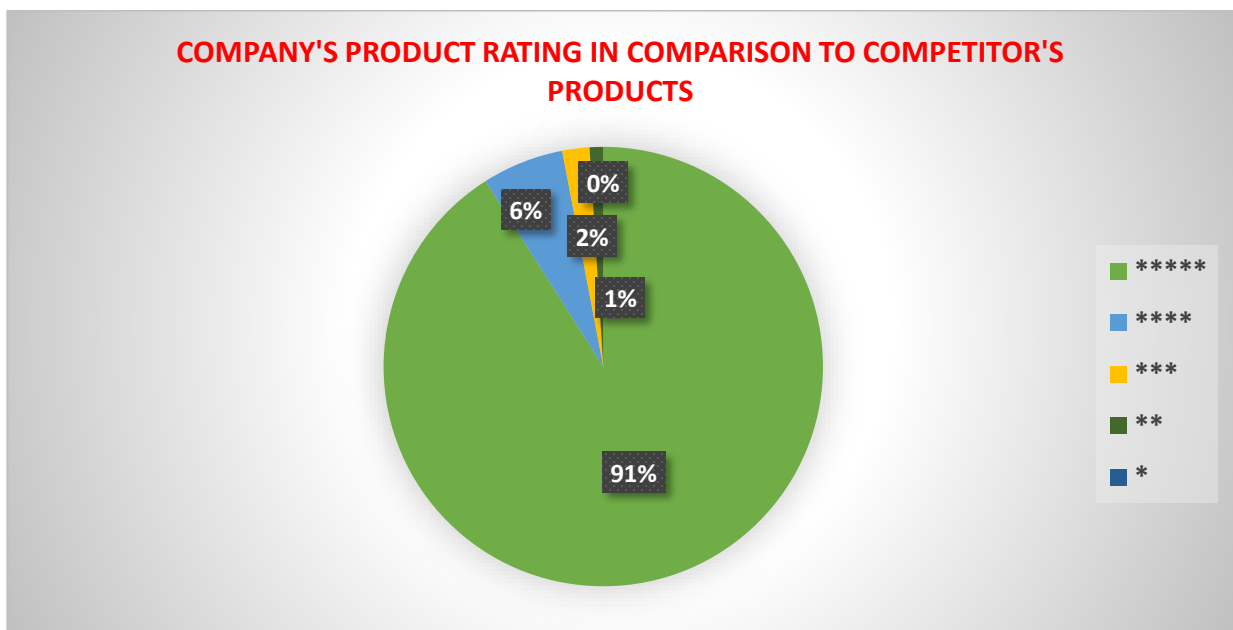
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (93%) were unwilling to migrate to other brands.

7.COMPANY'S PRODUCT RATING IN COMPARISON TO COMPETITOR'S PRODUCTS:

PERCENTAGE ANALYSIS:

S.NO:	COMPANY'S PRODUCT RATING IN COMPARISON TO COMPETITOR'S PRODUCTS	NO. OF RECONDENTS	PERCENTAGE
1	5 STARS	91	91%
2	4 STARS	6	6%
3	3 STARS	2	2%
4	2 STARS	1	1%
5	1 STAR	0	0%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 91% of the respondents provided 5 Star Rating to the Company's Products in Comparison to the Competitor's Products, while 6% of the respondents provided 4 Star Rating to the Company's Products in

Comparison to the Competitor's Products, 2% of the respondents provided 3 Star Rating to the Company's Products in Comparison to the Competitor's Products, 1% of the respondents provided 2 Star Rating to the Company's Products in Comparison to the Competitor's Products and none of the respondents (0%) of the respondents provided 1 Star Rating to the Company's Products in Comparison to the Competitor's Products.

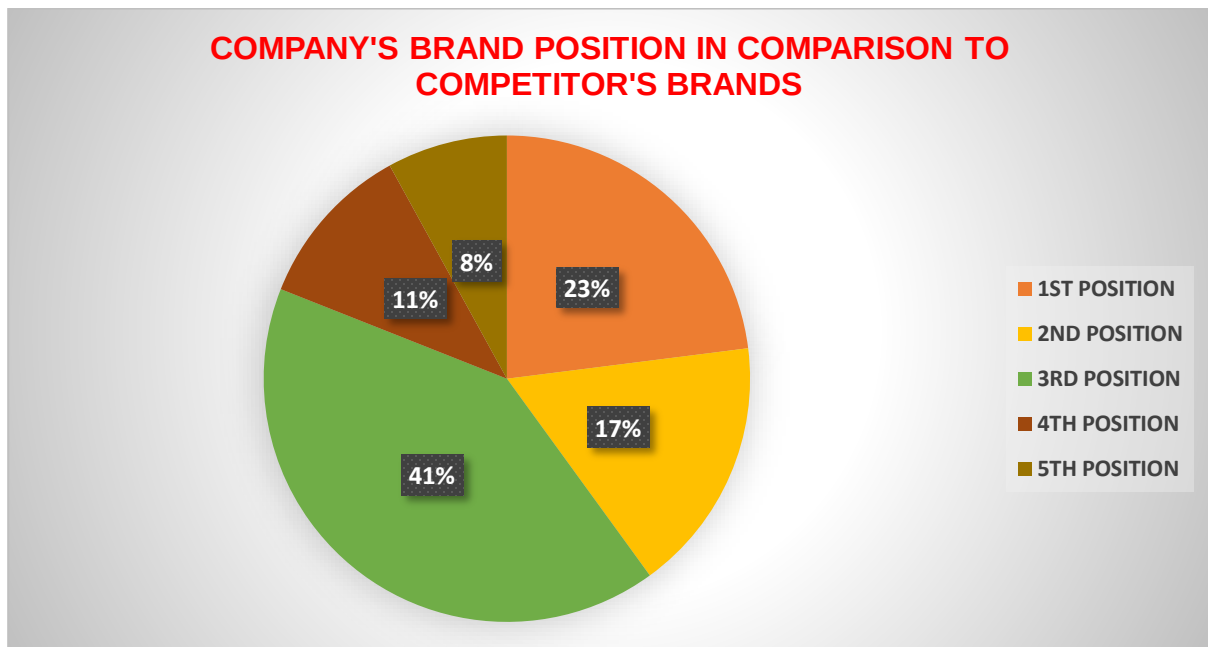
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (91%) of the respondents provided 5 Star Rating to the Company's Products in Comparison to the Competitor's Products.

8. COMPANY'S BRAND POSITION IN COMPARISON TO COMPETITOR'S BRANDS:

PERCENTAGE ANALYSIS:

S.NO:	COMPANY'S BRAND POSITION IN COMPARISON TO COMPETITORS BRANDS	NO. OF REpondENTS	PERCENTAGE
1	1 ST POSITION	23	23%
2	2 ND POSITION	17	17%
3	3 RD POSITION	41	41%
4	4 TH POSITION	11	11%
5	5 TH POSITION	8	8%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 23% of the respondents acknowledged the Company's Brand to be in the 1st Position in Comparison to the Competitors Brands, 17% of the respondents acknowledged the Company's Brand to be in the

2nd Position in Comparison to the Competitors Brands, 41% of the respondents acknowledged the Company's Brand to be in the 3rd Position in Comparison to the Competitors Brands, 11% of the respondents acknowledged the Company's Brand to be in the 4th Position in Comparison to the Competitors Brands and 8% of the respondents acknowledged the Company's Brand to be in the 5th Position in Comparison to the Competitors Brands.

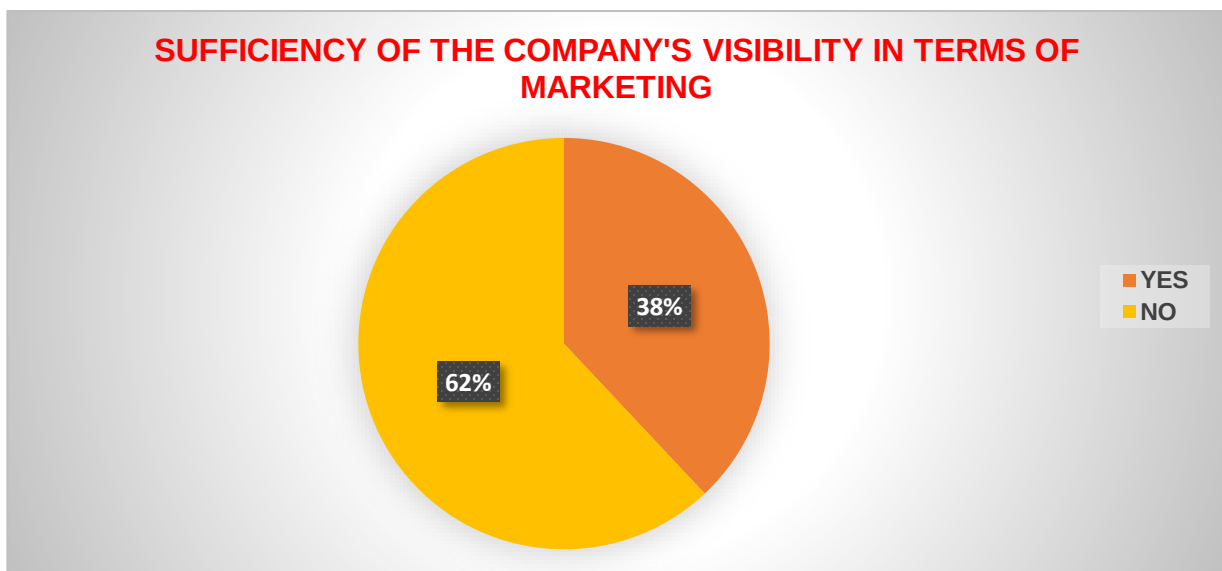
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (41%) acknowledged the Company's Brand to be in the 1st Position in Comparison to the Competitors Brands.

9.SUFFICIENCY OF THE COMPANY'S VISIBILITY IN TERMS OF MARKETING:

PERCENTAGE ANALYSIS:

S.NO:	SUFFICIENCY OF THE COMPANY'S VISIBILITY IN TERMS OF MARKETING	NO. OF RECONDENTS	PERCENTAGE
1	YES	38	38%
2	NO	62	62%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 38% of the respondents acknowledged sufficiency of the Company's Visibility in Terms of Marketing while the rest of the 62% of the respondents have informed that the Visibility of the Company in Terms of Marketing as insufficient.

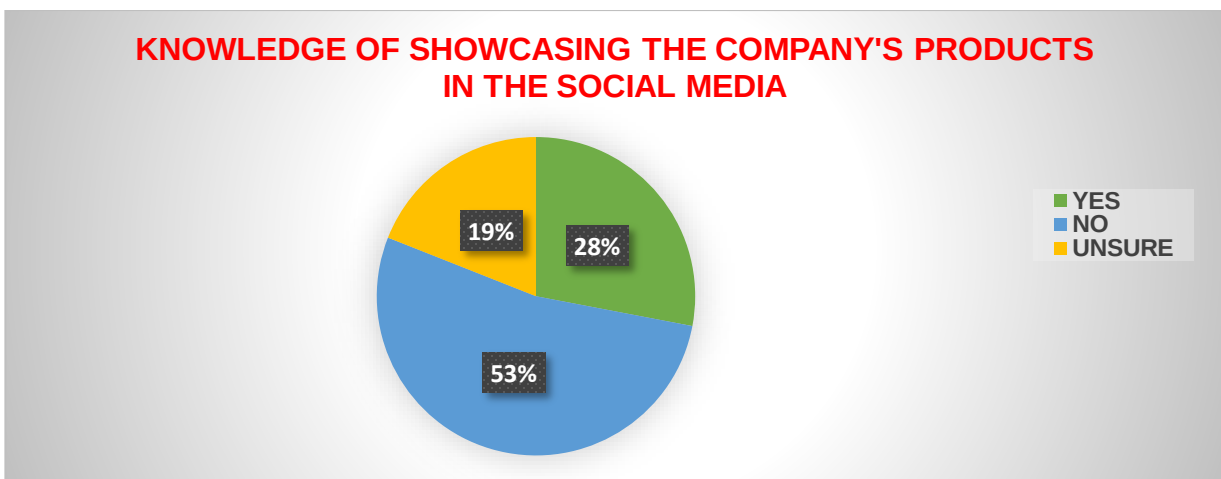
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (62%) have informed that the Visibility of the Company in Terms of Marketing as insufficient.

10.KNOWLEDGE OF SHOWCASING THE COMPANY'S PRODUCTS IN THE SOCIAL MEDIA:

PERCENTAGE ANALYSIS:

S.NO:	KNOWLEDGE OF SHOWCASING THE COMPANY'S PRODUCTS IN THE SOCIAL MEDIA	NO. OF REpondENTS	PERCENTAGE
1	YES	28	28%
2	NO	53	53%
3	UNSURE	19	19%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 28% of the respondents were aware of the Showcasing of the Company's Products in the Social Media, 53% of the respondents were unaware of the Showcasing of the Company's Products in the Social Media while 19% of the respondents were unsure and were deliberating whether they were aware of the showcasing of the Company's Products in the Social Media.

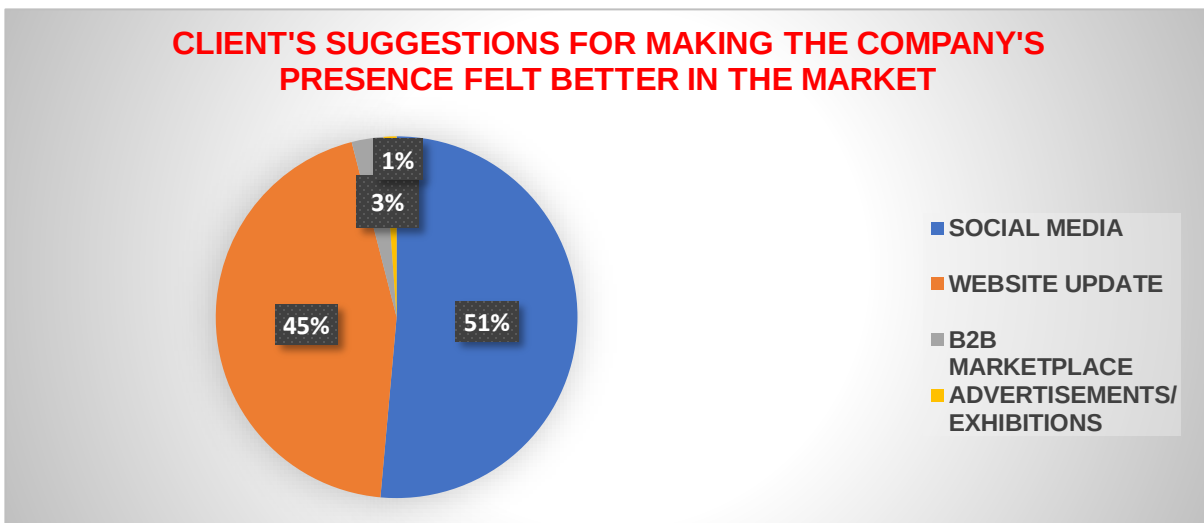
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (53%) were unaware of the Showcasing of the Company's Products in the Social Media.

11.CLIENT'S SUGGESTIONS FOR MAKING THE COMPANY'S PRESENCE FELT BETTER IN THE MARKET:

PERCENTAGE ANALYSIS:

S.NO:	CLIENTS SUGGESTIONS FOR MAKING THE COMPANY'S PRESENCE FELT BETTER IN THE MARKET	NO. OF REpondENTS	PERCENTAGE
1	SOCIAL MEDIA	51	51%
2	WEBSITE UPDATE	45	45%
3	B2B MARKETPLACE	3	3%
4	ADVTISEMENTS/EXHIBITIONS	1	1%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 51% of the respondents suggested that the Company needs to tap the Social Media Platforms to make their presence felt better in the Market, 45% of the respondents suggested that the Company needs to constantly update their website with information about the upgradation of their

product range as well as showcase their new products as and when they are launched into the market, to make their presence felt better in the Market, 3% of the respondents suggested that the Company needs to tap enter the B2B Marketplace to make their presence felt better in the Market while 1% of the respondents suggested that the Company needs to take part in Industry-based Exhibitions to make their presence felt better in the Market.

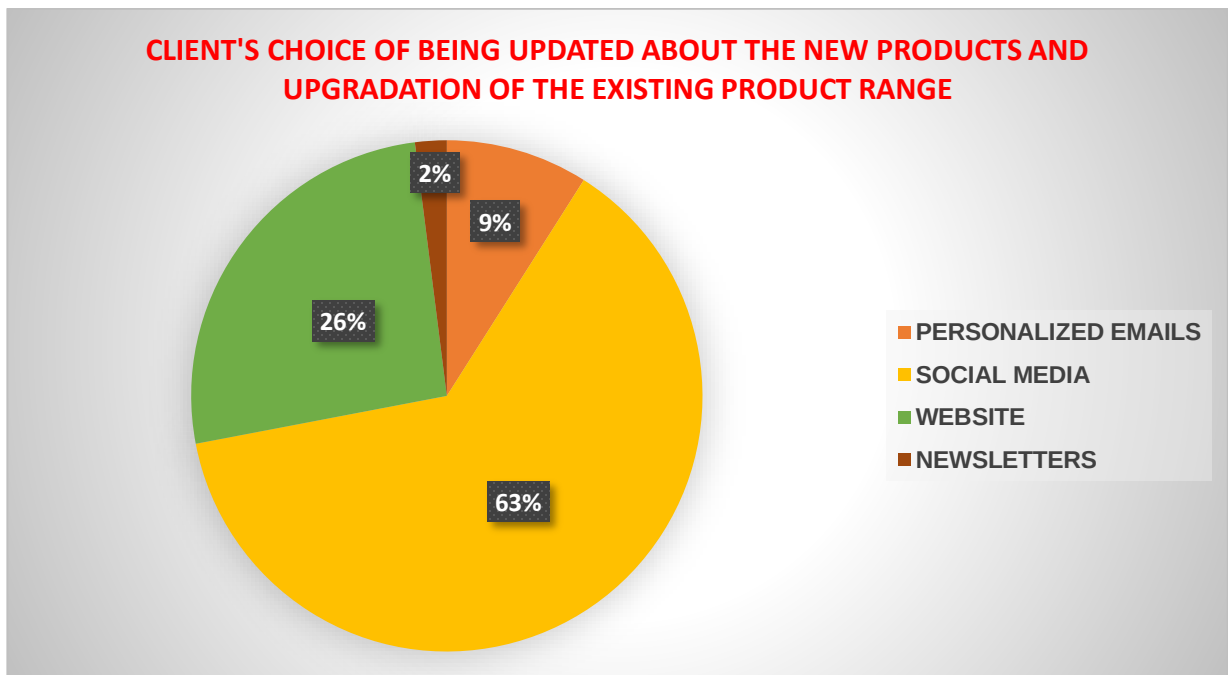
INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (51%) of the respondents suggested that the Company needs to tap the Social Media Platforms to make their presence felt better in the Market.

**12.CLIENT'S CHOICE OF BEING UPDATED ABOUT THE NEW PRODUCTS AND
UPGRADATION OF THE EXISTING PRODUCT RANGE:**

PERCENTAGE ANALYSIS:

S.NO:	CLIENT'S CHOICE OF BEING UPDATED ABOUT THE NEW PRODUCTS AND UPGRADATION OF THE EXISTING PRODUCT RANGE	NO. OF REPPONDENTS	PERCENTAGE
1	PERSONALIZED EMAILS	9	9%
2	SOCIAL MEDIA	63	63%
3	WEBSITE	26	26%
4	NEWSLETTERS	2	2%
	TOTAL	100	100%

PIE-CHART:



INTERPRETATION: From the above analysis 9% of the respondents wished to be

informed and updated about the Company's new products and upgradation of the existing product range, 63% of the respondents wished to be informed and updated about the Company's new products and upgradation of the existing product range,

INFERENCE FROM THE ABOVE ANALYSIS: The majority of the respondents (66%) had gained the knowledge of the Company and its products from Friends and colleagues.

5.2 RESULTS AND DISCUSSION, PERFORMANCE ANALYSIS

The result of the research and Market Survey proves that the Company has a strong product base with a wide range of products in the field of Road Safety to the extent that none of its competitors would be able to match the range. The Company has built an image of being a very trustworthy company and the products of the Company are in great demand. Moreover, the overall conception in the minds of the clients is that the products from the Company are very durable and last long, unlike the products of its competitors. Moreover, the Company is constantly upgrading its products and adding new products to its range. The Company has always stood by its clients in terms of after sales service and support.

The lacking point of the Company is that they still believe in the concept of conventional marketing methods, wherein the current generation of buyers look forward to an aggressive marketing strategy and visibility on social media.

The Company has now forayed into the B2B marketplace as well as the social media, but they are not actively upgrading the details on the same.

The Company does take part in Exhibitions wherein the showcase their products well but owing to the pandemic situation for the past couple of years this method of marketing has come to a standstill.

CHAPTER – 6

6.1 SUMMARY AND CONCLUSIONS

Having said that the Company has a wide acceptance in terms of Branding, Product Range, Customer Satisfaction, After-sales Service and Support and Customer Goodwill, it has been observed that the Company needs to actively market its brand and products using the Modern Marketing Methods coupled with its Conventional Marketing Methods.

The Company needs to have a dedicated team either in-house or outsourced team to constantly showcase their products on the social media, update their website as and when they upgrade their existing range of products as well as post their new products, actively participate in industry-based exhibitions, etc., to make their presence felt in the industry so as to capture the market.

THE QUESTIONNAIRE FOR THE SURVEY:

1. Age

- a. 20-30
- b. 31-40
- c. 41-50
- d. 51-60.

2. How did you come to know about this Company and its product?

- a. FRIENDS/COLLEGUES
- b. B2B MARKETPLACE
- c. WEBSITE/GOOGLE
- d. EXHIBITIONS

3. Since when have you been using the Company's products?

- a. 12+ YEARS
- b. 9+ YEARS
- c. 5+ YEARS
- d. 2+ YEARS

4. Are you satisfied with the product of your purchase?

a. YES

b. NO

5. Does the Company provide you with an after-sales service and spares support?

a. YES

b. NO

6. Would you make your next purchase from the same Company or are you likely to try other options?

a. YES

b. NO

c. UNSURE

7. In terms of its products, could you rate this Company in comparison to those of its competitors?

a. 5 STARS

b. 4 STARS

c. 3 STARS

d. 2 STARS

e. 1 STAR

8. In terms of its brand position, could you rate this Company in comparison to that of its competitors?

a. 1ST POSITION

b. 2ND POSITION

c. 3RD POSITION

d. 4TH POSITION

e. 5TH POSITION

9. Is the Company's visibility in terms of marketing sufficient?

a. YES

b. NO

10. Does the Company showcase their products in the social media?

a. YES

b. NO

c. UNSURE

11. Do you have any suggestions to the Company to make their presence felt better in the market?

a. SOCIAL MEDIA

b. WEBSITE UPDATE

c. B2B MARKETPLACE

d. ADVERTISEMENTS/EXHIBITIONS

12. Would you like to receive regular updates about the new products and about the upgradation of their existing product range? If yes, how would you expect to

receive/view the above-mentioned updates from the Company?

a. PERSONALIZED EMAILS

b. SOCIAL MEDIA

c. WEBSITE

d. NEWSLETTERS