

A STUDY OF MARKETING STRATEGY AND FINANCIAL PERFORMANCE

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1. ABSTRACT

This research paper investigates the elaborate relationship between marketing strategy and financial performance within the project landscapes. Employing a comprehensive literature review and empirical analysis, this study explores the multifaceted impact of various marketing strategies on the financial outcomes of organizations. The analysis delves into the correlation between strategic marketing strategies, promotional activities, market segmentation, and product positioning, and their influence on financial metrics like revenue growth, profitability, market share, and shareholder value etc. The researcher studied marketing strategies of sterling lead the Pvt. Ltd. It involved targeting industry that required lead-based product such as batter and electronic stag. This study scrutinizes the role of marketing strategies and their subsequent impact on financial performance. Methodologically, a mixed-methods approach is adopted, incorporating quantitative analyses of financial data alongside qualitative assessments to distinguish the implications of different marketing strategies on financial outcomes. The findings of this research endeavor aim to provide valuable insights for practitioners, guiding them in formulating effective marketing strategies that align with financial objectives. Ultimately, this study contributes to the existing body of knowledge by explaining the elaborate interplay between marketing strategy and financial performance, offering a deeper understanding of the mechanisms driving business success in today's dynamic and competitive markets.

*(**Key Words-** Marketing Strategy, Financial Performance, Business Performance, Market Segmentation, Product Positioning Strategies, Promotional Activities, Revenue Growth etc.)*

2. RESEARCH PROBLEM

The researcher selected topic **"Study of Marketing Strategy and Financial Performance"** holds significant relevance for an MBA research project. The "Study of Marketing Strategy and Financial Performance" offers a comprehensive platform for MBA students to gain practical insights, conduct in-depth research, and develop understanding of the complex relationship between marketing strategies and financial success in the business world. Understanding how marketing strategies impact financial performance is crucial for business success. MBA students often aspire to become future business leaders or managers. Analyzing how marketing strategies influence financial performance equips them with insights to make informed strategic decisions within organizations. This topic integrates two vital aspects of business-marketing and finance. It enables students to grasp the interplay between these functions, showcasing how effective marketing strategies directly impact financial outcomes. In today's competitive business environment, companies constantly seek innovative and effective marketing strategies to enhance financial performance. Exploring this relationship provides valuable insights applicable across various industries. The topic offers ample scope for research, allowing students to employ diverse methodologies, conduct case studies, or analyze empirical data to explore correlations between marketing strategies and financial metrics.

3. INTRODUCTION OF THE STUDY

Finance performance is necessary for a marketing strategy because it directly influences the resources available to execute and sustain marketing efforts. A strong financial performance ensures that a company has the fund to invest in various marketing activities, such as advertising, research, product development, and distribution. It also allows the company to adapt to market changes, launch new campaigns, and expand into new markets. The marketing strategy is important for financial performance because it helps attract and retain customers, drive sales, and enhance brand awareness. A well-designed strategy aligns marketing efforts with business goals, optimizing return on investment. By targeting the right audience and conveying a compelling message, businesses can generate more revenue and ultimately improve their financial performance.

For the lead manufacturing company, an effective marketing strategy should focus on B2B lead generation. This could include targeted content marketing, attending industry trade shows, utilizing for networking, and optimizing the company website for SEO to attract potential clients looking for manufacturing solutions. In the lead manufacturing company such as sterling lead private limited. company .The various factors and strategy impact the company financial performance like variance marketing strategy. That's are product launch campaigns, Segmentation and Targeting. Analyzing the

financial performance of a leading manufacturing company provides insights into its profitability, efficiency, and overall health. It helps stakeholders, such as investors and management, understand the company's ability to generate profits, manage costs, and utilize resources effectively.

This information guides decision-making, strategy planning, and evaluating the company's competitive position in the market. Effective marketing strategies can significantly impact the financial performance of a lean manufacturing company. The extent of growth depends on various factors such as the quality of the marketing campaigns, target audience engagement, competitive landscape, and overall market conditions. Implementing successful marketing initiatives and lead to increased brand visibility, customer acquisition, and revenue generation, contributing to improved financial performance. However, the exact growth figures can vary widely based on the company's specific circumstances and the efficacy of the marketing efforts.

Finance performance is necessary for a marketing strategy. Because it directly influences and sustain marketing efforts. In this study the strategy and process use to implement finance analysis for decision making to help session they oppression beyond the 1St 5 years

The project amines to study of marketing strategy for finance performance with sterling lead private let. The company which marketing strategy used inflowing financial performance and to understand and review of past 5 years balance sheet for the decision making of financial condition of company.

4. IMPORTANCE OF STUDY:-

Marketing strategy provide organization an age over competitors. Marketing strategy help's in developing goods and services with maxima profit making potential marketing strategy also help the costumer current needs and costumer attracting. It help's infixing wright price for the company wright product strategy insure effective departmental coordination. A marketing strategy help to fix adverting budget in advance that it is determined the revenue generated by the financial performance. The marketing strategy plays a crucial role in the financial performance of a lead manufacturing company. A well-designed strategy can enhance brand visibility, attract potential customers, and generate leads, ultimately translating into increased sales and revenue. Effective marketing can differentiate the company's offerings, highlight its value proposition, and establish a strong market presence, with can positively impact the company's bottom line.

Studying marketing strategy's impact on financial performance is crucial for a leading manufacturing company. It helps optimize resource allocation, enhance customer acquisition, and ultimately boost revenue. A well-crafted marketing strategy can differentiate the company's products, expand market share, and improve overall profitability.

Studying the importance of a marketing strategy for financial performance in a leading manufacturing company is crucial for several reasons. A well-designed marketing strategy can significantly impact a company's financial performance and overall success. Here's why this study is important:

1. Revenue Generation:

An effective marketing strategy helps attract new customers, retain existing ones, and encourage repeat purchases. This directly translates into increased sales and revenue for the manufacturing company. A well-targeted marketing campaign can tap into new markets, identify niches, and diversify the customer base, all of which contribute to revenue growth.

2. Competitive advantage:

In a competitive market, a strong marketing strategy can set a manufacturing company apart from its competitors. Effective branding, unique value propositions, and compelling messaging can create a competitive advantage that allows the company to charge premium prices and maintain higher profit margins.

3. Market Expansion

A robust marketing strategy can facilitate the expansion of the manufacturing company's market presence. By identifying new market segments or geographical areas, the company can diversify its revenue streams and reduce dependency on a single market, thus enhancing its overall financial stability.

4. Product development and innovation

Customer feedback gathered through marketing efforts can provide valuable insights for product development and innovation. This helps the company create products that better meet customer needs, leading to higher customer satisfaction, increased sales, and improved financial performance.

5. Cost Efficiency

Targeted marketing reduces wastage by focusing resources on the most promising opportunities. Instead of employing a scattergun approach, the company can concentrate its efforts on the segments most likely to generate returns, leading to better cost efficiency.

6. Customer loyalty and retention

A well-crafted marketing strategy goes beyond just acquiring customers; it also focuses on retaining them. Building strong customer relationships through personalized communication, loyalty programs, and exceptional customer service can result in higher customer

5. OBJECTIVE

The purpose of study is to understand to the marketing strategy used to improve the financial performance of the sterling lead private limited. Also understand to study the financial performance why necessary for marketing strategy. As mover businesses acquire the knowledge and strategies to make financial decisions, these changes will enable them to sustain their businesses beyond the first 5 years of operation, and contribute to the economic growth of their communities. We have chosen to concentrate on the choice of marketing strategies that are useful in companies that provide services particularly, integrated facility services.

- 1 . To understand the marketing strategies used to improve the financial performance of the lead manufacturing company.*
- 2. To study of the financial performance necessary for marketing strategy.*
- 3. to understand of company balance sheet after implementing the marketing strategy.*

6. STATEMENT OF THE PROBLEM

The lack of knowledge and strategy for implementing key financial performance is to negative affect the business operation In this project the main problem is not use current trend of the necessary marketing strategy for improving company financial performance and this motive slowly financial performance is week to affect the company stability and growth.

7. SCOPE OF STUDY:-

☐ **Topical Scope:-**

The study of “Effective use of Marketing Strategy to improve the financial performance is with reference to “sterling lead private ltd”.

☐ **Geographical Scope:-**

The study approach mainly deals with the use of marketing strategies and to analyse the financial performance of the organization.

☐ **Analytical Scope:-**

The analytical scope of the study is related to the analysis and interpretation of data project survey is concern with taking focus group interview and several discussions with the training-in-charge for achieve the objective of the organization.

8. Research Methodology:-

The study adopted various types of data collections, methods, samples of research approach for analyzing the financial statement in ‘Sterling Lead Private Limited Kop.’ The research methodology of the study covers following aspects. This study adopts a mixed-methods design, integrating both quantitative and qualitative techniques. This approach aims to provide a comprehensive understanding of the relationship between marketing strategy and financial performance.

Data collection:-

The data of the study is collected from following sources-

A. Primary data:-

- The primary data has been collected from the several discussions in-charge.
- Ask questions to some employees and not down the reply.
- Make a Google form.

Questionnaire with close ended for the data question was used for the data collection. (The close ended question consists of multiple choices, which offer the respondent with a choice of specific answers)

Secondary data:-

- Secondary data has been collected from the reference book, registers, internet, website, balance sheet etc.

sample size:-

- Sampling unit: staring lead pvi. Ltd
- Universal population : the universal population is 50
- Sample size: the sample size for the survey is 25 company emp.

Sample Design:-

Appropriate number of sample size was put to use for the purpose of collecting primary data for the selected from the Kolhapur area (Kagal 5star MIDC).

Secondary data is collected with the help of the financial statements of the organization.

Sampling Method:-

Convenience Sample Size method has been used for this research study.

9. LIMITATIONS OF STUDY:-

- i. The study is limited to only private sector Company “Sterling Lead Private limited Kolhapur”
- ii. For study 50 days limitation which is not sufficient to detail study.
- iii. Company does not provide necessary legal and confidential data or documents for the students.

10. FINDINGS:-

From the analysis and data interpretation we collected data from all the respondents and based on the researchers find the following

- 1) Advertisement has been an effective method for spreading awareness about the product.
- 2) Adverting has been an effective method for spreading awareness about the products.
- 3) All consumers have seen staring lead Pvt. ltd. Ads.
- 4) Customer has been satisfied for good product and service of staring lead Pvt. ltd.
- 5) All the Respondents workers of the organisation and personal growth.
- 6) Due to poor finance and marketing of the company planning the company was lagging to generate and maintain the profit and the growth as well.
- 7) A personal selling and public relation are the strategies was existing in initial phase of the organisation.
- 8) A separate marketing and sales departments are existing and having separate sales and marketing staff is present in the company.
- 9) The various allowances have been provided to all the employees in the organisation such as Food allowances, Travelling Allowances, Accommodation Allowances, etc.
- 10) Remote Working is allowed to marketing and sales people to reduce the time to come to office so they can work through remotely with higher efficiency.

SUGGESTIONS:

- 1 The company should maintain good relation with all dealers related to the product while using social media.
- 3 More awareness should be spread more about products on the social media platforms, participation in various business exhibitions and through the marketing strategy so that more and more people go and visit.
- 4 Organisation should appoint additional one or two marketing persons as the market segmentation is done for the other state.
- 5 The organisation has been suggested to reduce the expenditure as it increases every year. Decreases in expenses will increases will increases the profitability.

11. Conclusion:

In the study of “Effective use of Marketing Strategy to improve the financial performance is with reference to “STARING LEAD PVT. LTD., it is clear that the company’s financial performance is satisfactory. The company has stable growth and it shows a greater efficiency in all the areas it works. If the company utilizes its working capital, then the company can go heights which it wanted to achieve. The comparative income statement shows increase in the current and last three year of net profit and it depict the company’s current profit position. To improve the efficiency the company will strive for better performance and increase the market share the company. The suggestions provided through the study will help the company to improve the operational performance efficiently. Customer Service and Satisfaction are of utmost important in this highly Competitive market. Value Proposition should be created in the eyes of the customer to gain Loyalty which will in turn help to sustain and be a Leader in the Market. Constant Investment in R&D will help an organization to get Innovative products in the market and in turn lead to higher Customer Satisfaction. Brand Awareness is of utmost importance and the Company should make efforts to increase the Brand Awareness.

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