

Marketing and Sales Promotion

Yahaya Balarabe
BBA

Under The Guidance of Ms. Nishatha Sharma, Assistant Professor

School of Business Studies
Kalinga University, Naya Raipur-492101

PREFACE

Marketing and sales promotion plans should begin with an overview of the campaign's background, goals, and methodology. It establishes the framework for the other parts of the marketing strategy and is thus crucial to them. Potentially addressed in the introduction are the following significant points:

Good or Service Provide a high-level summary of the advertised item or service to kick things off. The marketing strategies discussed later in the article are supported by this background knowledge.

Be very explicit about what you want to achieve with the sales and marketing campaign. Whether the objective is to introduce a new product, increase sales, or enhance brand awareness among consumers, it must be clearly articulated.

For any advertising effort to be effective, you need to identify your target audience. This section may contain demographic information such as age, gender, location, socioeconomic status, etc. Knowing one's target audience inside and out is critical for crafting effective marketing messages.

Goals for Marketing: Outline the specific outcomes you desire from your marketing and sales initiatives. Goals should be SMART (specific, measurable, attainable, relevant, and time-bound) and align with the overall objectives of the organisation.

Outline the marketing objectives and the strategies that will be implemented to achieve them. This includes things like sales, influencer partnerships, social media promotions, advertising, etc.

Financial Resources: Provide a brief overview of the financial resources that will be utilised for the marketing and sales promotion drives. So now we're all on the same page, and we have all the tools we need to put the plan into action.

The desired result is a discussion of the expected outcomes of the sales promotion and advertising campaign. Revenue projections, increases in brand awareness, targets for new client acquisition, etc. are all instances of such measures.

Appropriately acknowledge and appreciate those who have contributed to developing the plan for marketing and sales promotion.

Taking everything into account, the introduction does a fantastic job of setting the stage for the sales promotion and marketing materials and providing readers with an idea of what to expect in terms of tone and substance. Being both brief and informative, it should stimulate interest in the next marketing activities.

CHAPTER 1 INTRODUCTION

"In the business world, "products of value are created, offered, and exchanged with others in order to meet consumer demand." There are social and administrative aspects to this procedure.

That was Philip Kotler.

It is the goal of marketing to alter the ownership and possession of a product or service in some way. Economics is the study of material and immaterial flows, with a focus on the satisfaction of human wants through the exchange of goods and services for monetary or other valuable considerations. It also encompasses the study of the utility of time, place, and possessions.

This is the AMA.

Finding unfulfilled wants, creating a product or service to fill them, and then distributing it to as many people as possible is what marketing is all about.

Marketing encompasses a wide range of activities, including identifying opportunities, researching and selecting target markets, developing strategies, planning and executing programmes, and providing control and oversight.

If a company wants to uncover marketing opportunities in the short and long term, it must first research the targeted market by evaluating and forecasting its attractiveness. After settling on a target market, businesses must develop a positioning and differentiation plan specific to that sector. The marketing strategy may be transformed into marketing programmes once the marketing mix and budget have been established. Finally, prepare all of your promotional materials and set your plan into motion while monitoring its development.

Blend of Advertising Components

In order to reach its marketing objectives within a certain market, a corporation may often use a combination of promotional tools known as the marketing mix.

It was McCarthy who popularised the 4Ps of the marketing mix, a framework consisting of four elements used in marketing. Promotion, product, pricing, and location are the four most important considerations.

Products on offer

The product encompasses all aspects of a physical good that a business sells to customers, including its design, features, branding, packaging, and quality. Branding, product life cycle, product mix, product lines, associated services, and new product creation are all mentioned. From the customer's point of view, it helps satisfy their needs and wants.

For how much

A product's price indicates its monetary value. The pricing process includes deciding on pricing objectives, setting prices, discounts, allowances, payment methods, and credit conditions. Customers put a high value on it since it dictates the price at which the thing is considered valuable.

Place

This marketing tool symbolises the whole process by which the company gets the product into the hands of the customer. Market size, channel management, storage, and physical distribution are all part of the process that ensures the company's product reaches its target market. Customer convenience is the driving force behind this marketing strategy.

Possible Employment

To educate and entice prospective buyers about a company's goods and services, the word "promotion" covers a vast array of activities. The process incorporates a number of communication initiatives, including as advertising, PR, sales promotions, direct marketing, and sales force motivation. The customer may gain a lot of useful information and insight from this product.

The following are elements of a company's promotional mix:

Advertising

Any form of paid promotion of ideas, goods, or services that does not include a specific person is considered sponsored content.

Advertising Directly

Cold calling involves contacting customers and prospective customers using impersonal channels including email, phone, and postal mail.

Direct Sales to Customers:

In order to finalise a deal, "personal selling" means meeting with prospective clients in person.

Public Relations and Marketing:

A company's reputation or its particular items can be enhanced or protected through a variety of activities.

Special Offers & Sales:

Offering a short-term discount or gratis as an incentive to test out a product or service is known as a sales promotion. Advertisements give a reason to buy, whereas sales promotions give an incentive to buy. Since sales promotion activities instantly boost sales, more and more firms are participating.

Promotional Drive

A "sales promotion" is an ad campaign that uses short-term price cuts and other incentives to increase product sales. In order to get clients to buy more stuff faster, there are a lot of different incentive strategies used, most of which are temporary.

What Sale Ads Aim To

The goals of various sales marketing tools are diverse. You may use them to attract new customers, express gratitude to current ones, and motivate infrequent buyers to make more regular purchases. It is common practice for sales campaigns to target consumers looking to transfer brands rather than non-users or customers of competitive brands. As a result, some see sales as an attempt to destroy customer loyalty to a company.

In addition, manufacturers may react to temporary changes in demand and supply and different types of customers with different sales initiatives. Other pricing schemes might also be tried out by producers. As a result of sales events, customers also start to be more price aware.

Before a company can use sales promotion, it has to set goals, identify the right tools, design the best plan, implement it, and then evaluate the results.

Sales campaigns' specific aims are defined by the characteristics of the target audience. Bigger units purchased, non-user trials developed, and switchers from competing companies attracted are some of the aims of consumer marketing. Some potential objectives of trade promotions include increasing product and inventory levels at retailers, increasing off-season spending, strengthening merchant loyalty to the brand, and penetrating new retail outlets. Sales force incentives are a great way to motivate people to buy during slow seasons, reach out to new customers, and celebrate the release of new models and products. The fundamental objective of any sales endeavour has to be the creation of customer relationships.

Sales Promotional Materials

If you want your sales effort to be successful, you may use any number of techniques at your disposal. Some information on the main promotional tools is as follows:

Marketing Resources for Customers

Among the most effective methods of advertising to the general public are these: Items for example:

Sample sizes of these goods are on sale. In the hopes that they would buy, it comprises giving prospective buyers an opportunity to try out the products for free or at a reduced price. Samples are available at reduced prices or for free.

"Held Items

A coupon is a promotional paper that, when accompanied by a certain product, allows the bearer to get a discounted price. Direct mail, advertisements, and product packaging are just a few of the many ways coupons can be given.

• Discounts

One such term for rebates is cash refund offers. Consumers may be eligible for a refund if they purchase an item and send an email to the maker proving purchase. The term for this is a rebate. These function in a manner analogous to coupons, except that the discount is applied after the fact, not during the purchase itself.

• Value Packages:

In cents-off deals or price bundles, the manufacturer prominently displays the discounted prices on the packaging, allowing consumers to save money.

Premium charges

These are the things that are offered for free or at a reduced price as a way to encourage people to buy a product. Possible premium locations include both within and outside the pack.

Possible benefits

Prizes like cash, vacations, or other objects can be won by more labour or random chance. Contests with monetary awards, such talent shows and raffles, are often well-attended.

- **Unique Advertising**

When two or more companies work together on a coupon, rebate, or sweepstakes, they can increase the impact of their offer.

- **Co-Promotion**

In cross-promotion, one brand promotes another brand that is not in direct competition with it.

- Specialties in the Field of Advertising:

As promotional gifts, they are useful things that clients get with the advertiser's name on them.

- **Rewards for Loyalty** Customers that purchase from the company on a regular basis are rewarded with cash or other benefits. You may think of these values—in cash or some other form—as a direct correlation to what you buy from a certain seller or suppliers. They aim for brand loyalty from their customers.

Commercials seen at the point of sale:

At the point of purchase, or PoP, are displays and demonstrations that take place during the buying or selling process.

Trade Promotional Resources

Companies allocate 58% of their marketing spend on trade promotions, as opposed to 42% for consumer promotions. Discounts are a powerful tool for advertising a business:

We can talk about something being "off-list," "off-invoice," or "price-off" in the same context. Discounts are applied to purchases made within a specific time limit, lowering the price that is stated.

Arrangements for

The manufacturer gives a specific amount to the retailer in return for the retailer's promise to showcase the manufacturer's wares through different ways (e.g., displays, advertising, etc.).

Product Raffle:

Extra items offered to middlemen in return for a fixed quantity of a commodity are called free goods.

Push money and specialist advertising commodities are also provided by businesses to middlemen.

Advocating for Your Company's Gear

Companies invest much in advertisements aimed at industrial consumers. The primary means of publicising your business are these:

Conferences and expos for business. Sales competitions.

Sales promotions are an essential part of any marketing mix. It could be useful for marketers if they carefully consider their sales promotion objectives, select suitable tools, develop a programme, test it, launch it, and evaluate its performance.

Parts II and III: Objectives of the Trial

The primary goal is to investigate the advertising strategies used by FerrorDek Pvt. Ltd.

2. See how FerrorDek Pvt. Ltd. stacks up against its rivals.

3. Learn the processes of FerrorDek Pvt. Ltd. by looking at their procedures.

4. To find out where the company's communication is both strong and weak.

Fifth, to find out what each department is doing within the organisation.

iv) For scholarly purposes

This project was carried out for a certain duration by FerrorDek Pvt. Ltd. at their location on New BEL Road, RMV II Stage, Bangalore. By including this task in the course plan, the researcher not only gets a feel for the company's inner workings, but also has the opportunity to exercise and exhibit the newly taught skills in administration and management.

It seems like India's furniture industry is headed in the right direction. For the Indian furniture industry, a brand-new age of promising prospects has begun! Over the last decade, furniture stores have seen a dramatic change in their storefronts. The emphasis of contemporary buyers has changed from practical furniture to theme furnishing, sometimes known as lifestyle living. Realisation of the sector's enormous potential prompted the research.

CHAPTER-2 LITRATURE REVIEW

What follows is a comprehensive breakdown of the product's marketing communication mix. We will concentrate on the three most prevalent ones: advertising, sales promotion, and public relations (PR) as there is not space to describe all of them (Figure 3.1). On the flip side, "word of mouth" is only one more way that information may spread. It is difficult for manufacturers to affect how customers view and assess their goods since this tactic mirrors how customers feel about the brand (Wilmshurst and Mackay, 2002).

Advertising	Sales Promotion	Public Relations	Personal Selling	Direct marketing
Print and broadcast ads	Contests, games, sweepstakes, lotteries	Press kits	Sales presentations	Catalogs
Packaging-outer	Premiums and gifts	Speeches	Sales meetings	Mailings
Packaging inserts	Sampling	Seminars	Incentive programs	Telemarketing
Motion pictures	Fairs and trade shows	Annual reports	Samples	Electronic shopping
Brochures and booklets	Exhibits	Charitable donations	Fairs and trade shows	TV shopping
Posters and leaflets	Demonstrations	Sponsorships		
Directories	Coupons	Publications		
Reprints of ads	Rebates	Community relations		
Billboards	Low-interest financing	Lobbying		
Display signs	Entertainment	Identity media		
Point-of-purchase	Trade-in allowances	Company magazine		

displays
Audiovisual Trading stamps Events
material
Symbols and Tie-ins
logos

Figure 2.1. Common communication/promotion tools

The consumer must notice the product and all of its components before sales can begin; having the items in the correct place, setting the proper price, and deciding on distribution methods are not enough (Wilmschurst, and Mackay, 2002). An approach to gaining and keeping consumers is known as a marketing strategy. Since this is the case, Fifield's "day-to-day marketing tactics and operations" (1998) must be integrated with the marketing strategy. Figure 3.2 depicts a standard procedure for developing a marketing strategy.

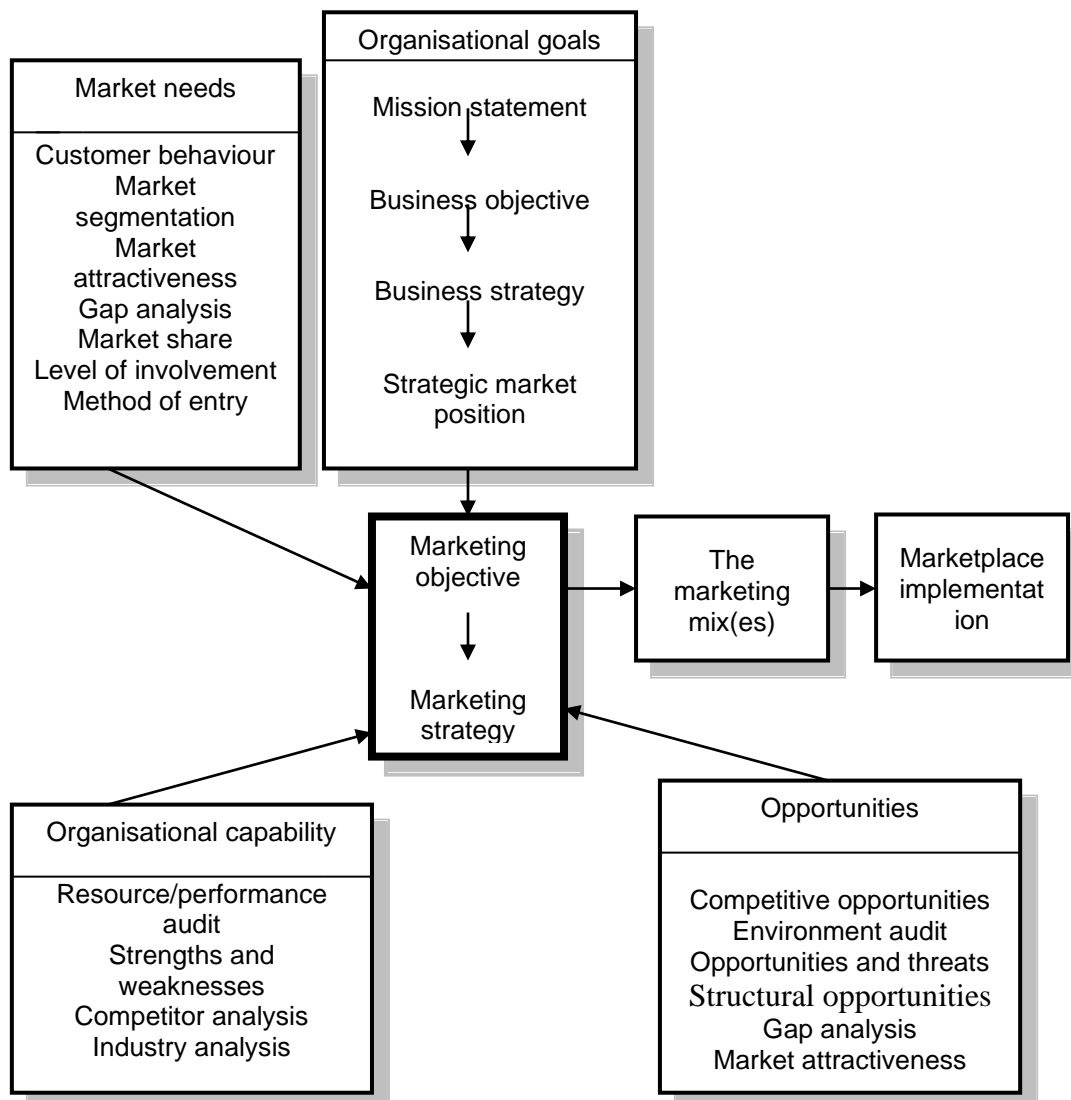


Figure 2.2. Developing Marketing Strategies

It seems to reason that the initial stage in formulating a marketing strategy is to identify appropriate marketing objectives. First things first: the marketing strategy is based on the goals of the company. Investigating customer demands and needs might help us identify a particular market niche to start production for. Organisational capability, the last metric, reveals the association's internal assets for effective operation. Once we have completed generating the plan marketing mixes, we may start executing them.

We now have a thorough understanding of the process and the resources needed to create a marketing strategy. Various types of marketing communication will be examined in detail, along with their functions, pros, and cons, in the following sections. From most important to least, we'll go over public relations (PR), sales promotion (SP), and advertising (AD). A review of the secondary sources will be provided in the chapter's summary.

Advertising is any kind of commercial presentation and promotion of ideas, goods, or services that does not directly involve the audience (Rowley, 1998). Trade magazines and newsletters typically feature ads for information products.

In this chapter, we'll go over many aspects of advertising. First, we shall go over the main objectives of advertising. We will then discuss the various advertising types, and last, we will go over the many kinds and charms of adverts.

Commercials' Functions

According to recent research, there are three main functions of ads. In this part, we will provide you more thorough examples of them.

According to Yeshin (1998), marketers educate buyers through commercials. When a new product is presented or when consumers need to be reminded of an existing product, advertising also arises, according to Smith (1995a). Also, one might say that ads mostly just help get the word out about particular things.

Advertising also succeeds in grabbing consumers' attention, swaying their purchase decisions by appealing to their perceptions of product characteristics, and ultimately changing their thoughts (Batra, Myers and Aaker, 1996).

Previous research has demonstrated that advertisements are most effective when they promote tangible products by increasing brand recognition and providing detailed, factual information about those products to the general public (Arens, 2002). Low and Mohr (2000) show that some goods may only be bought at specific periods of the year, similar to how ads urge people to buy particular things. However, for a long time, the general public's view of advertising tactics paid little attention to some types of professional services, as those in the medical and legal fields (Garretson and Clow, 1999).

Types of advertising

Yeshin (1998) states that advertising consists of three parts:

Pioneer advertising is a tool merchandisers use to get people to take attention of freshly released products. The goal of this type of advertising is to raise brand recognition rather than to highlight the product's merits to potential buyers.

- Commercials that compete for consumers' attention often stress the product's unique selling points in an effort to stand out from the crowd.

Advertising that compares two or more competing products side by side is known as comparison advertising. In addition, the author makes a valid argument about the special conditions of the English market, as the new Trade Marks Act of 1994 allows businesses to gain an advantage by comparing their products to those of their rivals.

Advertising in Practice

We found two separate forms of advertising. We will discuss how intellectual and emotional appearances are invading one another.

Analysing the Difference Between Emotional and Rational Appeal

Using the word "rational appeal" highlights the difference between the ad's intellectual and emotional appeals. Commercials like this aim to inform both existing and potential buyers of a product; they are typical in the computer industry and other business-to-business contexts. Emotional appeals, in contrast, speak directly to the audience's sentiments (Yeshin, 1998). A variety of academic and emotional arguments will be covered later on. Its method of rational and emotional appeals connected with the level of customer's level of interest work see

High involvement	Rational product attribute appeals Information provision Benefit claims
Low involvement	Emotional image-based appeals Social, ego, hedonic orientation

Figure 2.3: The balance of emotions and information provision

Reputation management

Two separate types of advertising appeals will be discussed today. The term "future appeal" describes advertisements that highlight the most important aspects of a product (Batra, Myers and Aaker, 1996). When manufacturers want to make comparisons to competing products, they use this type of promotion, say Driver and Foxall (1984). Smith (1995a) notes that ads may also use the price or value appeal to make people think that buying a product will save them money or provide them with greater value. Adding another customer value, like low prices and high quality, makes this strategy much more effective, the paper continues. Maybe the ad's main selling point is how good it is (Fill, 1999). "Quality appeal ads" are those that showcase things that are of excellent quality. I agree with Batra, Myers, and Aaker (1996) that the news technique has an extra attraction. This approach becomes useful in cases when the product is being rethought or when more changes are discovered. This view claims that, in the United Kingdom, Brand XY sells more than any other beverage; in contrast, the popularity appeal method looks at the

brand's standing in the market (Yeshin, 1998). Conversely, appealing to consumers' irrational fears or anger is a typical marketing tactic (Smith, 1995a). Another marketing tactic is the social acceptability appeal, which attempts to make the buyer feel like their favourite movie star (Arens, 2002). I agree with Fill (1999) that many times, manufacturers want to increase brand identification by appealing to consumers' emotions or giving their product a unique personality. Sensory appeals is the name given to this strategy.

Methods of advertising

Within the advertising style, there are two basic schools of thinking. A factual appeal and an emotional appeal are the two main categories of appeals. Now we'll take a look at each of these subjects separately.

First, we will take a look at arguments that rely on facts. According to Yeshin (1998) and Fill (1999), the purpose of factual advertising is to convince people to purchase a product by giving them particular facts. Furthermore, this approach is employed to bolster the clients' final choice (Harker, 2000). The two women endorsing the washing powder are only two examples of the kinds of people and places that viewers of these commercials may identify with (Fill, 1999). There will be an emotional connection between the audience and the performers, which might lead to a purchase if the promoted product alleviates the performers' problems (Branthwaite, 2002). As an advertisement, the demonstration style might show a product being presented as the best option for a problem or as the sole answer to a specific issue (e.g., medical product commercials that claim to relieve pain) (e.g., Erdogan and Tagg, 2003). Taken as a whole, testimonials are just another kind of promotion whose stated purpose is to convince buyers of a product's excellence by having an influential person—say, Erdogan or Tagg—laud its attributes and advantages (2003). According to the authors, the ad's reliability is its standout quality.

Second, there are advertisements that aim to evoke emotions. This includes many different types of music. To illustrate the point, consider anti-dandruff shampoo commercials. They employ fear to accomplish two things: first, to forewarn the consumer about the consequences of inappropriate use or behaviour and the dangers it poses (such as drink driving); and second, to demonstrate that the consumer would be subject to public condemnation if they choose not to use the product in question (Hackley, 2003). Furthermore, he suggests that using fear to motivate individuals to make positive changes (such as quitting smoking) might work. On the other hand, exaggerating the problems could drive customers away (Fill, 1999). Comedy provides a clear illustration. Using comedy is a certain approach to put customers in a good mood, which in turn increases the likelihood that they will have a positive image of your brand (Hackley, 2003). The buyer is likely to acquire the product with the paper's endorsement because of the high degree of confidence in its quality. But Fill (1999) points out that there are concerns about not utilising humour in ads, that the goal of the commercial might be lost in the jokes, and that cross-border ads could deal with translation complications that arise when trying to get their message across. There is evidence that animated advertising aimed for children have been increasingly prevalent in the past several years, even when the things advertised aren't particularly interesting, which is in agreement with Okazaki and Rivas (2002). Just as the authors had hoped, the advertisements seem to be able to reach people all over the world because translation is not a problem. There are cases where using sex in advertising actually works; this is not an exception (Nielson and Curry, 1997). Many knickers brands utilise sexually suggestive advertising to attract customers; similarly, some perfume companies do the same. Using music in the commercial is one way to grab people's attention and make them feel good about the promoted firm (Fill, 1999). The consumer could be more inclined to remember the tune and link it to the advertised item the following time they hear it. Music may also express a way of life, as seen by several car manufacturers (Fill, 1999). According to the author, it might be useful for differentiating products. Also, alternative perspectives can be induced through the use of surrealism and imagination. Various ideas may pop into people's heads when they see the product advertised in unique settings; still, the manufacturer should be cognizant of the potential for confusion. According to Okazaki and Rivas (2002), symbols and unique signs are frequently employed. This genre is known as "slice of life" cinema. In front of the camera, individuals from "real life" attempt to convince the end users (Nielson

and Curry, 1997). Many companies benefit from this form of promotion since "ordinary" people are often more likely to persuade the public of the advertised product's features and traits than famous or powerful persons (Yeshin, 1998). The use of voiceover is not universal in advertisements. When launching a product in a foreign market, without limitations imposed by language barriers, producers often use non-verbal promotions (Branthwaite, 2002). Companies in the chocolate, beer, and insurance industries frequently employ what is known as brand legacy or history (Yeshin, 1998). There are many more styles besides the ones listed above. Extraordinary forms of advertising such as mini-dramas, continuous characters, pastiche, spectaculars, musicals, stage shows, infomercials, and countless more are proposed by Yeshin (1998).

Producers should keep in mind that even informational advertisements leave a mark on people's emotional perceptions of the brand, which is why it's important to consider how the information in ads evokes a specific feeling in customers (Driver and Foxall, 1984). Because the ad's emotional and rational components come together to form an unmatched impression on consumers, merchandisers should be cognizant of and careful with this intangible asset (Jones, 1995). The significance of the ad's substance is further emphasised by Ogilvy (2004). If you want your campaign to make a bigger splash and change people's minds about your brand, he says it should highlight the product's advantages over the competition. In addition, commercials featuring real people appear to be more successful than product-specific ads that include nothing but text, according to Hart (1995). According to the author, the second type of advertising produces a less impactful result. The function of account planners and the need of thorough marketing research are both highlighted by Hackley (2003). His research suggests that, instead of gathering aggregated data, research could be offered in collaboration with customers. He also stresses the importance of copywriting. Now that we've seen the variations in advertising approaches, it's time to learn about the marketing process so we can reach the goals we established at the start of the campaign. Look at Figure 3.3 to see the promotion procedure illustrated.

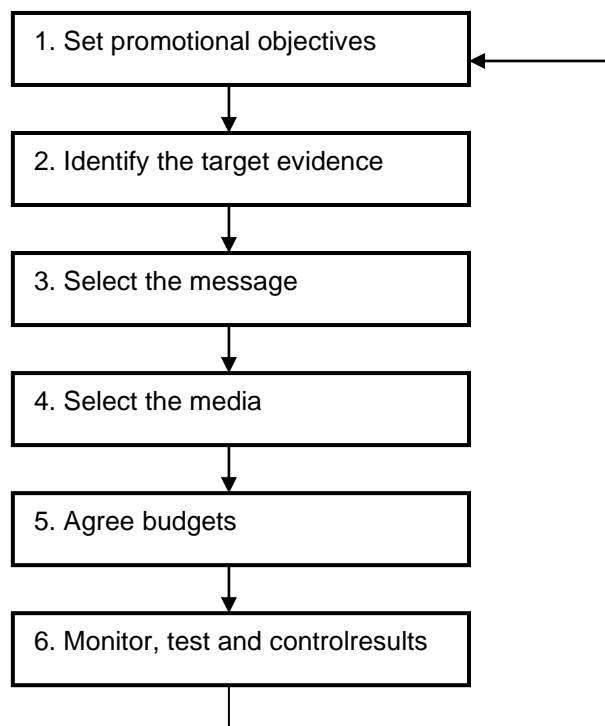


Figure 2.4: The Promotion Process

The initial stage is to set promotional objectives. Once the target evidence is identified, finding the proper message becomes a breeze. It would appear that selecting the appropriate channel for conveying our message is of paramount importance. Advertising budgets may be finalised at a subsequent time. At last, monitor the results to make sure they line up with the anticipated outcomes.

Promotional Drive

One variant on a sales strategy is to provide free samples. Sales promotion is underappreciated in comparison to other marketing mix components, such advertising and direct marketing, say Srinivassan and Anderson (1998). Compared to other areas of marketing, sales management appears to have a significantly higher concentration of male executives (Harmon, 1997). This chapter delves into several topics. It all starts with the purpose, then moves on to the pros and cons. The objectives and, finally, the sales marketing strategies are shown.

The sales promotion methods have an effect on everyone from producers to distributors to consumers (Fill, 1999). According to Dawes (2004), this kind of advertising has become more popular in recent years. Sales promotions, according to his research, make purchasing a lot easier. Since there is a greater range of products offered, sales promotions help producers acquire more shelf space in retailers and help resellers attract people to their locations. But because advertising doesn't provide economies of scale, smaller businesses are more likely to utilise sales promotions (Low and Mohr, 2000).

Because they dampen demand swings, sales promotions do impact production. Additional benefit is that they are output-based, which aids small firms in surviving the financial challenges of competing with larger organisations that usually have more resources (Yeshin, 1998). According to Alvarez and Cassielles (2005), a sales campaign is an excellent tool for achieving rapid increases in sales. Another perk of sales promotion is that it helps businesses avoid obsolescence and introduces new products to the market (Dawes, 2004).

The optimal time to advertise a sale

To determine if the sales promotion campaign was successful, a number of requirements must be met. Yeshin (1998) explains the idea as follows:

Make sure that your method for defining goals is structured, concise, and easy to understand.

- It is usual practice to measure the targets.

Aiming too high is a waste of time.

- The campaign must have sufficient funding.

In addition to avoiding executing sales promotion as an extemporisation, Alvarez and Cassielles (2005) stressed the need of working out comprehensive devices.

Objectives in sales and marketing

Sales campaigns might have broad or narrow objectives. The goals of the commerce and the consumers will be examined independently now.

Aims of the client

The end user is at the core of consumer goals. That description fits a lot of things. To begin, customer registers, which encompass both current and future clients, are being used more and more by firms (Yeshin, 1998). Rowley (1998) states that getting people to try out things is a main objective of sales promotions. The success of the campaign is also dependent on the nature of the marketed product and the extent to which the customer is involved in making the purchase (Fill, 1999). Figure 3.4 provides further details.

First, we will have a look at sampling. The most important component for purchasers is sampling, as stated by Fill (1999). It might be presented to clients as a free sample or trial version of the promoted product, as he mentions. He continues by saying that the cosmetics industry often employs scented space in women's magazines, which seems like a revolutionary effort to make the trial easier. Nevertheless, he does note that this approach is among the most expensive ones. Department stores are increasingly relying on sampling, according to Williams (1994), despite the substantial costs. Producers also make advantage of couponing. According to Williams (1994), coupons work best to increase sales when a product is in its slowest life cycle. With his authority, they may bring back items that have fallen out of favour or give new life to ones that are out of date in today's market. Based on the estimations made by Peattie and Peattie (1995), coupons can significantly contribute to the commercial aims stated previously by drawing clients into newly opened department shops. Coupons, which customers may acquire from stores or even manufacturers themselves, are a powerful instrument for encouraging brand switching (Fill, 1999). The research shows that consumers may still utilise this coupon to save money on some items. Presenting the appropriate voucher at the time of purchase is all that is required. Consumers may purchase one product with a discount code for another, or a benefit might be associated with two things from different categories; this is something that Yeshin (1998) and Fill (1999) both agree on. In all likelihood, the purchaser will think about these two things (Srinivassan and Anderson, 1998). Coupon applications are more costly and time-consuming, say Srinivassan and Anderson (1998). The instantaneous distribution of coupons to customers enables manufacturers to target a specific group of purchasers; nevertheless, this strategy is more expensive (Fill, 1999). Meanwhile, ads in the media may reach a large audience with a lot of power. Also, while using discounts, remember the big drawbacks of transportation costs, abundance, and other problems (Williams, 1994). According to Garretson and Clow (1999), couponing is only one of several marketing strategies. In order to guarantee the success of the sales promotion campaign, the producer may provide certain discounts. Producers utilise price-offs when they make it obvious that their items are on sale (Fill, 1999). Advertising with a discount or money-off offer is common as it draws in customers (Alvarez and Cassiell, 2005). In addition, as Yeshin (1998) explains, the new price is often shown conspicuously on the package, either as a whole or in comparison to the previous price. However, the author is dubious about the method's potential drawbacks, such as the fact that all customers, not only loyal ones, would be eligible for the discount. Rapp and Collins (1987) claimed that implementing price cuts without thinking about the repercussions would only take a few days. Peattie and Peattie (1995) warn that price wars might erupt if competitors exaggerate their usage of price-off methods. Bonus packs are another type of sales promotion. Fill (1999) states that their utilisation indicates the selling of extra value, namely two packs instead of one, at a constant price. By breaking down the phrase "bonus pack" into its component parts, Yeshin (1998) develops the idea further:

- The bonus package itself—within which the standard volume or an absolute amount is shown the quantity of the package that has been improved without an increase in price.

One example is a banded pack, which holds many constructed products.

The alternatives available to manufacturers are contingent upon their capabilities, according to Yeshin (1998). The first approach necessitates a large team and additional time to fix the packages, while the second option necessitates the ability to grow the package, which is obviously not intrinsic to every business. Freebies are a common sales marketing tool for manufacturing firms. The following categories of freebies are the main emphasis of Yeshin (1998):

In the case of on-pack free gifts, when an additional product is bundled with the main one (such as a CD attached to a magazine), larcenies might be seen as a significant disadvantage.

- Bonus product included in the package—the additional item is concealed within the main product.

The beauty industry would benefit greatly from the free gift with purchase.

There may be other uses for the packaging after the product has been used.

When done right, these strategies, according to Yeshin's study, serve to increase the brand's perceived value and set it apart from rivals. Indeed, businesses frequently utilise freebies as a means to enhance consumer loyalty, as stated by Yeshin (1998). A time-sensitive reward for the purchase of a certain product is what makes this strategy effective. Contests and freebies are another approach to get people to come. One way in which sweepstakes vary from contests is that the former selects winners at random, while the latter relies on consumers' skills or effort as a promotional tool. The second approach definitely has the advantage of being simpler to choose winners, which might lead to its increasing favourability as the study progresses. While it's true that contests and sweepstakes may help create a positive impression of the company (Yeshin, 1998), there are also time limits on when the campaign can be launched. If the campaign is successful, it will stick in people's minds (Williams, 1994). His research shows that kids are one of the most responsive age groups. On the flip side, smart cards might be considered a futuristic tool. According to Williams (1994), smart cards are high-tech identity cards that are mostly utilised in the US. He emphasises that the abundance of personal information on these cards is beneficial for the consumer during the purchasing process. Once payment is completed at the checkout reader, a customised welcome message can appear on the screen, and the designer says it can remember the expiration date. Finally, as mentioned by Rapp and Collins (1987) for previous transactions, the prices of all products are instantly subtracted while sales are underway. Instead of receiving it in person, the customer might receive it in the mail (Yeshin, 1998). He suggests that the gift be purchased at a larger price; the extra value may be extravagant, showing that the receiver would naturally value it more. He found that this strategy might make the company more noticeable in comparison to its rivals. A significant initial investment is required for this strategy due to the added costs (such as shipping and packaging) mentioned by the author. Perhaps self-liquidating offerings will be the focus of a future advertising campaign. There isn't a need for a plethora of price elements in self-liquidating offers because they cover both personal and business-related costs, such as selling and publicity (Fill, 1999). For instance, when considering media emulation in the automobile industry, self-liquidating offers might be seen in a unique way (Yeshin, 1998). He gives the example of a phone call to show how the applicant has to do something, like answer a question, to win the reward that was announced. This particular call will cost more than normal, but the individual taking the call has no idea. The low pricing could be a problem if it doesn't work to boost sales like other promotional strategies. Further, the author claims that the general population does not gain anything from it. Last but not least, Lazar (2005) mentions illicit sales tactics like lottery betting. Kramer (2005) suggests that the company consider working with an advertising agency to handle the full campaign's planning.

Those who work in public relations

Every company has PR, regardless of whether it agrees or dislikes (Murray, 2001). Through public relations, a business may reach out to its internal and external stakeholders. This chapter will go over a lot of ground in terms of public relations. To kick things off, we'll list all the benefits of PR. Part two delves into the mechanics of this marketing strategy, while Part three lists the several PR modalities.

Why Public Relations Is Beneficial

The main goal of public relations, according to Yeshin (1998), is to build goodwill and provide clients enough knowledge to comprehend the company's ideology and sympathise with its performance. If you want to keep your stakeholders and staff in the loop, public relations is the way to go (Haywood, 1998). Notably, public relations seems to be more imaginative and multilateral than other types of advertising (Murray, 2001).

Because the public perceives the company's information through PR in a different way, public relations (PR) has a credibility advantage over advertising (Ad) (Yeshin, 1998; Koprowski, 1995). The PR theme may include proof of certain media strategies to bolster the particular aim (Koprowski, 1995). Koprowski claims that the media vehicle isn't an extra investment for public relations, which makes it appear cheaper than advertising. The research also shows that when compared to advertising, public relations is better at reaching certain demographics with timely, relevant messages. According to Koprowski (1995) and Yeshin (1998), public relations (PR) is the most effective strategy for boosting a company's reputation. According to research, the inverse is really true: public relations fails because it can't regulate communication, which is a problem because the media owns both the exposure of the audience and the final form of the message.

All things considered, public relations is an integral part of the marketing mix. Evidence suggests that public relations can accomplish more than one objective.

The ever-changing environment in which the organisation works gives rise to a dynamic position in the marketplace. The organization's job is to make sure the institution is aware of how well it's doing overall and to manage it in a way that benefits the organisation (Yeshin, 1998; Murray, 2001). Also, executive bodies need to be constantly updated on the association's performance to make sure it doesn't go against the established political and social norms (Yeshin, 1998). Seitel (2001) argues that in order for high-tech manufacturing companies to stand out in a competitive market, strong public relations are essential for corporate management. Managing relationships with many stakeholders is another facet of public affairs, including the government, labour unions, public companies, and the press (Varey, 1997). Yeshin (1998) contends that all businesses should seek out and cultivate good ties with public organisations as public officials on a global and national scale have views on a wide range of business practices. Whether it's with internal or external contacts, public relations is a terrific weapon to remain in touch (Yeshin, 1998). Wilson (2000) says that publicising the company's engagement in "charity donation" activities can be a good strategy to garner favourable news. Public relations utilises a multitude of tactics to keep all parties informed about the company's position in the market, such as internal and external periodicals. Generating adequate money is the basic objective of firms that wish to earn a profit. Above all, the company operates inside a structured environment of stakeholders, the opinion of whom has a substantial effect on the amount of money the organisation produces. Since adverse external meaning could impact future failures, the company's activities should be disclosed honestly to the public (Yeshin, 1998). The necessity of developing and sustaining strong communications with the internal staff is highlighted by in-house activities, which build upon the preceding point. These personnel represent the foundation of the organisation, and any difficulties with production caused by bad information pathways inside top-down management might have a detrimental influence on the public's opinion of the enterprise (Yeshin, 1998). In addition, as a terrific method for integrative communication, Wilson (2000) underlines the benefits of employee volunteer projects. Public relations is

responsible with marketing the organization's name and also with providing correct information about its goods and services (Yeshin, 1998). Public relations (PR) rather than traditional advertising is being increasingly employed to generate awareness of new goods (Seitel, 2001). According to Murray (2001), two important groups with a stake in the financial sector are the financial press and financial professionals. When it comes to organisational success, dealing with financial analysts is a top priority. These analysts evaluate corporate production in many ways, such as assigning a value to the company's shares (Yeshin, 1998). One of the public relations professional's responsibilities is to gather and provide enough and high-quality information (Saffir, 2000). The objective of public relations is to keep people's attention and awareness levels high (Varey, 1997). Important responsibilities include keeping in touch with the media.

CHAPTIER 3 REASEARCH METHODOLOGY

Title of the Study

The title of the study is – “A STUDY ON SALES PROMOTION OF HOME FURNISHINGS AT **FerrorDek Pvt. Ltd**”.

Statement of the Problem

Examination of the sales and marketing strategies employed by FerrorDek Pvt. Ltd. is the principal objective of this undertaking. The overarching objective of this study is to identify which aspects of the product may be improved in order to increase sales.

Discovering unexpected links and possible problems is the study's main objective. Consequently, research is being conducted to get additional information. Exploratory research seeks to do just that: explore the possibility of doing research on a topic when there is a lack of background knowledge that makes it hard to create and test research hypotheses. Nowadays, it seems like every service and product is vying for consumers' attention by boasting about how amazing they are. Finding out what makes one store better than another was the driving force for the research.

Methodology of the Study

The researcher has employed a wide variety of research approaches to reach the study's objectives.

The researcher opted to adopt the stance of a meticulous observer, thoroughly inspecting many aspects of the organisation, in order to attain a more profound comprehension of the study.

To have a better grasp of the study, the researcher visited the Lifestyle Exhibition at Palace Grounds, where the products of FerrorDek Pvt. Ltd. were shown.

In order to gain a sense of the market, the researcher visited the showrooms of companies like as Quezel, Veneto Cosines, Trident Inter Wood, etc., whose product profiles were relatively similar to FerrorDek Pvt. Ltd.'s.

The researcher devised a specific schedule for the respondents so that they could get to the bottom of the issue and discover the truth. Each responder was approached one-on-one by the researcher, who then had them fill out a questionnaire.

Throughout the study process, the researcher has adhered to the following protocols: a) The method employed was quantitative.

b) The selection of samples is random.

The number of participants in this study was 30.

d) Information is derived from both primary and secondary sources.

g) A survey is employed as a method of data collection.

f) The information architecture consists of tables and graphs.

Data Collection Methods

In this study, the foremost data collection instrument used is the questionnaire method. The questionnaire has been designed with both open ended and closed ended questions. Apart from this, the research instrument consists of primary and secondary data collected for the study.

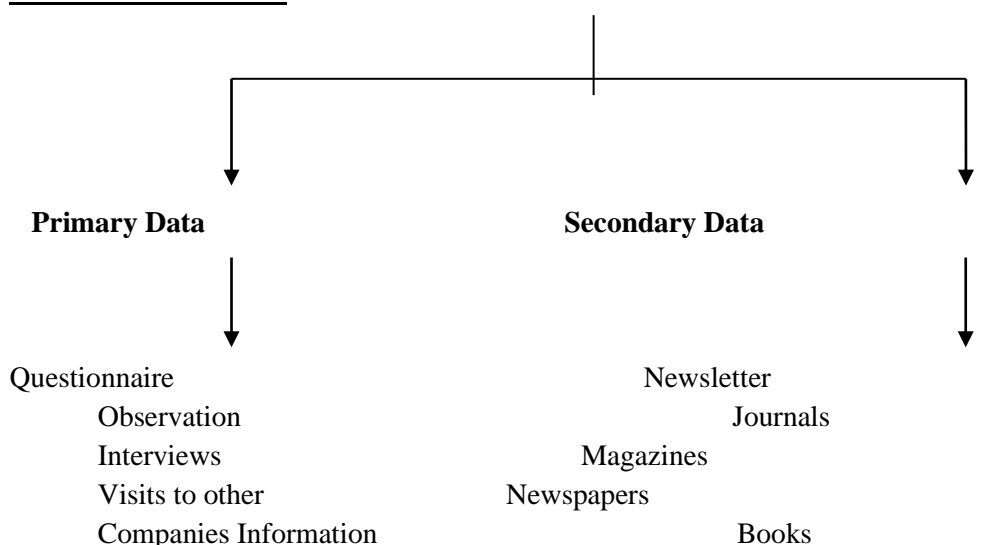
Primary Data:

Here first-hand information is obtained by distributing printed questionnaire to the marketing executives of the company. Data was also obtained from the observation and interview technique adopted by the researcher. Moreover, information was disseminated by the departmental heads.

Secondary Data:

Here the information is obtained from the brochure of FerrorDek, books, websites, newsletter, journals, magazines, newspapers, etc.

SOURCES OF DATA



CHAPTER-5 DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Table No. 1

Table representing the sex of the marketing executives

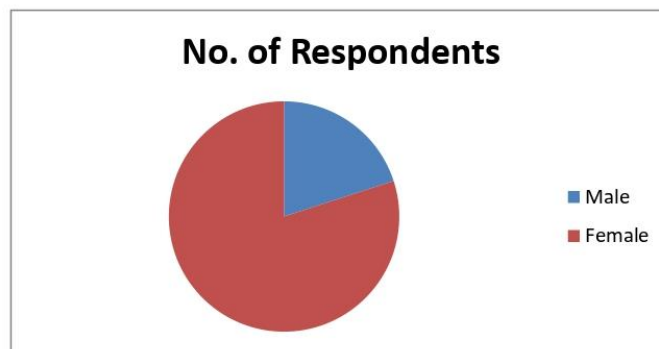
Sex	No. of Respondents	Percentage
Male	6	20%
Female	24	80%
Total	30	100%

Analysis

- 80% of the respondents are male.
- 20% of the respondents are female.

Interpretation

- Majority of the marketing executive are male.



Graph.5.1:Sex of the Marketing Executives

Table No. 2

Table representing the pricing of products

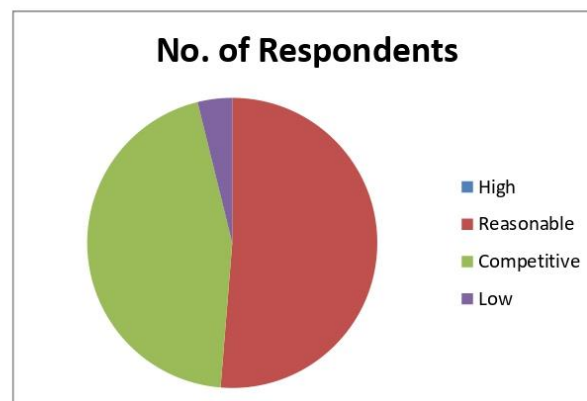
Prices	No. of Respondents	Percentage
High	—	—
Reasonable	16	54%
Competitive	14	46%
Low	—	—
Total	30	100%

Analysis

- 54% of the respondents are of the opinion that the products are reasonable.
- 46% of the respondents are of the opinion that the prices of the products are competitive.
- None of the respondents feel that the prices of the products are either high or low.

Interpretation

- Majority of the respondents opine that the prices of the products are reasonable.
- The prices of the products are reasonable though they are competitive.



Graph:5.2-Pricing of Products

Table No. 3

Table representing the major competitors of FerrorDek Pvt. Ltd. with regard to Home furnishing

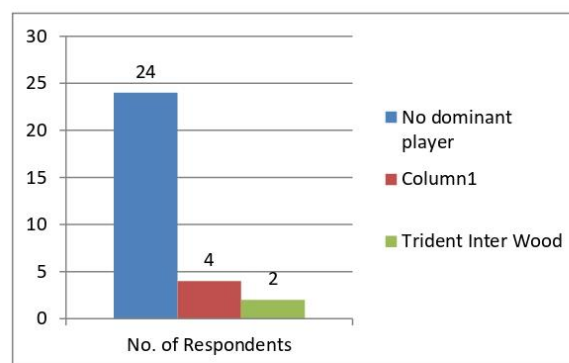
Major Competitor	No. of Respondents	Percentage
No dominant player	24	80
Godrej	4	13
Trident Inter Wood	2	7
Total	30	100

Analysis

- Majority of the respondents i.e. 80% opines that there is no dominant player in the market.
- 13% of the respondents are of the opinion that the Godrej is the major competitor.
- Trident Inter wood is considered as the major competitor by 7% of the respondents.

Interpretation

- Though brand names like Godrej and Trident Inter Wood came into the picture but the fact reveals that there is no dominant player in the market. So everyone is competing with each other.



Graph:5.3-Major Competitors

Table No. 4

Table representing the competitor's strength

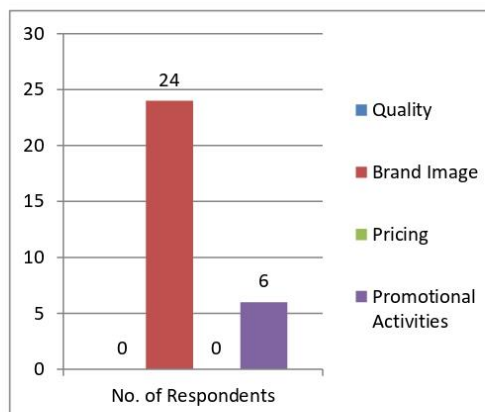
Strength	No. of Respondents	Percentage
Quality	—	—
Brand Image	24	80
Pricing	—	—
Promotional Activities	6	20
Total	30	100

Analysis

- 80% of the respondents are of the opinion that the competitor's strength is brand image.
- 20% of the respondents opine that promotional activities are the strength of the competitors.
- None of the respondents feel that quality and pricing are the strength of the competitors.

Interpretation

- Majority of the respondents opines that brand image is the strength of the competitors.



Graph: 5.4- The Competitor's Strength

Table No. 5

Table representing the quality of the products of Ferrordek with respect to other competitors

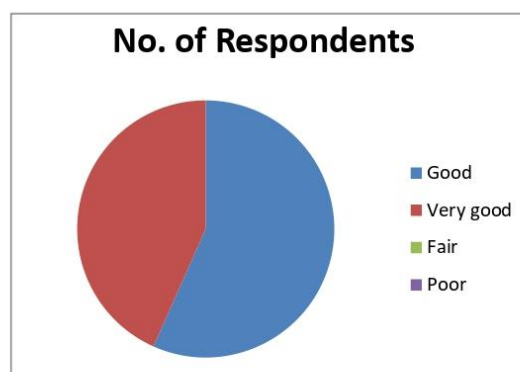
Rating	No. of Respondents	Percentage
Good	17	57
Very good	13	43
Fair	—	—
Poor	—	—
Total	30	100

Analysis

- Majority of the respondents i.e. 57% are of the opinion that the products are of good quality with respect to other competitors.
- 43% of the respondents opine that the products are of very good quality with respect to the other competitors.
- None of the respondents are of the opinion that the products are of fair or poor quality with respect to other competitors.

Interpretation

- Majority of the respondents is of the opinion that the products are of good quality and is at par with other competitors having brand names.



Graph: 5.5. Quality of the products of Ferrordek with respect to other competitors

Table No. 6

Table representing kind of products sold more per month

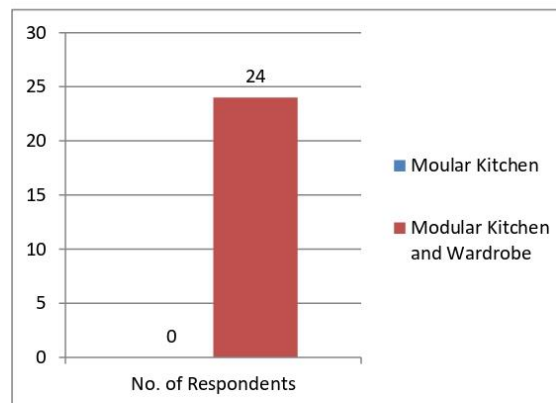
Products	No. of Respondents	Percentage
Modular kitchen	27	90
Modular kitchen and Wardrobe	3	10
Total	30	100

Analysis

- 90% of the respondents are of the opinion that modular kitchens are sold more per month.
- 10% of the respondents are of the opinion that modular kitchen and wardrobes are sold more per month.

Interpretation

- Majority of the respondents is of the opinion that modular kitchens are sold more per month.



Graph: 5.6- Kinds of products sold more per month

Table No. 7

Table representing the merits of the products of Ferrordek that differentiate it from others

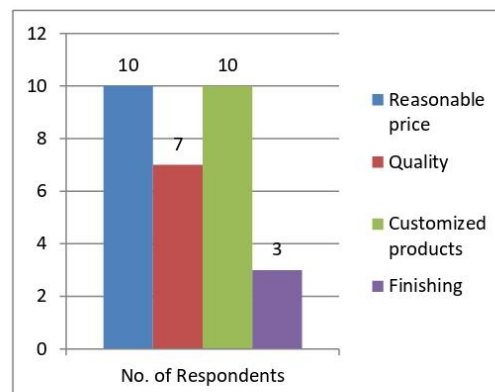
Merits	No. of Respondents	Percentage
Reasonable price	10	33
Quality	7	24
Customized product	10	33
Finishing	3	10
Total	30	100

Analysis

- 33% of the respondents are of the opinion that reasonable pricing and a customized product differentiates the products of Ferrordek from that of others.
- 24% of the respondents are of the opinion that quality is the differentiating factor.
- 10% of the respondents are of the opinion that finishing is the differentiating factor.

Interpretation

- Reasonable pricing and customized products differentiates the products of Ferrordek from that of others.
- In fact, all the merits such as reasonable pricing, customized products, quality and finishing contributes in differentiating the products from others.



.Table No. 8**Table representing the factors which play a major role in demand generation**

Factors	Ratings				
	5	4	3	2	1
Price of the product	4	3	0	1	1
Awareness about the product	3	1	0	4	1
Delivery of the product ordered	1	0	5	1	2
Presentation about the product	0	2	0	3	4
Design of the product	1	3	4	0	1

5 - Very important, 4 - Important, 3 - Makes little difference,

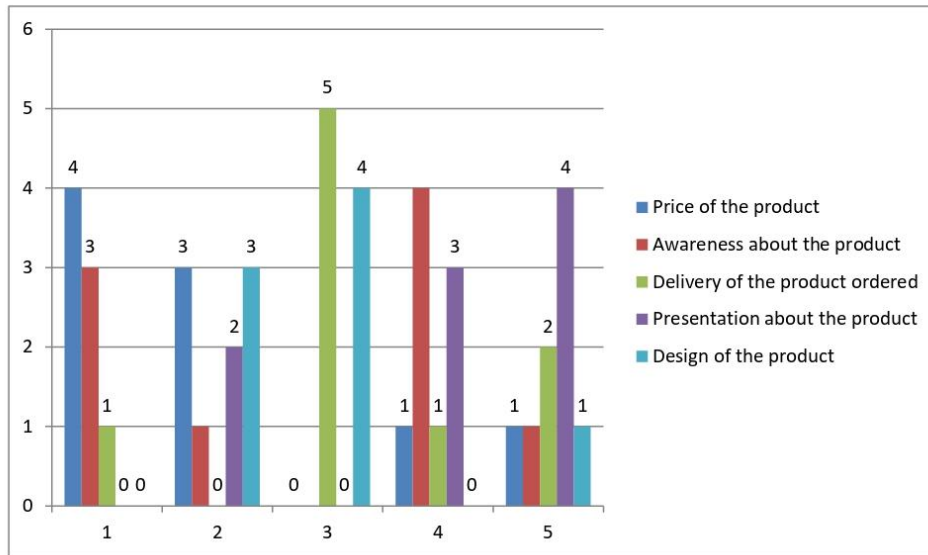
2 - Not important, 1 – Does not make any difference.

Analysis

- Price of the product gets the maximum of 5 rating.
- Design of the product and the price of the product get the maximum of 4 rating.
- Delivery of the product ordered gets the maximum of 3 ratings.
- Awareness about the product gets the maximum of 2 rating.
- Presentation about the product gets the maximum of 1 rating.

Interpretation

- Price of the product plays a major role in the demand generation.
- Design of the product plays an important role in demand generation.
- Delivery time of the product ordered can make a little difference in demand generation.



Graph: 5.8- Factors playing a major role in demand generation

Table No. 9**Table representing the promotion of the products of Ferrordek Pvt. Ltd.**

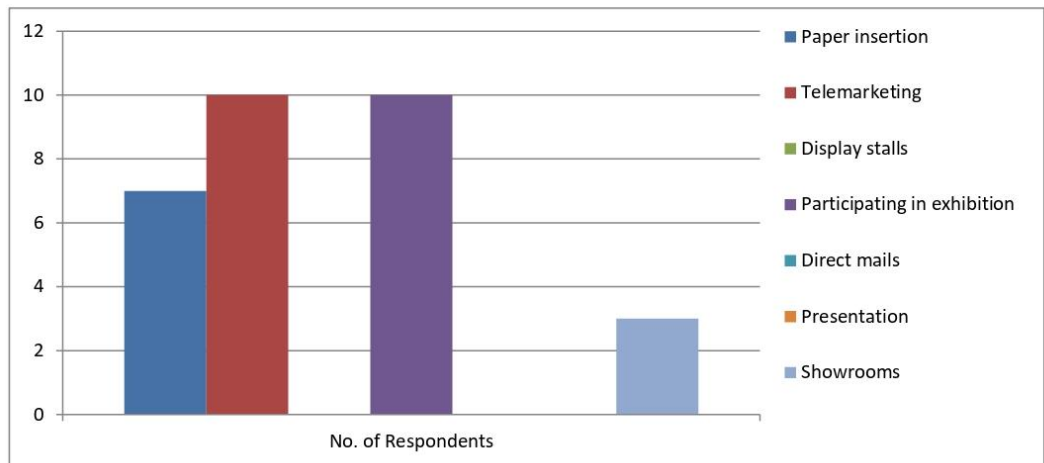
Promotions	No. of Respondents	Percentage
Paper insertion	7	24
Telemarketing	10	33
Display stalls	—	—
Participating in exhibition	10	33
Direct mail	—	—
Presentations	—	—
Showrooms	3	10
Total	30	100

Analysis

- 24% of the respondents are of the opinion that paper insertions are used as promotion of the product.
- 33% of the respondents opine that telemarketing is the means of promotion of the products.
- 33% of the respondents feel that participating in exhibition has promoted the product.
- 10% of the respondents are of the opinion that showrooms are used as promotion of the product.

Interpretation

- The company adopts a variety of promotional methods such as paper insertion, telemarketing, display stalls, participating in exhibition, direct mail, presentations and showrooms.



Graph:5.9- Methods of promoting the products

CHAPTER 5 FINDINGS

A Summary of Findings:

The finding can be grouped together into two broad categories such as;

Specific Findings:

- This is pertaining to the objectives of the study.

General Findings:

- This is with regard to the market dynamics and visits made by the researcher to companies having almost similar products profile.

Specific Findings:

In addition to telemarketing and direct mail, the company also makes use of exhibit booths, seminars, showrooms, and paper insertion as promotional tools.

Famous names like Godrej and Trident Inter Wood have joined the fray, but the truth is that no one firm has a stranglehold on the market. Because of this, everyone is vying for a larger portion of the market.

Integrity is maintained at all organisational levels.

Direct marketing, which occurs in showrooms, is currently used to promote the merchandise; dealers are not engaged in this process.

There is a systematic approach to every element of the company.

General Findings:

1. Foreign companies can own up to 100% of India's industrial sector, which includes the furniture industry, according to the country's laws.
2. With the market's vast array of modular alternatives, the user is truly not limited in their choice.
3. Italian manufacturers are making inroads in the Indian market as of late. The Indian market is inundated with Asian teak wood furniture, which is derived from the rich rain forests of Malaysia. The level of competition is really high, to put it simply.
4. Many popular firms outsource their production, which lengthens the time it takes to get the ordered items. This is where FerrorDek really shines.
5. When it comes to the foil, FerrorDek offers a wide variety of hues. This is what makes it different from similar products.
6. Cost is insignificant compared to quality. However, it is also true that one may get reasonably priced, high-quality things. You can't beat the pricing and quality of FerrorDek's items compared to other popular companies.
7. While most companies offer generic alternatives for home furniture, FerrorDek lets customers personalise their purchases. Some might even say this is the business's greatest asset.
8. Among marketing executives, males outnumber women.
9. The things are priced fairly while yet being competitive.
10. The products are on par with those of brands with comparable names in terms of quality.
11. The number of modular kitchens sold is increasing monthly. Therefore, further work is needed in this field.
12. Reasonable pricing, customisation, quality, and finishing are a few aspects that differentiate the company's goods from rival ones.
13. Product price isn't the only thing that influences demand generation; product design and shipping time also play significant roles.
14. You may save money by buying from us again.
15. The company does not adhere to rigorous standards when it comes to providing discounts for repeat orders.
16. The target market consists of middle-class and upper-class individuals.
17. At this time, the company does not provide any incentives to its marketing staff.

SUGGESTIONS

1. The newly wealthy of Bangalore have made headlines due to their newfound wealth and unconventional ways of living. The marketing campaign should aim to win over customers.
2. If the company is serious about aggressively marketing its products, it should explore all possible options. The company can create an account at Furniture.co.in, India's leading online B2B plan and the biggest virtual furniture directory.
3. There is a growing backlog of construction plans. Putting advertising in the Builders Grid magazine could help the company contact these potential customers. Advertising the magazine's products will benefit from this. Sales could go up much more as a result.
4. Products with a focus on Feng Shui are now trending. People with a wood personality type are said by Feng Shui to be good decision-makers, imaginative dreamers, kind souls, and agents of positive change. Godrej makes steel modular kitchens, thus this might help with the product's emotional marketing and provide you an advantage.
5. With innovative marketing strategies, the company has a chance to increase its market share in today's competitive industry. One option may be the moving displays known as the "Dream House". Customers will see it as a way to recognise and associate the Company with quality products and services.
6. If it wants to be unique, the company must do extraordinary things. A possible "Experimental Marketing" tactic the company may do is to host prospective clients to the showroom for a hands-on experience with the products.
7. There is a lot of rivalry in the sector, so the firm needs to figure out how to make itself stand out by creating value. There are a lot of ways that customer service may be improved.
8. The buyer holds all the power in this market. Everyone on staff has to have this data on hand constantly. The company may institute procedures to pay attention to written customer feedback to make sure it's always heading in the right direction. Ongoing progress will be aided by this. Beyond that, customers will be involved, which might be beneficial to the company.

Limitations

The limitations of this study are the same as those of any other study.

1. "Change is constant" is obviously a rule that applies. Consequently, the study's findings may not have any future relevance.
2. It was taken for granted that the survey takers' answers are authentic.
3. The study and recommendations are confined to marketing-related issues due to the impracticality of providing technical ideas for the product.
4. No proprietary information was divulged by the company.
5. We have to act quickly.

CONCLUSION

"No man has the authority to tell other men how they should think, feel, or make things; rather, everyone should be encouraged to be open and honest about their thoughts, feelings, and creations while also fostering self-assurance in their creative abilities!"

Organisations who use new-style marketing greatly value Ansell Adams's brilliant idea. They have come to terms with the fact that "boxes and lines" models are useless in dynamic, time-sensitive settings. Their commitment to teamwork makes them an obvious choice for FerrorDek Pvt. Ltd. A simple "Rotti, kapadaaurmakaan" won't cut it with today's Indian customers. The new-breed furniture industry is no longer focused on furnishing. There is a focus on "home dressing" here. In order for the company to continue capitalising on opportunities, it need a constant flow of ideas. Converting a list of concepts into a profitable portfolio of products and services is no simple feat. Here, the need of collaboration is highlighted.

A home is more than just a place to sleep; it is a reflection of its owners' personalities. The point of owning a house, no matter how large or modest, is to make it a home by adding personal touches and striking the right balance between aesthetics and practicality. People are continuously on the go for work, and their household items are ever-increasing, so they need to figure out ways to store everything without breaking the bank. These days, a multipurpose and functional modular kitchen is the way to go. As a result of increased disposable money and the spread of western luxury goods, consumerism and materialism have become socially acceptable. With FerrorDek's assistance, customers may find a solution that combines cost with top-notch quality, all because of the company's unique qualities.

Nowadays, it seems like every service and product is vying for consumers' attention by boasting about how amazing they are. All of it, from the ads to the POS displays to the customer service interactions. If FerrorDek Pvt. Ltd. wants to keep its fickle customers happy, it must build and maintain a unique brand and corporate identity across all channels. Here the Japanese proverb "Thinking without action is a daydream and action without thinking is a nightmare" comes to light.

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ANNEXURES

A copy of the questionnaire, some eye sizzlers showcasing the products of the company and paper insertion are enclosed herewith.

QUESTIONNAIRE

- 1) Name:
- 2) Address:
- 3) Designation:
- 4) Sex:
 - a) Male
 - b) Female

- 5) Type of products dealing with
- a) Home furnishing
 - b) Office furnishing
- 6) How are you priced?
- a) High
 - b) Reasonable
 - c) Competitive
 - d) Low
- 7) Who is your major competitor?
-
- 8) What is your competitor's strength? / What makes you ahead of him?
- a) Quality
 - b) Brand image
 - c) Pricing
 - d) Promotional activities
- 9) With respect to other competitors how do you rate yourself in terms of quality?
- a) Good
 - b) Very good
 - c) Fair
 - d) Poor
- 10) Which products are sold more per week/per month?
-
- 11) What specific merits do you think will differentiate your products from others?
- a) Reasonable price
 - b) Quality
 - c) Customized products
 - d) Finishing
- 12) How important do you feel that the following factors play a major role in demand generation on a scale of 1-5?
- a) Price of the product
 - b) Awareness about the product
 - c) Delivery time of the product ordered
 - d) Presentation of the product
 - e) Design of the product
- 5- Very important
- 4- Important
- 3- Makes little differences
- 2- Not important
- 1- Does not make any difference

- 13) How do you promote your products?
- a) Paper insertion
 - b) Telemarketing
 - c) Display stalls
 - d) Participating in Exhibition
 - e) Direct mail
 - f) Presentations
 - g) Showrooms
 - h) All of the above
- 14) A) Do you give any discount on repeat purchase?
- a) Yes
 - b) No
- B) If yes how much discount do you give?
- a) 2-5%
 - b) 6-10%
 - c) 11-15%
 - d) 16-20%
 - e) None
- 15) How are you marketing your products?
- a) Direct marketing
 - b) Retailers
 - c) Dealers
 - d) All the above
- 16) Who are your target consumers?
- a) Elite class and upper middle class
 - b) Middle class
 - c) Lower middle class
 - d) Corporate
- 17) What kind of incentives are you getting?
- a) Commission
 - b) Schemes
 - c) Free gifts
 - d) Recognition
 - e) Nothing at present