



S.A.P.D.J. Pathashala's

# **HIRACHAND NEMCHAND COLLEGE OF COMMERCE, SOLAPUR**

**Department of Management Studies**

**BBA SECTION**

Presents

**12<sup>th</sup> Annual Seminar  
On**



**3<sup>rd</sup> January, 2015**

ANNUAL SEMINAR  
ON  
**“Blending Marketing  
Tools”**

3<sup>rd</sup> January, 2015

Organized by

Hirachand Nemchand College of Commerce, Solapur  
(BBA Section)

Walchand Hirachand Marg,

Ashok Chowk,

Solapur- 413 006

## **Shri Aillak Pannalal Digambar Jain Pathashala**

Shri Aillak Pannalal Digambar Jain Pathashala was established by the doyen of Jain community Shri Seth Hirachand Nemchand. It was established in the year 1885 with the sole intension to serve society. The trust fosters the spirit of 'Sharma Culture' through the igneous philosophy of 'Shikshan Haach Dharma' and thus this protects traditional education. The trust imparts education from Primary education right up Post Graduation level. The holy act imparting education not just restricted to Solapur city but also extended to the towns of KUNTHALGIRI and ASHTHI. About 10000 students avail the education facilities provided the Pathashala.

The trust offers Bachelor degrees in the Engineering, Arts, commerce, Science and Education and postgraduate courses in the Business Administration, Marathi, economics and Social Work. Student's folks desperately prefer to seek entry for various courses run under the auspices of Trust. Thousands of Students, who sought education here hail from different states, are placed in high position in various sectors. It could happen only because of the cherished values like Integrity, Justice, Equality and Morality that are ingrained in the Mission and Vision of the Pathashala. Thus the Centurion Institution has sustained unique academic legacy, which goes down in the history of India for Centuries to come. Such a trust, dedicated to all-round development in the field of education is also alert to changes occurring in the field and according provides the necessary educational facilities.

## **About H.N. College of Commerce**

Our college is run by SAPDJ Pathashala having a bright history of about 125 years in the educational field. Hirachand Nemchand College of Commerce was established in the Year 1972 and is now affiliated to Solapur University, Solapur. Earlier it was affiliated to Shivaji University, Kolhapur. The college offers conventional and professional courses like M.B.A., B.B.A., B.C.A., M. Com., B. Com., and vocational courses at Junior College level.

H.N.C.C has always been at the forefront to extend the necessary educational facilities as per the demand. The college aims at the overall development of the students. It toils to build up the resources that will ensure life more dignified and useful as long as time endures.

## **BBA (Bachelor of Business Administration)**

HNCC has pioneered in the process of induction of BBA Course in Solapur. Considering the need of professionalism BBA Course was started in the year 2003 under affiliation of Shivaji University, Kolhapur. In 2004 with the establishment of Solapur University, it had shifted to Solapur University, Solapur.

Our focus is on professional management education based on the latest developments in academic theory and best business practices while preparing graduates for challenging work environments and advanced academic study through quality education and interactive activities.



### **BBA Seminar Milestones...**

<b>Sr.No.</b>	<b>Year</b>	<b>Contents</b>
1	2004	Total Quality Management
2	2005	Management in Turbulence Time
3	2006	Special Economic Zone
4	2007	Corporate Social Responsibility
5	2008	Global Warming
6	2009	Opportunities and Challenges in Tourism Industry
7	2010	Enter Entrepreneurship- Exit Unemployment
8	2011	Event Management
9	2012	Effectiveness of Advertising in Brand Communication
10	2013	Retailing: An Escalating Sector
11	2014	Emerging Trends in Marketing
12	2015	Blending Marketing Tools

# INNOVATION THROUGH FUSION

## *"A Revolutionary Blend"*

*We are proud to present to you this booklet of our 12<sup>th</sup> Annual Seminar on "Blending Marketing Tools" that enlightens us about the revolutionary strategies used in marketing.*

*Every business should design a marketing strategy, tactics or techniques to help augment their sales and improve the visibility of their business in the market. To come up with a marketing strategy, a business can utilize various marketing tools to advertise and promote their business, products and services. It is through these marketing tools that businesses will be able to deliver important messages that they want to convey to their target markets and potential customers. These tools can be utilized either offline or online and it plays a very important part of a marketing campaign.*

*"Consumers want products that tell stories, have magic, and inspire."*

***Yves Behar***

*In the words of Warren Buffett "Price is what you pay. Value is what you get."*

*"You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality."*

***Walt Disney***

*These above lines indicate that the marketing is incomplete without the marketing tool that helps the business to reach each and every corner of the world. Marketing tools can be used as a means to announce sale and merchandise discount promo to customers. This awareness will drive traffic to your stores and increase sales. Without this potential and existing customers will not be alerted about the sales event.*

*The cover page highlights the marketer mixes i.e. the four prime colours (4 P's) in different quantities to deliver a particular final colour. Every hand painted picture is original in some way, as is every marketing mix.*



## *From the Editorial Desk....*

*Marketing is the way companies interact with consumer to create relationship that are beneficial to both parties businesses use marketing to identify their audience before advertising to them. Marketing tools are essential because they are used by businesses as a means of communication to inform the public of its products and services. These tools create market awareness which in the long run can make a business lucrative. For example, a marketing slick is used by businesses to give customers a product overview, product snapshot and its uses. Some use blogs to show their expertise about this particular product and give consumers tips and advices about it.*

*It was heartening to see the huge efforts taken by our budding writers in the form of papers which were informative and knowledgeable.*

*It gives us a great pleasure to thank Hon. Secretary, Hon. Board of Trustees and Hon. Principal and H.O.D. Sir for their guidance and motivation. This booklet is the product of team work. This is a part of work culture of HNCC. I salute our faculty and all the team members of 12<sup>th</sup> Annual Seminar for their priceless coordinating efforts. Special thanks to the entire team of Precision Offset for patiently working behind the scenes and helping us to bring out this booklet in time. Heartfelt thanks to our well wishers!*

*It is really a great pleasure to share this booklet with our readers.*

*Kedar Nimbargikar  
BBA III*

## ***About Seminar***

*Marketing is a process by which a business promotes its services or goods in the hopes of creating interest, buzz and ultimately sales. Marketing tools and techniques are the various strategies and promotional tactics that companies use to market and sell their products and services. In the words of Kotler and Armstrong-*

*“The marketing mix is the set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market. “*

*It's said that “Good marketing makes the company smart, but great marketing makes the customer feels smart.” Considering the need of an hour to catch the nerve of customer's needs, every marketer needs tools and its proper blending.*

*Blending of marketing tools and techniques has become an increasingly vital ingredient for business success. Considering the need of an hour, our BBA Section has taken an initiative to impart knowledge to our students in this field through this 12<sup>th</sup> Annual Seminar titled- “Blending marketing tools”*

**The seminar focuses on:**

- 1) To make students aware about marketing tools
- 2) To focus importance of marketing tools in business.
- 3) To highlight the role of marketing tools in achieving customer satisfaction

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- Shriman Bhushan Shah            - Hon. Trustee
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- Miss. R.Y. Kshirsagar
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**Vikram Harishchandra Deshmukh**

(M.Com., MBA-Marketing)

**Key Speaker****Profile Details:**

- More than 2 decades of experience in *Marketing/Business Development, Customer Relationship Management* as well as *People Management*, majorly in *Financial Services Sector*.
- Resigned as General Manager (Marketing) with Shriram Fortune Solutions Ltd to start own consultancy business.
- Currently working as Personal Financial Consultant since April 2007
- Also providing Marketing Consultancy to A Software Company as well as a Manufacturing Company based in Pune.
- Visiting faculty at MITCON & National Institute of Post Harvest Technology's Entrepreneurship Development Programmes.
- Conduct training programmes on Sales, Marketing, Soft-Skills, System Development etc. to various organisations.
- Have worked in various organisations in the Tourism, Transport, Real Estate sectors at various levels.
- Started a company Kolaj Real Ventures Pvt. Ltd. for marketing Real Estate Projects.
- Published various articles on Personal Financial Planning in Daily Sakal.

**Key points of Présentation:**

1. What is service?
2. Types of Services.
3. Characteristics of Services
4. 4 / 7P's of Marketing of Services
  - Product
  - Place
  - Price
  - Promotion
  - People
  - Process
  - Physical Environment

**Ajay G. Pawar (M.Com., MBA-Retail)**  
**Key Speaker**



**Profile Details:**

1. Total Years of Experience 14 years.
2. Current Job profile Zonal Marketing Manager.
3. Total 5 Companies working experience
  - Express Clinics Ltd-(Zonal Marketing Manager.)
  - Prozone Mall.(Sr Manager Marketing)
  - Future Group.(Cluster Manager marketing Executive)
  - Shoppers Stop Ltd.( Department Manager)
  - Page point Services India Ltd.( Sales & Marketing Executive)

**Key points of Présentation:**

1. Introduction on topics
2. Interaction with Students on topics
3. Brief About 4 Ps with examples.
4. Marketing Mix Flow Discussion
5. Exercise in Two parts-Group Study

**Part1**

Study on any service industry based on 4 Ps

**Part-II**

Study on any industry of your own based on 4 Ps

### ***Four Pillars under Armor***

***“The aim of marketing is to know and understand the customer so well the product or service”***

#### **Four P’s Marketing Mix:**

Product

Price

Promotion

Place

#### **Introduction:**

Marketing is integral to the success of a business, large or small, with its primary focus on quality, consumer value and customer satisfaction. A strategy commonly utilized is the marketing mix. This tool is made up of four variables known as the four P’s of marketing .The marketing mix blends these variables together to produce the results it wants to achieve in its specific target market.

#### **Marketing Mix:**

"Marketing Mix" is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market.

The 4Ps is one way – probably the best-known way – of defining the marketing mix, and was first expressed in 1960 by E J McCarthy

#### **Understanding the tool:**

There's a lot of truth in this idea. However, a lot of hard work needs to go into finding out what customers want, and identifying where they do their shopping. Then you need to figure out how to produce the item at a price that represents value to them, and get it all to come together at the critical time. Put it on sale some place that those same people visit regularly, and price it at a level which matches the value they feel they get out of it; and do all that at a time they want to buy. Then you've got it made!

The marketer mixes the prime colors (mix elements) in different quantities to deliver a particular final color. Every hand painted picture is original in some way, as is every marketing mix. Target Market is the key



Competition Designing the right marketing mix. The most creative & challenging step in marketing is designing the right marketing mix. The marketing mix is the specific collection of actions & associated instruments employed by an organization to stimulate acceptance of its ideas, products & services.

### **It's simple!**

You could be left promoting a car with amazing fuel-economy in a country where fuel is very cheap; or publishing a textbook after the start of the new school year, or selling an item at a price that's too high – or too low – to attract the people you're targeting.

The concept as easy as simple!! Think about another common mix - a cake mix. All cakes contain eggs, milk, flour, and sugar. However, you can alter the final cake by altering the amounts of mix elements contained in it. **So for a sweet cake add more sugar!**

It is the same with the marketing mix. The offer you make to your customer can be altered by varying the mix elements. So for a high profile brand, increase the focus on promotion and desensitize the weight given to price. Another way to think about the marketing mix is to use the image of an artist's palette.

### **Marketing Mix:**

Total Offer to the Customer-

**First**, the firm chooses the product to meet the identified need of the target segment.

**Second**, the right distribution channel is used to make the product available.

**Third**, the firm undertakes eye catching promotion.

**Fourth**, the price platform is acceptable to the customer & firm.

### **4Ps & 4Cs:**

Product- Customer /Consumer

Price- Customer cost

Place- Convenience

Promotion- Communication

The Four Ps is also being replaced by the Four Cs model, consisting of consumer, cost, convenience, and communication. The Four Cs model is more consumer-oriented and fits better in the movement from mass marketing to niche marketing.

**Product- Consumer**

The product part of the Four Ps model is replaced by consumer or consumer models, shifting the focus to satisfying the consumer.

**Price- Cost**

Pricing is replaced by cost, reflecting the reality of the total cost of ownership.

**Place- Convenience**

Placement is replaced by the convenience function. With the rise of internet and hybrid models of purchasing, place is no longer as relevant as before. Convenience takes into account the ease to buy a product, find a product, find information about a product, and several other considerations.

**Promotion- Communication**

Finally, the promotions feature is replaced by communication. Communications represents a broader focus than simply promotions. Communications can include advertising, public relations, personal selling, viral advertising, and any form of communication between the firm and the consumer.

**Product:**

**“Don’t find customers for your products; find products for your customers.”**

A product, service or idea is that which satisfies the needs & wants of the customers. It depends on-

- Variety
- Quality
- Design
- Features
- Brand Name
- Packaging
- Service

**Examples:** Product characteristics, options, assortments, packaging, guarantees, quality, style, warranties/guarantees, returns & replacements

- Titan introduces quartz watches
- 24 Hour banking & ATMs by banks
- Tetra pack cartons for milk, juices
- Indoor coolers
- 7 year warranty on refrigerators- Samsung
- Product & Packaging FMCG Products
- Consumer durable products
- Durable Washing machines
- Services Courier Aviation
- Modern gadgets i-pod

**Place:**

**“Today you have to run faster to stay in place and be in front of the customers”**

Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet. Catching the eye of the consumer and making it easy to buy is the main aim of a good distribution or place strategy. In fact the successful mantra of business man is **Location ! Location!! Location!!!**

Physical distributions are activities involved in transporting products from the producer to the consumer:

- Mode of transport
- Warehousing & Storage
- Order processing
- Inventory control

Channels of distribution are the routes through which the ownership of goods flow on its way from the producer to the customer

**Place:**

**Distributor**

**Super- stockiest**

**Wholesalers**

**Retailers**

**Place:**

Instruments that determine the intensity & manner in which goods or services will be made available.

Types of channels, density of distribution, trade-relation mix, merchandising advice

**Place:**

- |                               |                             |
|-------------------------------|-----------------------------|
| • Channels                    | • Lifestyle                 |
| • Coverage                    | • Westside                  |
| • Locations                   | • Shoppers Stop             |
| • Inventory                   | • Pantaloons                |
| • Transportation              | • Big Bazaar, Retail brands |
| • Logistics                   | Stores                      |
| • Duty Free Stores - Airports | • Nokia Store               |
| • Hypermart-Store Signage's   | • Modern Grocery Store      |
| • Availability- Place         | • Local stores              |
| • Large Format Stores         | • Local Kirana stores       |

**Price:****Sell value, not price!**

The price is the amount a customer pays for the product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer's perceived value of the product.

The business may increase or decrease the price of product if other stores have the same product.

- Price
- List Price
- Discounts & Allowances
- Payment Period Credit Term

**List Price:**

In retail, price regularly quoted to customers before applying discounts.

List prices are usually the prices printed on dealer lists, invoices, price tags, catalogs, or dealer purchase orders.

**Discounts & Allowances:**

Discounting is a financial mechanism in which a debtor obtains the right to delay payments to a creditor, for a defined period of time, in exchange for a charge or fee. Discounts and allowances are reductions to a basic price of goods or services.

**Payment Period & Credit Terms:**

The stipulation by a business as to when it should be paid for goods or services supplied, for example, cash with order, payment on delivery, or within a particular number of days of the invoice date. Bills

1. *Price is the amount a consumer pays in exchange for the product or service.*
2. *Marketers must consider the following in setting prices:*
3. *Price*
4. *Target segment- How much the target segment is willing to pay at different price levels- price elasticity of demand*
5. *Cost- How much it costs the firm to produce & market the product*
6. *Competition- Prices of competitors*
7. *Society & Law- Within legal framework.*
8. *Marketers have to determine prices to consumers & channel partners*
9. *Prices across models & geographic regions have to be established*
10. *Policies on discounts have to be framed*

These decisions are vital to enhance sales volumes

- Innovative Discounts
- Discount sales in shopping malls
- Off season sales
- Closing down sales
- Festival sales
- Credit points
- Festive Sales
- Exchange offers – mobiles, cookers, cars
- Christmas & Diwali Sales
- End of season sale
- Special Sales
- Gold Sale- Impact
- Discount Rush

**Promotion:**

**“Give them quality. That’s the best kind of advertising in the world.”**

Promotion activities are meant to communicate & persuade the target market to buy the company’s products



This is done by:-

**Personal selling**

Personal Selling: Face to face personal communication- Eureka Forbes

In person selling, tele-marketing

**Advertising-** Mass communication efforts through media

**Sales Promotion-** Communication through contests, trade shows, free samples, Personal Selling, Discount coupons

**Publicity-** Communicating with an audience by personal or non-personal media that are not paid for delivering the message Print media news, broadcast media, annual reports, speeches by employees.

**Branding:**

Recognizable companies Nokia

Examples-Lux (Same theme over the years)

Celebrity endorsement using famous people to attract target segment

ICICI Bank- Print Ad, Brand Ambassador,

Star Power

TV Channels More than just news Entertaining information to add spice,

First thing in the morning Print Media, Print- Newspapers & Magazines

**Newspapers you could read**

- |                     |                                     |
|---------------------|-------------------------------------|
| • Economic Times    | • Sanchar                           |
| • Business Standard | • Business News in daily newspapers |
| • Lokmat            |                                     |

**Radio**

Growing radio stations in India

- Radio channels
- Meow targets at women
- Bajaate Raho - Red FM
- Radio on the internet

On the internet Videos can be uploaded like [www.youtube.com](http://www.youtube.com)  
Word of mouth publicity *Word of mouth* is a reference to the passing of information from person to person.

***Conclusion-***

No matter how high u climb the ladder hard work is necessary to success. Lastly I would like to conclude saying that marketing mix consist of four pillars under one armor the promotion price product and place tools

***“MARKETING TAKES A DAY TO LEARN BUT IT TAKES LIFE TIME TO MASTER”***

***Marketing Insight:***

*“The art of marketing is the art of brand building.”*



**Miss. Vaishali Patil**  
**BBA-I**

## ***Promotion Mix of Coca-Cola***

### **Introduction:**

*“Marketing is an integrated process of identifying need and wants of customer and translates them into suitable product, creating demand, expanding market and satisfying the customer.”*

### **Company Introduction:**

Coca-Cola was invented in May 1886 by Dr. John S. Pemberton in Atlanta, Georgia. The name “Coca – Cola” was suggested by Dr. Pemberton’s bookkeeper, Frank Robinson. Currently it offers more than 500 brands in over 200 countries and serves over 1.6 billion servings each day. Company operates a franchised distribution system dating from 1889.

### **Evolution:**

- 1886 Originated as a soda fountain beverage and sold for 5 cent/glass
- 1899 Signed the first bottling agreement
- 1920s Expanded internationally out of United States
- 1970 Exited from India- FEMA regulations
- 1993 Re-launched in India & acquired local brands
- 2000s Leading Cola brand in India (Thums Up & Sprite combined)

### **Brands under Coca Cola:**

- |             |               |
|-------------|---------------|
| • Coca Cola | • Thums Up    |
| • Diet Coke | • Kinley      |
| • Fanta     | • Burn        |
| • Limca     | • Nestea      |
| • Maaza     | • Minute Maid |
| • Sprite    |               |
| • Schweppes |               |

- **Promotion:**

Informing and persuading customer is the objective of promotion. Promotion is used to communicate information about goods and services to the customers. So Promotion is also called as “*Marketing Communication.*”

Promotion is the most expensive P in marketing mix.

- **Promotion types:**

- Top Line Promotion :
  - ❖ Includes the Promotional activities intended towards mass consumers using mass media.
- Below the Line Promotion :
  - ❖ Includes the promotion schemes, publicity.

- **Promotion in India:**

The company has understood the importance of festivals in the Indian Culture and has taken lot of initiatives in this regard. Coca-Cola has an enduring affiliation with cricket which is the most beloved game for Indians.

Hindi being the national language and the most spoken language in the country, most of the company's advertisements are broadcasted in Hindi language.

**Coca Cola India Marketing Strategy:**

In the Year 2003 - "Thanda Matlab Coca cola ad"

- Amir Khan was presented in 6 different looks, working on the simple philosophy of highlighting how Indian related to the brand as a cool relief.
- If you meant refreshment you meant Coca Cola.
- "Umeedon whale Dhoop, sunshine Wali Asha" ad was launched in the year 2012
- Sells hope for better tomorrow and shows that every and any dream is achievable.
- Also roped in Sachin Tendulkar, as a "happiness brand ambassador" to support various CSR initiatives the brand is undertaking.

- **Tools of Promotion:**

Promotion can be done successfully with different tools of promotion. Every tool has its features and advantages. The most commonly tools of promotion are:

1. Advertising
2. Direct Marketing
3. Internet Marketing
4. Sales Promotion
5. Publicity
6. Personal Selling

**1. Advertising:** “Advertising is a paid form of mass communication for the promotion of goods and services by an indentified sponsor.” Advertisement is one of the most popularly used promotional tool by marketers. It is targeted to the large group at a time. Its objective are informing and influencing the market. It is the costliest tool of Promotion.

- Coca – Cola adopts the concept of aggressive advertising to promote products.
- It mainly does advertising nationally.
- It introduces different themes and concepts to sell their products.
- Advertising is mainly done through electronic media and out of home advertising.
- Advertisements build brand image and creates awareness.
- Advertising creates memorable and catchy slogans since years.  
e.g. “Thanda Matlab Coca Cola”.

**Medias of advertising:**

- 1. Print Media:** Coca cola is said to have a different print medias like Newspaper, magazine, brochures, booklets, banners, etc.
- 2. TV Commercials:** Regular TV Commercials on different channels which focuses on both rural as well as urban crowd. Coca Cola features different brand ambassadors from time to time and try to connect with the crowd.
- 3. Outdoor Advertising:** Coca Cola is very much conscious about their billboards and hoardings. There are many sites in different locations for their billboards. These billboards are usually found at cross roads,



buildings, shops, etc. In India the Coca Cola can be seen painted on walls, bus stands, dhabas etc focusing in rural areas of India.

- 2. Direct Marketing:** Direct Marketing is form of communication directly between service provider and customers. It is a non personal tool to communicate directly with specific customers. It involves less cost of promotion.

Coca Cola uses direct marketing in many ways:

- It partners with various restaurants, movie theatres, etc. to carry its product.
- So when a customer orders a drink, the only brand they are offered is Coca-Cola, which forces them to consume that brand itself.
- Thus Coke forces out the competitors, and keeps the restaurants, or other businesses, purchasing their product over and over again. Eg. Mc Donalds, Dominos.

- 3. Internet Marketing:** It is also called as E- Marketing or online marketing. Coca Cola uses the internet media to promote its products like Facebook, Youtube, Twitter, etc. Company has its own website which is simple to navigate. Website allows customers to become interactive through various games, contests, shopping, etc.

**Sales Promotion:** Sales Promotion is the short term activity of promotion, which is limited to limited period like seasons, occasions, festivals, etc. It is targeted towards increasing or promoting sales within that time only. Coca Cola allows price discounts and allowances to distributors and retailers in order to push more products into the market.

- 4. Personal Selling:** It is the best and effective means of communication in marketing. It is also called as Salesmanship, Door to door selling. It is a face to face interaction between salesman and customer. Here the salesperson explains the customers about the product and tries to convince the customers to buy the product.

- Coca cola has many salespeople, who are individuals representing the company to communicate, sell, service, and build relationships with customers.

- These salespeople promote their product to different customers within their regions.
- These individuals form close relationships with the customers in order to continue business with them.

***Conclusion:***

For any company to reach the peak in today's competitive era, has to use each and every component of the promotional mix. By understanding Coca-Cola we can say the company is using its promotional mix in an effective and efficient manner. That is the reason why Coca-Cola is the market leader and one of the most valuable brands in the whole world.

***Marketing Insight:***

*"Without promotion something terrible happens....nothing!"*



**Mr. Shrey Sura**  
**BBA-III**

## ***Maggi-A New Look***

### **Introduction :**

The **marketing mix** refers to the set of actions, or tactics, that a company uses to promote its brand or product in the **market**.

Maggi is a product of the Nestle India which is one of the leading fast food companies in India. Nestle India Limited (NIL) launched Maggi brand in India in 1982. It was the first entrant in instant noodles category in India. Maggi products that are manufactured by the Nestle include instant noodles, sauces, instant soups and ketchups, etc.

Snacks like samosas are usually brought out, and outside food is generally considered unhygienic and unhealthy. So, Maggi was positioned as the only hygienic homemade snack not only this Nestle had positioned maggi as a convenience food product aimed at the target group of working women's who can hardly find any time for cooking.

### **Product mix of Maggi:**

Basically, a product is anything that can be offered to market to satisfy their needs and wants.

Maggi introduced a wide variety of products like noodles, sauces, Maggi bhuna masala, etc. Maggi is a tangible product of nestle.

- *Quality:*

The quality of nestle Maggi is better as compared to competitors products in the market. Not only Maggi noodles are good in quality but also the other products of Maggi like Sauces, Healthy soups, Maggi Bhuna Masala are also of good quality. So it is said that Maggi products are the staple for all kitchens.

- *Name :*

This product carry's an attractive name. Its name is a sign of great strength as it is derived from the name of a Greek athlete Maggin, who was a symbol of great strength.

- *Variety:*

Maggi is available in different varieties like Maggi sauces, Maggi noodles, Maggi bhuna masala, Maggi healthy soups. Recently a new variety is available in Maggi noodles that is Maggi Oats for the people who are health conscious. Also Maggi Bhuna Masala is also a new

variety of spices especially for the working women's that don't have much time for making the spices for the vegetables.

- *Brand :*

Brand is to identify the specific product and distinguish it from other products available in the market. The brand name of Maggi is **“Nestle Maggi”**

- *Packaging and Labelling:*

Packaging of Nestle Maggi provides protection to the product from inside. It is not as luxurious as it is suppose to be, because the biggest share of Maggi's sale is captured by the middle class. Therefore it gives a positive impression. Also, Maggi products are packed in attractive colors.

Maggi is available in packs of 50g, 100g, 200g, 400g, 600g and 800g of colorful packaging. Maggi cuppa mania comes in attractive sleeved cups with a fork for usage.

The design varies from country to country for Maggi. But indeed it is an attractive design that is applied to Maggi.

Maggi uses easy to understand labels showing nutritional and other information. For example, the multi-use tomato sauce label states:

- There are no added colors or artificial flavors.
- There is a low fat content.
- The salt and sugar content has been reduced by 25%.
- The key nutrients contained e.g. energy, protein, carbohydrates, sugars, fat, saturated fats, fibre and sodium, salt equivalent labeling (if used on brand).
- Details of allergenic ingredients used.

- **Competitive Strategies :**

To beat the competition, Nestle took following steps:

1. Nestle introduced Maggi in new packs with different contests for the customers.
2. It came up with innovative products like Maggi Pasta in two different flavours – Masala and cheese macroni.
3. It also focused on its advertising strategies by introducing new ones in order to keep in touch with the customers so that the image of the product does not get washed away.

4. It made its product affordable by introducing small Maggi pack of Rs.5

These competitive strategies overlapping as the company has always thought of different kind of strategies keeping in mind its competitors.

Though other brands came up with something similar to Maggi, but they had temporary effects on consumers mind as the consumers switched to the Maggi brand for its taste.

- **Research and Development of Maggi:**

Nestlé's strength in product research and development makes it possible to develop products to fit market requirements. Maggi is committed to providing cutting edge products that chefs want, e.g. products with a lower salt content. These products are high quality and easy to use. The new products need a more natural taste while at the same time offering value for money.

The Maggi 'A Natural Choice' range is now lower in salt and made using sunflower oil. In addition, where possible the range benefits from having no added MSG, is gluten free and contains no artificial colours or flavour.

So, in this way Maggi launches its product after depth Research and Development.

***Conclusion:***

Therefore, due to these strategies, taste and quality Maggi is the staple food in all the kitchens. So, whenever the word Noodles arises the only Brand that comes in peoples mind is the Nestle Maggi. By this its very clear that Maggi has a very strong image in the market. And till today competitors are unable to take its position.

***Marketing Insight:***

*"Good companies will meet needs; great companies will create markets."*



**Miss. Bhavika Gyamlani**  
**BBA-II**

### ***Brand language: A New Breed***

All businesses rely on customers to keep them afloat; with no customers there is really not much reason to be in business. Attracting, influencing and sustaining customers will be one of the biggest challenges that you will face as a business which is why you need to have an effective marketing tool. This is something that a lot of companies really underestimate the importance of. Brand language is that tool which fulfills the need and helps an organization to emerge.

Brand language is the body of words, phrases, and terms that an organization uses to describe its product or purpose. It is a promotional marketing tool to help consumers connect specific words or ideas to specific companies. It includes companies and product's tagline, voice and tone. Brand language encompasses not only the words you choose, but their order, rhythm and pace. When developing a brand language word choice and tone are the two fundamental components. Word choice is the vocabulary that is used in the marketing or advertising, while tone refers to the attitude of the advertisement. Brand language is the part of verbal brand identity.

Nestle, Amul, Maggie, Parle, Bourn-vita, Boost, Dominoes, MacD, Pizza hut, Hero, Honda, Yamaha, Gillette, Lakme, Fair and lovely, Lux, Pepsi, Coca-Cola, Thumbs-up, Idea, Vodafone, Airtel, Apollo, Ceat, MRF, star plus, Disney, Aaj tak, ICICI, HDFC Standard life, Sprite, Mentos and many more are the brands that have managed to root themselves in the market due to their effective brand language. Hence the importance of brand language goes as follows:-

#### **1. It's an expression of the people behind the brand**

**“The art of marketing the art of brand building.”**

The above quote points out that it's not just *what* a company does, but *who* it is that makes it a brand. A tone of voice both embodies and expresses the brand's personality and set of values. It's about the people that make up the brand – the things that drive them, their loves and hates, and what they want to share with the world.

## **2. It sets you apart from the rest.**

**“Language is the road map of a product. It tells you where its people come from and where they are going.”**

A brand's tone of voice makes a company distinctive, recognizable and unique. Brand language enables the corporation or product to be recognizable across the international borders, while other advertising codes can be misinterpreted, words can be translated to ensure brand unity.

## **3. It builds trust**

When positive words become strongly associated with particular brand, these words become assets for the company. Goodwill, reputation, trusts is all that an organization needs to develop a feeling of confidence on the brand among the customers. Trust makes the investors to approach the company and empower its financial strength. Whether be it a local business or a large organization until it creates faith among its customers it cannot succeed and this trust comes only when its language is good its purpose is clear Brand language ensure that when people communicate about the product there are fewer misunderstandings and more clarity about purpose and the role that this commodity wants to play in the lives of the consumer.

## **4. It can be used to influence and persuade**

**As American author Maya Angelou once said, "People don't always remember what you say or even what you do, but they always remember how you made them feel."**

It's often the *way* we say something that breeds a certain feeling. People can be very sensitive to language, forming impressions of people as soon as they begin to hear or read their words.

***Conclusion:***

Brand language is the key to company's success which sets it apart from the rest and develops brand's reputation. It helps the brand to craft more stable image in the minds of consumers and proves to be effective marketing tool.

***Marketing Insight:***

*"The only way to serve your company's interest is to serve your customer's interest."*



**Mr. Sushil Jain**  
**BBA-I**



### ***The New Face of Promotion***

Promotion is one of the market mix elements or features, and a term used frequently in marketing. The marketing mix includes the four P's: price, product, promotion, and place. Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. Promotion is also found in the specification of five promotional mix or promotional plan. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image. Fundamentally, there are three basic objectives of promotion. These are:

1. To present information to consumers as well as others.
2. To increase demand.
3. To differentiate a product.

#### ***Recent technologies in promotion:***

##### **1) Social Media:**

Social media websites such as FACEBOOK and GOOGLE+ offer companies a way to promote product and services in a more relaxed environment. This is a direct marketing as its best. Social networks connect with a world of potential customers that can view your company from a different perspective. Rather than seeing your company as “trying to sell” something, the social network can see a company that is in touch with people on a more personal level. This can help to lessen the divide between the company and the buyer, which in turn presents a more appealing and familiar image of the company.

##### **Example:**

##### ***FACEBOOK:***

Facebook is the best example of social media promotion. It helps to bring out the best options to its customers with the best deals and with the variety that its customers search for. Facebook allows various brands, products, companies to reach out to the customers at an ease.

**2) Branded Promotional Gifts:**

Giving away functional branded gifts can be more effective promotional move than handing out simple business cards. Put your business card on a magnet, ink pen or key chain. These are the gifts you can give your customers that they may use, which keeps your business in a plain sight rather than in the trash or in a drawer with other business cards the customer may not look at.

**Example:**

Branded T-Shirts – We've all seen companies wearing T-shirts that are branded with their company logo but if they are well made and striking then people other than employees are also likely to be happy to wear the clothing as well and this will, essentially, turn customers into walking billboards for your business and this is something that money can't buy when it comes to enhancing brand identity.

Building a brand identity for your business isn't something that will be accomplished overnight but if you get the small things right from a marketing point of view, then the big things invariably take care of themselves. Using promotional merchandise such as mugs and branded pens is a small, affordable and easy to manage marketing activity that businesses have been using for many years now as they all know how important a tool it is when it comes to increasing one's brand recognition.

**3) Mail Order Marketing:**

Customers who come into your business are not to be overlooked. These customers have already decided to purchase your product. What can be helpful is getting personal information from these customers. Offer a free product or service in exchange for the information. These are customers who are already familiar with your company and represent the target audience you want to market your new products too.

**Example:**

Amazon: The various websites nowadays help people to do shopping through mail & get their products at home through home delivery services. One such website is the Amazon. It helps its customers to choose their option according to their likes & if at all they prefer to re-exchange or give back if they don't like these services are also made available. All they have to do is just email the products & get the products home delivered

**4) Customer referral incentive program:**

The customer referral incentive program is a way to encourage current customers to refer new customers to your store. Free products, big discounts and cash reward are some of the incentive you can use. This is a promotional strategy that leverages your customer base as a sales force.

**Example:**

Samsung: Nowadays to attract its customers to bring up more & more buyers for its products the companies provides incentives with its products or brand. Like for mobile accessories on the purchase of Samsung mobiles they also provide flip covers so that customers promote their own handsets to their friends, relatives & help increase its buyers or customers.

**5) Product Giveaways:**

Product giveaways and allowing potential customers sample a product are methods used often by companies to introduce new food and household products. Many of these companies sponsor in-store promotions, giving away product samples to entice the buying public into trying new product.

**Example:**

Oven & Sandwich Maker: Nowadays for more & more promotion & getting popularized in its customers the company provides extra giveaways as this helps their product or brand to be liked by the customers. For ex. If a customer purchases an oven and for its more promotion of another product the company giveaway a sandwich maker so that people get attracted to those brands and try new products of that brand or company.

**6) Causes and Charity:**

Promoting your products while supporting a cost can be an effective promotional strategy. Giving customers a sense of being a part of something larger simply by using products they might use anyway creates a win situation. You get the customers and a socially conscious image, customers get a product they can use and the sense of helping a cause. One way to do this is to give a percentage of product profit to the cause your company has committed to helping.

**Example:**

Under the strategy, various companies convince its customer to become a part of helping the various people getting basic needs or other facilities by convincing them through their fix percentage of product that goes to such institution. For instance, ITC ensures its customers that on purchasing their products or brands help the poor children for the education by providing its proper profit percentage for those institutions. Like classmate books and stationary.

**7) Point-of-sale promotion and end-cap marketing:**

Point-of- sale and end-cap marketing are the ways of selling product and promoting items in the stores. The idea behind this promotional strategy is convenience and impulse. The end-cap, which sits at the end of aisles in stores, features products a store wants to promote or move quickly. This product is positioned so it is easily accessible to the customer. Point of sale is a way to promote new products or products a store needs to move. These items are placed near the checkout in the store and are often purchase by consumers on impulse as they wait to be checked out.

**Example:**

For this a company tries to attract its customers to its new brand or a product which they want to sell out at their best. So it displays its product at a best attraction point in the shops. Like if a customer has come to buy a refrigerator of LG, the company displays its LG G3 edition mobile with exclusively signed by Mr. Amitabh Bachhan so has to attract customers to buy that product.

**Marketing Insight:**

*"Marketing is the art of creating genuine customer value and helping your customer becomes better off."*



**Miss. Rakhee Chanchalani**  
**BBA-I**

## ***Product Mix of AMUL***

***The moppet, who put Amul on India's breakfast table.***

### **Introduction:**

Generally product mix is the total range of products offered by the company. It is also referred to as '**Product Assortment**'.

It means that if all the products are marketed together they yield higher sales than if they are marketed individually.

Discussing about Amul this company also markets all its products together. It offers a range of all the dairy products and falls under Dairy Industry. The company was founded in the year 1946.

### **Brand Name:**

The Brand name is derived from Sanskrit word '**Amulya**' which means priceless or valuable. Its initial name was **Anand Milk Federation Union Limited**, so it was named as **AMUL**.

It is managed by the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF). Its plant is situated in Anand in the state of Gujarat.

Talking about the **logo** of **Amul**, it's a **mischievous Indian Chubby Girl** which was suggested by Dr. Verghese Kurien in 1966 and the Amul Girl became so memorable that almost everyone comes to know about its brand of Amul by seeing that girl.

Its **Tagline** is '**The Taste of India**' which is more than a mere slogan. These four words have a vast meaning in them. It means Amul offers such a product range which is liked and also can be afforded by the rural man to the educated urban man, its products are such that can be afforded by each and every common man from lower class to the higher class people. Also the tagline also shows that even if India has diverse culture and religions Amul's products are such that can be acceptable all over India.

### **Variety:**

Amul offers a wide variety of Dairy products which requires a lot of dedication and hard work. It has products like milk bread spreads, cheese, beverages, ice-cream, Paneer, Dahi, Ghee, Milk Powder, Mithai Range, Mithai Mate, Chocolates, Fresh cream, Butter milk, etc.

**Product Strategy of Amul:****1) Product Overlap Strategy:**

This strategy is adopted by Amul and is a situation where the company decides to compete against its own Brands.

**For e.g.:**

**a) Cheese Spreads: Specific V/S General**

Where Amul has eight new flavours of cheese spreads i.e. Pepper Garlic, Creami, Jeera, Redchilli Flakes, Oregano Pickle, Tikka Dip, Tropical Fruit and these flavours were introduced in competition with the Amul's Plain Cheese Spread.

**b) Milk Drinks "Nutramul Energy V/S Amul Kool"**

Amul Kool is a range of flavoured milk products. Whereas Nutramul is a milk additive and is consumed by adding directly to milk. It is a Health Food Drink for the nourishment of particularly kids.

**2) Product Design Strategy:**

Here the question comes of "whether to offer standardized products or customized products".

So in practice Amul offers a mix of both standard and customized products. It means it has some standard and prime products like Amul Milk and Amul Butter and also as per customer preferences it has introduced many new products like 'Nutamul' Flavored Cheese Spreads, etc, Butter Milk Flavored Lassi, etc.

Also Amul designed the Utterly Butterly Girl in 1967. It was this moppet who put Amul on India's breakfast table and we have discussed about the moppet earlier. This Amul Girl entered in the Guinness Book of World Records for being the longest running campaign ever.

**3) Product Diversification:**

Amul has diversified its business from dairy products to other products like Mithai range like Gulab jamun, Basundi, etc. and chocolates range includes AmulChocozoo, Amul Fruit and Nut, Amul Dark Chocolate, etc. This diversification gave Amul a large number of benefits i.e. high growth, loyalty to customers, commitment to quality and it is a generation of awareness. It also expands the network.

**4) Intelligent Marketing:**

Amul company does Marketing in a very intelligent manner. It always tries to spend less cost on Marketing activities. It only spends 1% of its turnover on promotion.

Its Butter girl has become very popular since 41 years. Now Amul has newly introduced a new advertisement where it advertises all its products through television advertisement.

**5) Effective Segmentation:**

It offers wide range of products for all its customers.

**For e.g.:** Amul Kool milk is targeted to children, teenagers prefer Kool Café and Kool Koko. Also it provides various low fat products as the young generation has become more health and diet conscious.

So, Amul adopts various Product Strategies.

**Packaging:**

Packaging is the outer covering of the product. Amul has a very protective package for its every product. It uses various new ideas for labeling. All the nutritional facts durability etc. is given in a very clear manner on the packages of Amul. Amul uses various new ideas.

**1) Use of Utterly Butterly Girl:**

Amul makes the use of Utterly Butterly Girl on most of its products which has become the very famous symbol of its brand. It highlights different uses.

For e.g.: the packaging of pizza cheese has fully printed in the topping of the pizza which is red colour. So it highlights the uses of its products.

**2) Use of expression in packaging:**

For e.g.: the human facial expression of delight on different products which reveals the pleasure that people derive from consuming them is highlighted.

**3) Use of Colours:**

Amul uses variety of colours depending upon the flavours so that the packaging becomes more attractive.

**4) Protection:**

It is the main and primary function of packaging. Amul focuses largely upon the packaging. So it has a protective packaging like ice cream tubs, ghee tins and also other tins for mithai range. It has also used

the concept of tetra pack for milk, basundi, lassi, etc. for increasing their shelf life as Amul produces all milk products which have a very shorter durability.

So this is all about Packaging.

### **Quality:**

There are five levels of any product which describe about its quality i.e. core, basic product, expected product, augmented product and potential product. Amul is a very well-known brand and most of the people prefer it. It is just because it always provides something more than the expectations of customer. So it can say it is at the augmented product level and it provides quality products.

### **Conclusion:**

By identifying the trend and introducing variants Amul has been emerged as the fastest growing brand in the entire India.

#### **Marketing Insight:**

*"The aim of selling is to satisfy a customer need; the aim of marketing is to figure out the need."*



**Miss. Divya Kukreja**  
**BBA-III**



## ***Nestlé: A way to share goodness***

### **Introduction-**

Nestlé is the world's leading Nutrition, Health and Wellness Company. The mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

The Company was founded in 1866 by Henri Nestlé in Vevey, Switzerland. Nestlé has 447 factories, operates in 194 countries, and employs around 333,000 people.

The marketing mix refers to the set of actions or tactics that a company uses to promote its brand or product in the market. The marketing mix of Nestle discusses the 4 P's of one of the strong FMCG companies of the world.

### **Promotion Mix of Nestle-**

Promotion means to inform & persuade customers. Promotion has different objectives such as creating awareness, informing market about new product launch, increasing sales & profitability. Promotion is the most expensive P among all P's.

Nestle uses promotion as one of the major source to reach their customers to make them aware of the value of different products introduced in the market. Nestle makes promotional strategies keeping in view the customer level of education.

Nestle adopts a promotion mix with a perfect blend of several different promotion tools to promote the value of its product and make the customers aware of their products.

### **Advertisement-**

Advertising plays an extremely important part in the confectionery industry. Promotion through advertising is mainly done when the market is geographically dispersed or when the product is standardized.

Nestlé's advertisements are well known in the market and they have made sure that the advertisements are attractive through all the possible media. Nestle also uses internet to promote their products, where they have different websites hosted for different products. Different strategies for each product like online competitions and distributions.

Promotion of the products is done very smartly.

**Nescafe-**

One of the most widely known tunes is the Nescafe tune. It was one of the best advertising campaigns and was launched at least 2 decades back. However, that campaign brought Nescafe strongly in the market.

**Maggi-**

On the other hand, Nestlé's brand was pushed by the excellent product quality of Maggi and the witty and innovative campaigns of Maggi. Where Nescafe focuses on value and the good things in life, Maggi focuses on moments you had with your Maggi. The recent campaign was completely focused on your Maggi story, where people had to come out with various innovative ways that they had their Maggi.

**Kitkat-**

Kitkat focuses on "Take a break" and has done some good marketing for the same. Kitkat's website too is very innovative and shows nothing but asks the visitor to take a break and have a Kitkat. Nestlé has used a wide range of promotional tactics with Kit Kat. Promotion offers have included free bars in the multi-bar family packs.

Kit Kat's advertising is concentrated in two media:

- Television commercials - which follow the well-known 'Have a Break' tradition.
- Posters - where the powerful colours of the pack and product are used to dramatise the message.

Nestle focuses on its strength which is Maggi, Nescafe and Kitkat which are the most promoted brands in the market on ground level.

**Sales Promotion-**

Sales promotion represents non- media campaigns such as sampling displays, shows, exhibitions and contests. Free samples, Discounts, Money off Coupons, Lucky draw, schemes like buy one get one free, bundling are all different methods used in sales promotion.

The major push expected of a FMCG company is in sales promotions at the ground level. This is where Nestle really rocks. Nestle also uses sales promotion as one of their promotion tools by offering programmes like every day eating coupon codes and discounts and offers for online shopping on nestle products.

**Publicity-**

Publicity is a promotional method where the organization is not paying for the communication about its products and is benefiting from it.

Nestle is a well known brand in the market and its fame describes its publicity and the further publicity occurs during various interviews of officials of Nestle. Publicity for Nestle also occurs during the launch of every new product and when the annual sale reports are published. This publicity obtained by Nestle is not by paying any of the media.

Nestle, public relation activities is evident from how they try to communicate with government organizations as well as the customers about the different issues that they face. Through public relations Nestle try to bring to the attention of all the customers and organizations concerned about various issues and the current approach they are taking towards these issues.

**Conclusion-**

Overall, Nestle is a brand which has strong products as well as strong marketing, and hence the brand has a very high brand recall value. We hope that Nestle keeps bringing in good products and keeps maintaining the quality of the products it already has.

**Marketing Insight:**

*"Poor firms ignore their competitors;  
average firms copy their competitors;  
winning firms lead their  
competitors."*



**Miss. Anusha Vadhariya**  
**BBA-II**

### ***AMWAY: Reaching Customers***

**Amway** (short for American Way) is an American company using multi-level marketing techniques to sell a variety of products, primarily in the health, beauty, and home care markets. Amway was founded in 1959 by Jay Van Andel and Richard DeVos.

Its product lines include home care products, personal care products, jewelry, electronics, Nutrilite dietary supplements, water purifiers, air purifiers, insurance and cosmetics.

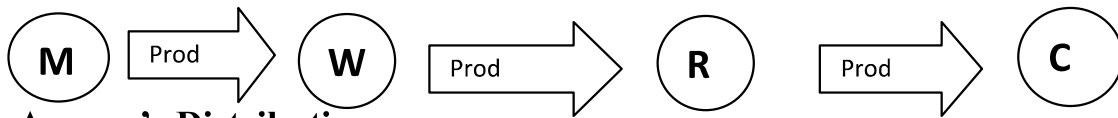
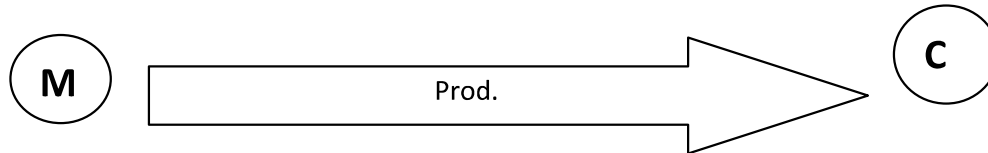
In 1969, a case was filed against Amway saying it is the company which is cheating the customers by grouping them. The case went and went on. But the day came, when 'Supreme Court of America' gave some judgment, which totally changed Amway's impression in public.

The judgment was," The Company- Amway, which accepts the unfamiliar method of marketing i.e. web of network is a company which has given a new direction/turn to the marketing. Hence it's a order that whoever wants to establish the web of network have to follow the style/system adopted by Amway only, and all the cases filed against this company Amway are hereby discarded.

Now, the question comes that how this strong network runs? or what is that plus factor into it? The answer is 'close networking.' Let us see, how it webs itself?

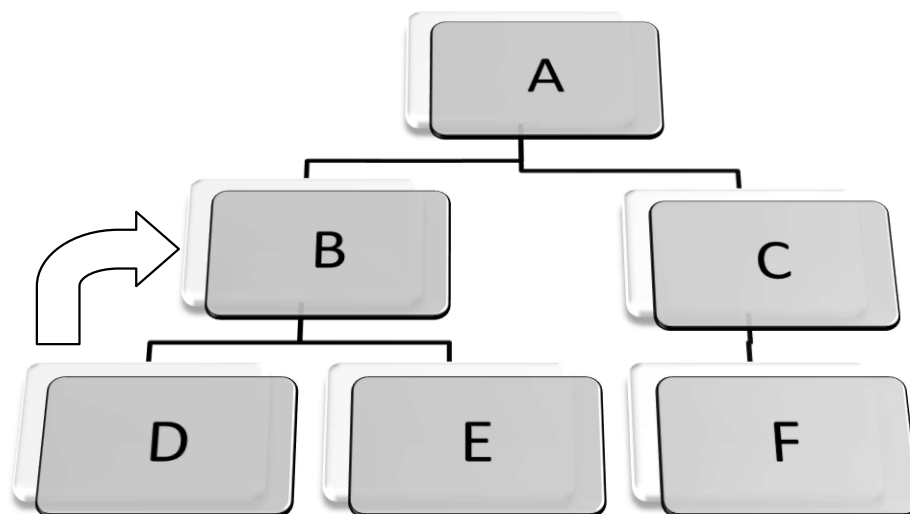
Let us take an example- The person 'A' is connected with Amway that means he is customer as well as the individual. This person now will tries or convinces 3-4 other new or maximum possible people to either join the Amway web or buy the products. This gives him the opportunity of recovering 60%of the amount he had spent in the purchase of the product. Now the person 'A' manages to convince the other 2 people i.e. person 'B' and person 'C' either for buying or for being the part of strongly built web. Now the two new distributers or consumers are added to the network. 'B' is only a buyer where as, 'C' wishes to built further network. Hence, 'C' will try to convenience other new members say 'D', 'E', 'F'..... up to 'Z'. And this is how the web grows.

The main difference between traditional way of distribution and Amway distribution is of mediators.

**Traditional Distribution-****Amway's Distribution-**

Now the point comes of remuneration/ earning. How is that?

Each and every distributor can see the respected amount in their bank account on the date 5 of every month sharp.

**What made Amway so strong web maker?**

The distributors of it say that regular communication makes them to built it so strong. The no of meets which they conduct depending on the various levels goes like:-

Level 1- Once a week

Level 2-Twice a Month

Level 3-Twice in 6 months, and so on.

The level at which u reside depends only and only upon the turnover u make. The levels are-

Silver, Gold, Platinum, Diamond, Double Diamond, Crown etc.

The “BRITT” style, which is used to train them, is such that it not only trains them, but also adds morals and values to the distributors of the company.

The main benefit of this distribution channel is that it cuts down the unnecessary money (profit margin) added by middle men to final product.

***Marketing Insight:***

*“The most basic way to get someone’s attention is this: Break a pattern.”*



**Miss. Mausam Shah**  
**BBA-II**

## ***McDonalds: Grinding out the competitors***

### **Introduction:**

Those days are gone when having food was just a daily routine. Days passed and things changed. Man developed his habits- Habit of learning, habit of living and ultimately habit of eating. Today there is innumerable variety of food dishes in the world. The food industry has developed enormously and spread all over, satisfying need of every foodie customer. With the rapid changing world, people now prefer the 'fast food' from a fast food restaurant as most easy and quick way of satisfying their hunger. When it comes to eating tasty, spicy and lovely food at anytime, McDonald's is one such place which never disappoints their customers.

### **History of McDonald's:**

The McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 119 countries across 35,000 outlets. Headquartered in the United States, the company began in 1940 as a barbecue restaurant operated by Richard and Maurice McDonald; in 1948 they reorganized their business as a hamburger stand using production line principles. Businessman Ray Kroc joined the company as a franchise agent in 1955. He subsequently purchased the chain from the McDonald brothers and oversaw its worldwide growth.

A McDonald's restaurant is operated by a franchisee, an affiliate, or the corporation itself. McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants. McDonald's primarily sells hamburgers, cheeseburgers, chicken, french fries, breakfast items, soft drinks, milkshakes, and desserts. In response to changing consumer tastes, the company has expanded its menu to include salads, fish, wraps, smoothies, fruit, and seasoned fries.

### **McDonald's in India:**

McDonald started their business in India in 1996, making it the 95<sup>th</sup> country of their network. In India, McDonald's has two Indian entrepreneurs: Amit Jatia, Vice Chairman, Hardcastle Restaurants Pvt. Ltd, in West & South India, while McDonald's restaurants are in North &

East India is managed by Vikram Bakshi's Connaught Plaza Restaurants Private Limited, which is a Joint Venture with McDonald's Corporation. 90% of McDonald's business is owned and run by independent franchisees in India.

Celebrating over 15 years of leadership in food service retailing in India, McDonald's India now has a network of over 250 restaurants across the country. McDonald's India is a leader in the food retail space, with a presence of more than 250 restaurants serving more than 6.5 lakh customers daily in India.

**Vision of McDonald's:**

*“To be the best and leading fast food provider around the globe”*

**Mission:**

*“McDonald's mission is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile”*

**Competitive advantage of McDonald's:**

Competitive advantage occurs when an organization acquires or develops an attribute or combination of attributes that allows it to outperform its competitors. These attributes can include access to natural resources, such as high grade ores or inexpensive power, or access to highly trained and skilled personnel human resources. New technologies such as robotics and information technology can provide competitive advantage, whether as a part of the product itself, as an advantage to the making of the product, or as a competitive aid in the business process (for example, better identification and understanding of customers).

Very simply, the term competitive advantage means the positioning a firm takes in relation to other firms in its industry. McDonald's achieve its competitive advantage through following base:

**1. Product:**

Product is anything that can be offered to the market, which satisfies the needs and wants of the customers. McDonald's provides a wide range of products which includes burgers, French fries, Mc café etc. it believes to add something new every time while launching a new



product. This gives McDonald's product an advantage over other products in the market.

## **2. Nutrition:**

When it comes to fast food, McDonald's delivers highly nutritional food, ensuring good health of their customers. They always make sure that the food products they provide are made from naturally available materials.

## **3. Convenience:**

A quick service restaurant is mainly characterized by its speedy delivery of services. McDonald's is one such restaurant where there is no waiting for the customers. With the use of latest technology, trained personnel and presence of its branch at every prime location, McDonald's reaches every customer. It has also started the online order facility. If you can't come to McDonald's, McDonald's will come to you. This service is currently available between 07 am to Midnight. Customers can place their order through call on (022) 66000666 or can log on to [www.mcdelivery.co.in](http://www.mcdelivery.co.in) or they can even download McDelivery App from Google Play Store.

## **4. Promotion:**

There are three main objectives of advertising for McDonald's are to make people aware of an item, feel positive about it and remember it. McDonald's does its promotion through televisions, hoardings and bus shelters.

Some of the famous promotion campaigns of McDonald's are:

- “You deserve a break today, so get up and get away – to McDonald's
- “Aap Ke Zamane Mein Baap Ke Zamane Ke Daam”
- Food, folks and fun
- “I'm loving it”

## **5. Cost leadership:**

McDonald's strive to be cost leaders and offer food at prices that cannot be matched by competitors. In order to do this, McDonald's store is efficient and keeps everyday operations costs as low as possible.

Doing so, allows it to be superior to other fast food restaurants because they can serve their food at lower prices than any other fast food company.

#### **6. Customer value:**

One of the most important reasons is why McDonald's has an advantage over other fast food companies is that they pay considerable attention to their customers. They understand the need of their customers and as per their mission they serve hard to make every customer in every restaurant smile.

#### ***Conclusion:***

McDonald's competitive advantages are what make it stand out when compared to other companies. These aspects of McDonald's are what helped it become the number one fast food distributor in the world.

#### ***Marketing Insight:***

*"It's no longer enough to satisfy your customers. You must delight them."*



**Miss. Divya Kanekar**  
**BBA-III**

### ***Fair and Lovely: The Unbeatable***

Fair & Lovely was developed in 1975. It is world's first fairness cream. Fair & Lovely is largest selling skin whitening cream in world. It holds almost 50-70% share of the skin whitening market in India. It contains no beach no harmful ingredients. It provides visible fairness in a safe and reversible way. Fair & Lovely's skin-lightning technology is known as best in the world. It is product of Hindustan Unilever Limited which is result of merger of Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. & United Traders Ltd.

#### **What is Promotion?**

Promotion is also called as 'Marketing Communication'. It means communicating the product to the market. There are various objectives of promotion. It is done to inform the market about product i.e. creating awareness, influence & convince the customers, increase the sale, expand the market and face the competition. Promotion is also done to remind customers that the organization exists in market. It is done to increase preference among people for particular product. It is the expensive P in the Marketing Mix.

#### **Promotion Strategy of Fair and Lovely:**

Fair and lovely is very well known with the customer's minds. They knew that in India skin color matters a lot. Hence in beginning their promotional activities were like that after using their product their skin tone will become light in 4 weeks. But as the modernization of customer took place, brand also modernized. Fair and lovely changes its promotion as the customers minds and needs change. Then their promotion included the message that after using Fair and Lovely your skin tone becomes light and boosts up the self confidence so that you can chase your dreams. Fair and Lovely is not just a product, it is a hope. The brand is promise to every woman who dreams of being fairer and prettier. They promote their product in the way that their product is true friend of user and it will be with users in their hardships. It connects with the customers emotionally.

#### **Promotion Mix of Fair and Lovely:**

There are various tools in promotion.

Fair and Lovely mainly uses the tool advertisement.

**1) Advertisement:** Advertisement is paid form of non-personal communication. It is also called as mass communication. It reaches to large group of people at a time. It helps to attain quick sale. It can effectively reach to the geographically spread customers. There are different Medias in advertising.

**I) Print media:** We can see advertisement of Fair and Lovely in newspapers, magazines.

**II) Electronic Media:** Fair and lovely uses television as the medium most. There are various advertisements of it on television. It promotes different products in different way. It also promotes Fair and Lovely Foundation in its TV. Advertisements. At present its advertisement is relating to empower the girl and help her to achieve her dreams. The objectives of promotion are achieved when the product is promoted to right market, at right time and with right promotional tool. Fair and Lovely targets the age group of 17-30. In its advertisements young Yami Gautam is Brand ambassador. They promote their product according to need, as you can see now the advertisements on Fair and Lovely winter fairness cream and using TV as media is effectively tool for fairness cream. It has also given a challenge of Rs. 5crore that it is the best fairness and spot reducing cream in India. It also challenges various products of international market that they can't give that much glow as Fair and Lovely is capable.

- It also promotes its products using e-commerce. It also promotes itself in social networking sites.

**III) Outdoor Media:** Fair & Lovely use Hoardings to promote its products.

**2) Sales Promotion:** Sales promotion is used to have short term effect such as highlighting the new launch or boosting the sale in slack. Fair and Lovely uses sales promotion to promote their products. It gives price discounts to its customers.

**3) Public Relation/ Publicity:** This is a non-personal communication as well as non-paid form of promotion. Fair and lovely sponsor competitions. Right now it is sponsor of TV daily soap 'Everest'. Fair

and Lovely Foundation gives scholarship to girls. This year was its 11<sup>th</sup> edition of scholarship program. Till now Fair and Lovely Foundation has provided scholarships for 1200 girls. Mr. Srinandan Sundaram, Vice President Skincare & Makeup, Hindustan Unilever Ltd. said that “Fair & Lovely Foundation is our initiative to economically empower women to pursue their dreams and reach their true potential. We aim to inspire an attitude of self-reliance and independence among young women by providing scholarships in the areas of **higher education, vocational training and start up business capital**”. They provided toll free number **1800 220 130** for more information. It was involved in project Saraswati scholarship; all this is a kind of publicity.

- 4) **Direct Marketing:** It means direct communication between organization and target consumer. Fair and Lovely has its website i.e. [www.fairandlovely.in/](http://www.fairandlovely.in/) through which it directly communicates with its customers.

### ***Conclusion:***

Thus above are the various tools used by Fair and Lovely. Fair and Lovely mainly uses television as a medium of promotion. Fair and Lovely is said to be **UNBEATABLE** as it is in maturity stage of its product but its effective promotion helps it to sustain in market with a rise of 13% of sales in last fiscal year. It changes its promotion according to needs of customers and promotes it very effectively which helps it to sustain in market. South India is the largest market for fairness cream with a 36% share, North and West have 23% each and east is at 18%. The success of a brand depends on various factors such as right product at right time to right consumers with right marketing efforts.

### ***Marketing Insight:***

*“It is no longer enough to satisfy your customers. You must delight them.”*



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## PROMOTION

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