

1 INTRODUCTION

1.1 Overview

Marketing refers to all activities a company does to promote and sell products or services to consumers. Marketing makes use of the “marketing mix”, also known as the four Ps-product, price, place, and promotion. Marketing used to be centred around traditional marketing techniques including television, radio, mail, and word-of-mouth strategies. Though traditional marketing is still prevalent, digital marketing, now allows companies to engage in newsletter, social media, affiliate, and content marketing strategies. At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers’ attention to then product or service available. Wholesaler’s main aim is to sell goods to business or retailers at cheaper rate and they sell it further. A retailer targets the audience is the final consumers and only sell goods only to them. When deciding who is the customer, the focus should always be on the people using the product. They are the ones for whom value is being created and the reason why the market and the product exists. This can be a little tricky when a company sells its product as a component in another company’s products. Customer product data is a main aspect of determined in the marketing sights. In a data of the customers to the market raised problems in the solving techniques scope for the absolutely in a to all problem. A wholesaler is a person whose business is buying large quantities of goods and selling them in smaller amounts, for example to shops. One independent retailer said his wholesaler was demanding he like prices. Ingredients are sourced from manufacturers, as well as government aid agencies. They are selling them down the pub but also selling to other retailers and wholesalers, and getting the goods back into the supply chain.

1.2 Purpose

The purpose of marketing is to help business grow efficiently and reach their highest potential for ROI by promoting brands, products and services. Wholesalers buy products from manufacturers or producers directly. They buy products in bulk and dispense them in smaller quantities. They provide various iterations of a particular range or product. Customer marketing focuses on elevating and leveraging current customers’ experiences to improve retention and growth. Successful customer marketing relies on properly segmenting your audience, effectively engaging with customers, and maintaining a customer advocacy program. Marketing is a term that covers a whole gamut of activities aiming to make people aware of your products and services and persuade them to buy the same. While advertising is the most common way of marketing, it also involves consumer research, product design, as well as other aspects.

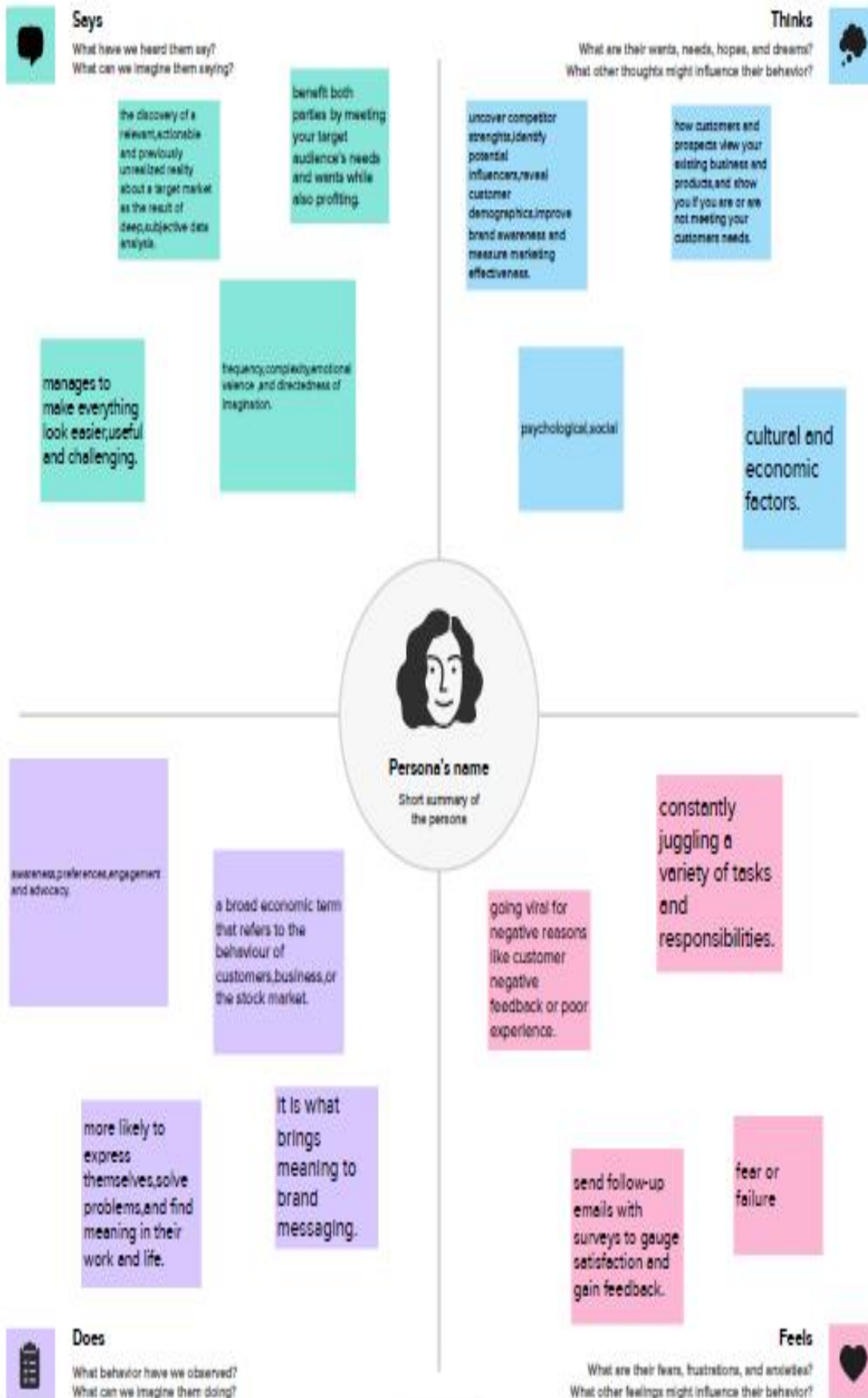
However, sales do not fall under marketing, instead, sales are an outcome of marketing. This is why it becomes important to thoroughly understand the importance of marketing for businesses and B2B marketing strategies that businesses adopt. Wholesalers operate as middlemen between product manufacturers and retailers or other businesses. They make a profit by buying products in bulk at a discount and reselling them in smaller quantities at a higher price to individual retailers. Customers can once again provide valuable feedback to businesses. Consumers can help companies improve their products and services by telling them what they like and dislike and what they need and don't need. Fourth, customers can help businesses better target their advertisements. Wholesalers provide facilities for the transportation of goods from the producers to his own go down. They also send goods to retailers in far-flung areas. They save costs through bulk transportation of goods. Some wholesalers maintain their own vehicles for this purpose. Many wholesalers sort out goods according to size, shape, quality, etc. They break the goods into small lots, repack them and put their own brand names. In this way, they perform the functions of packing, branding and grading. By grading and standardization, they ensure supply of uniform quality to retailers. Many wholesalers sort out goods according to size, shape, quality, etc. They break the goods into small lots, repack them and put their own brand names. In this way, they perform the functions of packing, branding and grading. By grading and standardization, they ensure supply of uniform quality to retailers.

2 PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map

❖ Manages to make everything look easier, useful and challenging. The discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective data analysis. Benefit both parties by meeting your target audience's needs and wants while also profiting.

❖ Uncover competitor strengths identify potential influencers, reveal customer demographics, improve brand awareness and measure marketing effectiveness. How customers and prospects view your existing business and products, and show you if you are not meeting your customers needs. Cultural and economic factors.



❖ A broad economic term that refers to the behaviour or customer, business, or the stock market. More likely to express themselves, solve problems, and find meaning in their work and life. It is what brings meaning to brand messaging.

❖ Going viral for negative reasons like customer negative feedback or poor experience. Constantly juggling a variety of tasks and responsibilities. Fear or failure.

2.2 Ideation and Brainstorming Map

❖ Before we start preparing our presentation of report, it is important to understand our audience and what they expect from us. Different stakeholders may have varying levels of interest, knowledge and influence on our research topic. Once we know our audience, we must define our purpose is the reason why we conducted the research and what we hope to achieve.

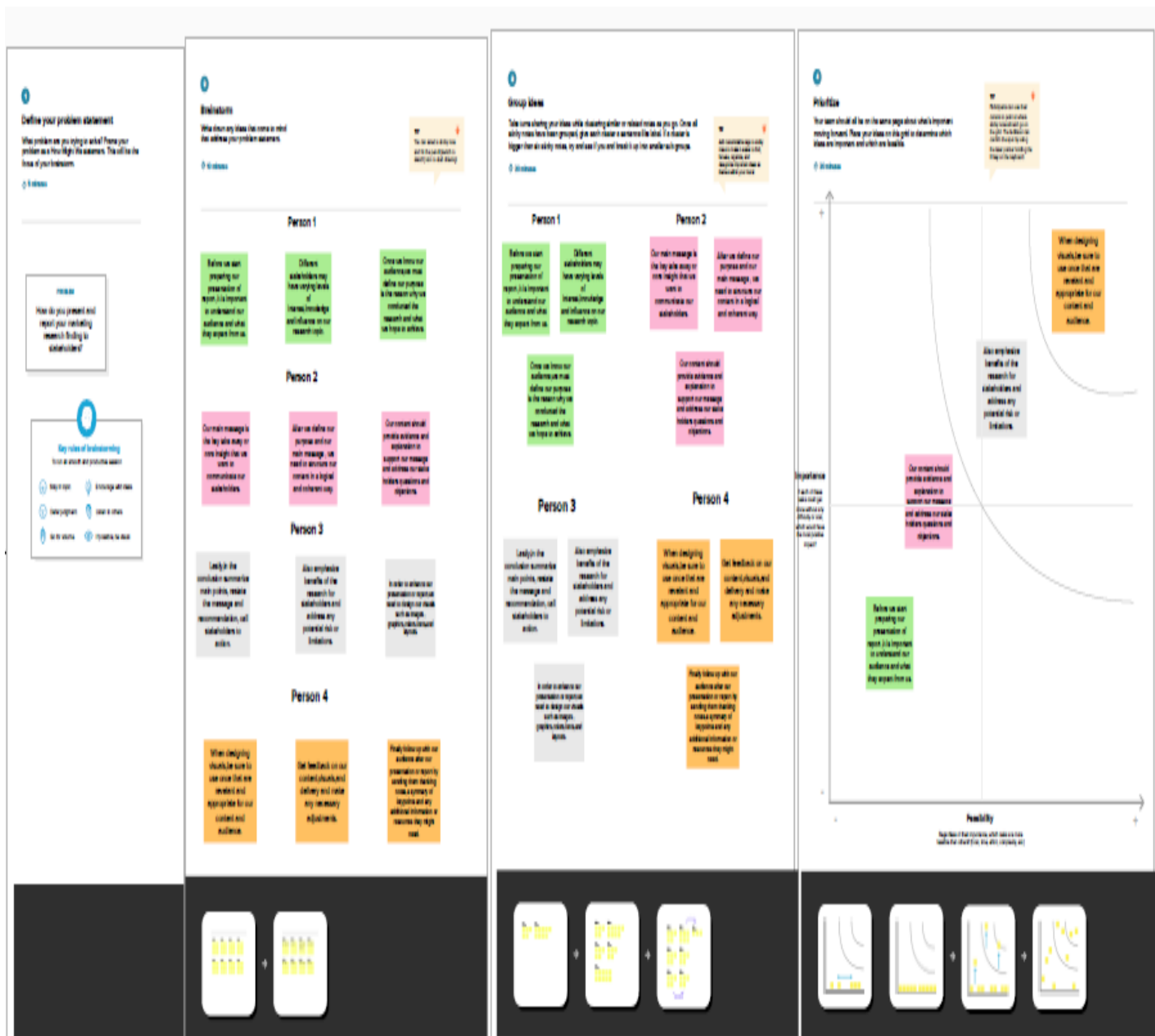
❖ Our main message is the key take away or core insight that we want to communicate our stakeholders. After we define our purpose and our main message, we need to structure our content in a logical and coherent way. Our content should provide evidence and explanation to support our message and address our stake holder questions and objections.

❖ Lastly, in the conclusion summarize main points, restate the message and recommendation, call stakeholders to action. Also emphasize benefits of the research for stakeholders and address any potential risk or limitation. In order to enhance our presentation or report, we need to design our visuals such as images, graphics, colours, fonts, and layouts.

❖ When designing visuals, be sure to use once that are relevant and appropriate for our content and audience. Get feedback on our content, visuals, and delivery and make any necessary adjustments. Finally follow up with our audience after our presentation or report by sending them thanking notes, a summary of key points and any additional information or resources they might need.

❖ A broad economic term that refers to the behaviour or customer, business, or the stock market. More likely to express themselves, solve problems, and find meaning in their work and life. It is what brings meaning to brand messaging.

❖ Get feedback on our content, visuals, and delivery and make any necessary adjustments.



When you employ good marketing tactics, you will make more sales. Fact. It's not just about attracting new customers either. While the common misconception is that marketing is all about targeting new customers, a well-designed marketing strategy will also encourage more sales from your existing and past customers. The explanation is simple. Without marketing, there are no leads for the sales team to convert. Marketing's ability to generate prospects from numerous channels is what drives revenue.

3 ADVANTAGES AND DISADVANTAGES

- Marketing draws out the hidden wants of consumers, creates new demand, locates the untapped areas and finds out the possibilities of selling new products. It thus enlarges the market and enables the producers to increase production and earn more profits.

- It creates time, place and possession utilities for the goods and services. It is helpful to both producers and consumers. Producers come to know about the specific needs and preferences of the people and the customers about the products that manufacturers can offer.

- As the marketing efforts widen the area of market, the producers can utilize their resources, otherwise remaining partly utilized, to the maximum. This optimum use of resources reduces the total cost per unit.

- Because of marketing so many other activities such as banking, transport, insurance, warehousing, etc. get a boost as they are needed more to help in the marketing process.

- National income is the sum total of goods and services that a nation possesses. The net effect of all marketing efforts is a rise in production of existing industries, investment in new industrial units and provision of more services. The nation becomes richer with the increase in its national income and there is a rise in per capita income. The economy rises from underdeveloped stage to developing stage and then marches towards a developed economy.

- With the provision of more items of necessities, comforts and luxuries, cheaper as well as costly and with more services and amenities as its disposal, the community enjoys a higher standard of living. Even the poorer sections of society find many more things within their reach because of lowering of costs of commodities and services.

- Marketing creates a climate for more production and services. It also results in more social overhead as more roads, more warehousing facilities, more transport and communication, more banks, more training and technical institutions, more manpower is needed for the same and the avenues of employment increase.

- The marketing environment is inherently uncertain, characterized by constant changes in consumer preferences, market conditions, and external factors like

economic shifts or natural disasters. This undecided can make it challenging for businesses to make long-term plans and investments, leading to strategic hesitancy.

- The marketing environment comprises many variables, including economic, technological, social, and political factors. Managing this complexity can overwhelm businesses, making it difficult to determine which factors are most critical for decision-making.

- Effectively monitoring and responding to changes in the marketing environment requires significant resources in terms of time and money. Smaller businesses with limited resources may need help to keep up with the constant demands of environmental analysis.

- In the digital age, businesses have the necessary to access vast amounts of data, making it challenging to filter and interpret relevant information. This information overload can result in decision paralysis or, worse, inaccurate decisions based on incomplete or misunderstood data.

- Even with access to extensive data, misinterpreting market signals or trends is a real risk. Making decisions based on flawed interpretations can lead to misguided strategies and financial losses.

- Competitors also actively monitor and respond to the marketing environment. This can lead to a race to adapt, where businesses feel pressured to constantly innovate and invest to stay ahead, which can strain resources.

- Manages to make everything look easier, useful and challenging. The discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective data analysis. Benefit both parties by meeting your target audience's needs and wants while also profiting.

4 APPLICATION

Among the strategic areas, marketing research applications would be demand forecasting, sales forecasting, segmentation studies, identification of target markets for a given product, and positioning strategies identification. As such, marketing is applied when communicating the value of a company's product to potential customers. This value communication seeks to justify the price of the product. Customers satisfied with the features and benefits are more likely to purchase the product. This course focuses on developing knowledge

and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills.

5 CONCLUSION

As a conclusion, the marketing concept is the philosophy where each and every firms should analyze the needs of their customers and makes good decisions in order to satisfy their needs. This also can enhance a good relationship between the customers. The marketing environment is a wild ride full of opportunities and challenges, and understanding both the macro and micro environment is the key to a successful marketing journey. Keep your eyes open, stay flexible, and enjoy the ride!

6 FUTURE SCOPE

Future work concerns deeper analysis of particular mechanisms, new proposals to try different methods, or simply curiosity. Future work are the actions or suggestions that you propose to overcome or mitigate these limitations, such as conducting more experiments, collecting more data, using different methods, or exploring new hypotheses. The most important aspect of writing the future scope part is to present it in an affirmative way. As identified in the former section, it is crucial to identify if the limitations are methods-based or researcher based. It should be concise and critical to the field of study.

7 APPENDIX

Data set Link:(Excel)

<https://drive.google.com/file/d/18jSuy9Tcv3454ktJVKIJM4TacA1V8g-i/view?usp=sharing>

Tableau link:

https://public.tableau.com/shared/JXZXB3XSF?:display_count=n&:origin=viz_share_link

Video Link:

<https://drive.google.com/file/d/1agjSfQVZrVAeWkPZBMLI7Y8wVXsbRdPW/view?usp=sharing>

