Abstract

Nowadays, modern technology has penetrated into all areas of activity, and technological development has also come into marketing. The understanding that old marketing strategies no longer work has been faced by many companies around the world, and in particular companies in India. And the question arose about how Indian companies enter the world market. It was precisely on this subject that the author of the article "E-Commerce in India" argued.

This article discusses the problem of a new approach to marketing. In particular, the author says that in modern reality for India, the only way out is a pace strategy that has already yielded results for some Indian companies.

In the article, 6 parts can be distinguished, since the problem under consideration is covered in detail by the author.

At the beginning of the article, the publicist talks about changes in the economic scenario in India, which leads domestic companies to the problem of survival in a competitive environment with foreign companies. This problem is leading Indian company executives and marketers to rethink their strategies.

Further, the author considers the experience of countries like Japan and South Korea, which have learnt from the West, and then successfully marketed world class brands globally. Taking into account this experience, some Indian companies, such as Nirma, Titan, Onida, Videocon, Maruti Cars, Maggi and Close Up, were able to become serious competitors not only in their country, but throughout the world. And the author of the article connects this with the transition of these companies to a pace strategy in marketing.

Then, several marketing problems that have arisen in the face of fierce competition of the last decade are considered. And this leads to the understanding that new strategies are needed. The author draws attention to two positions on this issue and quotes the statements of Peter F. Drucker and Wayne-Calloway as two opposite marketing strategies. And if the position of Drucker, which says that you need to look at the product from the point of view of the client, has already been perceived as a strategy and used it in practice, then Calloway's position - to follow the competitor - was quite new. The author of the article focused on this position. He says that observing an opponent is also important at the present time, and gives examples of the success of Indian companies that were able to get ahead of a competitor and make their campaign more successful.

And all of the above, the author leads him to the conclusion that the Indian companies that were able to achieve such success used a new pace strategy. This strategy will be discussed further.

The author talks in detail about what kind of strategy this is and what opportunities it provides to companies.

The pace strategy is based on two things - this is the quick launch of new products and the re-release of old brands. This means rapid quality management, product development, technology adoption, creating a fast brand wave and increasing the frequency of promotion. And also, as the author of the article notes, this is the right product of the right quality, the right package at the right price, the right advertising at the right time.

The article goes on to say that this strategy helps companies hurt competitors. The pace allows you to increase the speed of product release, and if a competitor does not keep up with your campaign, then he has to spend more on promoting the product, which in turn affects his profit.

Then the author notes that the pace allows you to create a new market segment and dominate it. This allows companies to set their own rules in the segment and thus manage it.

The next thing the journalist says is that the pace strategy helps keep the company’s consumers by quickly releasing strong brand options, rather than launching a new one. After all, consumers constantly want to try something new, so after a while they go to buy a competitor's product. So, variations of a familiar brand satisfy the company's need for customer loyalty, as well as the desire of customers for a new experiment.

The author also mentions some companies that, with the help of the tempo strategy, were able to revive or rejuvenate their brand. That is, these companies re-released their brand and were able to attract buyers again. This is also a great advantage of this strategy.

Then the article says that for new participants in the segment there is also a chance in the race for the championship, and this chance gives the pace strategy. If a brand launches its campaign fast enough and develops it well enough to be noticed, then success is guaranteed. It also makes competitors move on, bigger, better, which creates an eternal flow of competition that feeds the market.

After that, the author of the paper says that it is important to catch a wave of high technology before rivals accept it. He explains this with the example of several companies that created new technologies, which later tried to recreate other companies, but the ancestors of ideas still remained the best in their segment.

In the final part of the article, the author illustrates his position on the problem. It is quite clearly visible to the reader: the pace strategy is the only right decision in the age of rapid technological development.

Thus, the article convincingly proved that the success of Indian companies in the world market is the merit of the adoption of a new pace strategy by marketers, and one cannot disagree with this.

The questions posed in the article are of interest not only to marketing companies in India, but also to every company in the world that wants to achieve certain success in the world market. This article will be understandable to a fairly large circle of people and will be relevant for those companies that may just begin their journey to conquer the world market.