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**RESEARCH PROJECT REPORT**

**ON**

**(Marketing Analysis of Hindware)**

**SUBMITTED TO**



**IN PARTIAL FULFILLMENT OF THE REQUIREMENT**

**FOR THE AWARD OF THE DEGREE OF**

**“BACHELOR OF COMMERCE (HONOURS) GLOBAL ACCOUNTING CIMA”**

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### CERTIFICATE

This is to certify that the research project report entitled **“Marketing Analysis of Hindware*”****,* is submitted by **Ms. Mahak Chawla**, student of B. Com. (H) V Semester of “Institute of Business Management”, GLA University, Mathura, under my supervision for the partial fulfillment for the award of the degree of Bachelor of Commerce (Honours) Global Accounting CIMA, Session 2023-24, Batch 2021-24.

Place: Mathura

Date: ……………………

**(………..…………)**

Name & Signature of Supervisor

### DECLARATION

### I Mahak Chawla, student of B. Com. (H) (V Semester) Session 2023-2024, Batch 2021-2024 hereby declare that my work entitled “*Marketing Analysis of Hindware”,* is the outcome of genuine efforts done by me under the guidance of Dr. Mini Jain and being submitted to “Institute of A Business Management”, GLA University, Mathura as research project report in partial fulfillment for the award of the degree of Bachelor of Commerce (Honours)Global Accounting CIMA{B. Com. (H)(G.A.)CIMA}.

Place: Mathura

Date: …………………………

**Name: …………………………**

Course: B. Com. (H) (GA) (V Semester) University Roll No…………………..

ACKNOWLEDGEMENT

Firstly, I would like to express my sincere gratitude to **Prof. Anurag Singh – Director - IBM** without whose blessings my summer training project work would not be completed.

I also want to thank our **HOD -** **Prof. Somesh Dhamija** for providing me encouragement, motivation and moral support throughout the project work.

In addition to this I would also like to thank **Dr. Mini Jain, Assistant Professor IBM** who supervised my project. Under hisunrelated support and guidance, my project has taken this shape.

I am equally indebted to my family and friends who always inspired and motivated me to do something better throughout this project.

At last I would like to extend my sincere thanks to all the respondents to whom I visited for giving their support and valuable information, which helps me in completing my project work.

## ……………………….

## Course – B. Com. (H) V Sem.

University Roll No.2145010012

# EXECUTIVE SUMMARY

**(Sample Format, for the purpose of giving an idea as how to prepare executive summary)**

# This project has been completed in Hindware pvt.ltd. The project is on “Marketing Analysis of Hindware” project starts with the introduction of company which includes 4 branches. It includes various topics:

# PROFILE OF HINDWARE: .

# MANUFACTURE:

# COMPETITORS OF MARUTI:

# MARKET SHARE:

# ANALYSIS OF CUSTOMER’S NEED:

# POTENTIAL CUSTOMERS:

# SWOT ANALYSIS:

# RECOMMENDATIONS: In the end a comprehensive list of recommendations and suggestions is included. Such recommendations are drafted with the purpose of bringing to light the issues which push the sales of and act as a tool in the hand of salesman

**TABLE OF CONTENTS**

SERIAL NO. CONTENTS PAGE NO.

1. About the Company 01
2. Introduction to the Topic, Importance & Objectives 32

3.0 Research Methodology 54

4.0 Data Analysis & Interpretations 63

5.0 Findings, Conclusions, Recommendations & Suggestions 69

Bibliography

Appendix [Questionnaire]

**PREFACE**

Marketing Analysis plays vital role in today’s business scenario in consumer product Company. When there is such a high competition in the market. The emphasis in the project is providing the study and an insight into goods scenario. The project is designed to provide participation of Bcom.hon global accounting CIMA program as on the internship experience. This has given a chance to try and apply the academic knowledge and gain insight into corporate culture. This helps in developing decision making abilities and emphasizes on active participation by the student. I understood my project a leading bottler and marketing partner of the Hindware. During the research, I had work on the project “Marketing Analysis of Hindware”

I gained valuable experience and knowledge during the survey. This project consists of my finding after data analysis and conclusion were drawn and recommendations were put forward.

**EXECUTIVE SUMMARY**

Disposable glass industry is one of the fast growing industries in India. The disposal glass can be further classified in disposal glass industry segments. Marketing includes all fulfill the all segment of consumers. Marketing is also to convert social needs into profitable opportunities.

So this topic provides the entire essential to theoretical knowledge and to inculcate the efficiency. It is also requirement for the company to improve their services and quality for achieving their ultimate goal.

Project Topic: - “Marketing Analysis of Hindware”

The topic has been already given by the company to collect information about current status of the disposable glass that is given by the company to the retailer for selling of every brand of hindware.

The main objective of the research was to know the company’s position in the milk sector.

Location: gurugram

**COMPANY PROFILE**

HSIL Limited, vastly recognized by its brand Hindware, a leading name in the Indian market is a company driven by innovation. Its complete focus on crafting unforgettable bathing experiences, developing contemprory bathroom solutions for over five decades with product that make life better has set new trend each year.

Hindware- HSIL. Know about Hindware Company Profile, Manufacturing Plant, Product, Market share, Address, Contact details & Jobs in Hindware

The unequivocal trait of HSIL, being the very ‘best and first’, in its domain began with the introduction of Vitreous China Sanitary ware to the Indian consumer in 1962. And it was just the beginning! Searching for new approaches and ideas in bathroom products design led to the birth of brand Hindware. Its growing portfolio

o of excellent brand; Hindware Italian Collection, Hindware art along with hindware encompasses pristine ceramic bathroom fixtures (water-closets, bidets, washbasins and urinals), series of tech smart taps/faucets, tiles, vents, wellness & kitchen appliances is a testament of its growth and commitment.

HSIL’s other brand; Raasi (1999) and Benelave (2011) address the ‘value for money’ category. While brand Amore (2013) offers premium wellness products.

Ser up in 1960 as Hindustan Twyfords Ltd, with a technological collaboration with Twyfords UK, the company was renamed to Hindustan Sanitary ware & Industries Limited in 1969.

HSIL Limited as we know today, reformed the way the India sanitaryware market was operating. Synonymous with design and quality, after establishing its reputation in the bathroom products verticals, diversification into the glass. The company acquired Association Glass Industries Limited (AGL) in 1981and entered the glass bottle manufacturing sector, 2011 saw PET bottles added to its portfolio with Garden Polymers Private Limited (GPPL) coming under its umbrella.

In 2007 HSIL limited expanded its business portfolios further and hindware home retail pvt limited (HHRPL) was incorporated. HHRL, a 100%subsidary of HSIL limited, launched brand EVOK a chain of retail format stores, offering home interior & décor merchandise. There are 2 main stores and 30 franchise stores EVOK stores pan India at present.

The environment at HSIL is friendly and both the sanitary were plant have quarters for employees inside the campus

Since its inception, Hindware Home Innovation Limited has leveraged its deep innovation capabilities to fortify its position as a leading player in the building products segment, becoming one of the most promising companies in the consumer appliances segment

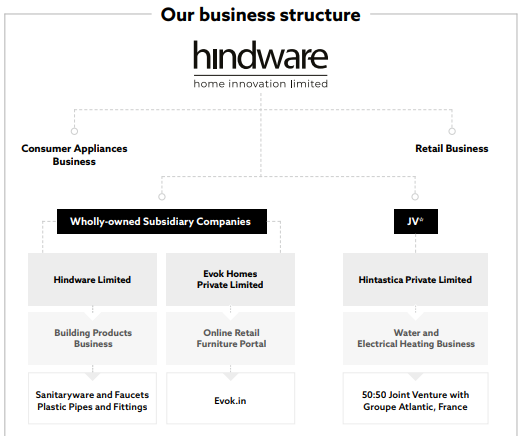
Our portfolio is always evolving to meet consumer demands. We shape our portfolio with products that intelligently cater to the needs of our consumers. We compete in attractive and growing categories and priorities investments to stay relevant and win in every segment and market in which we operate.

We are the leading player in the building products segment in India. It includes our flagship businesses — sanitaryware, faucets, plastic pipes and fittings, overhead water storage tanks and super premium and premium tiles. ‘TRUFLO by Hindware™, our plastic pipes and fittings business, is one of the fastest growing brands in the segment.

Under the Consumer Appliances Business, we have a forward looking portfolio spanning several categories — kitchen appliances, and water purifiers, air coolers, ceiling and pedestal fans, and kitchen and furniture fittings.

Through our 50:50 Joint Venture with a €2.2 billion company, Groupe Atlantic of France, under Hintastica Private Limited (HPL), we are also present in the fastgrowing consumer water heater and electric heating segment in India.

We have created distinctive distribution channels for our various business segments and created an omnichannel presences to stay close to our customers and widen our market reach.



**Spread the love**

We offer complete bathroom solutions that can give any bathroom a personality of its own. We have a diverse product range including water closets, washbasins, faucets, bathtubs, showers, shower enclosures and vanities. We believe in setting new trends and improving lives by offering more than just products. With innovation, customer satisfaction, and quality control, we look forward to winning the trust of our consumers, who become our brand ambassadors for life.

Our journey began in 1960 with a collaboration with Twyfords, UK, as Hindustan Twyfords Limited. Subsequently renamed as HSIL Limited in 2009. After becoming the first Company to introduce vitreous china sanitaryware in India in 1962, today we provide a diverse and robust range of state-of-the-bathroom products. A distinct entity for Building Products Division came into being as Brilloca Limited in 2019 which got renamed to Hindware limited in 2022, thereby ensuring sharper focus, market competitiveness, and efficiencies to continue to serve better. To date, we are honoured to have the unparalleled trust and confidence of our customers for over 60 years now.

Our stylish bathroom solutions are crafted using the best materials and latest industry leading technologies. During the last ten years, we have received various certifications and design and innovation awards, making us India’s most awarded and certified bathroom products company in India. We have a strong retail network with 300+ brand stores, creating a loyal base of millions of customers across the country.

**Internal Control**

Our Company is committed to ensuring an effective internal control environment that provides, inter alia, assurance on the orderly and efficient conduct of operations, security of assets, prevention and detection of frauds and errors, accurate and timely completion of accounting records and timely preparation of reliable financial information. Our internal control systems have been designed to reflect our concomitance with the principle of governance.

The Audit Committee of the Board of Directors, comprising Independent Directors, reviews the effectiveness of the internal control systems across our Company. This includes the annual plan, significant audit findings, adequacy of internal controls and compliance with accounting policies and regulations.

**Overview**

With a mission to revolutionize sanitary ware ware market in India, Mr. Rajendra K. Somany, in collaboration with Twyfords Ltd. of UK, established Hindustan Twyfords in 1960. Backed by innovative products, Hindustan Twyfords was the first company to introduce vitreous china ceramics in India.

Keeping in mind the need to change the sanitation conditions in the country, his vision and goal found perfect harmony with his desire to do something for the social welfare of the nation as well. With this thought, enormous encouragement given by his family and with technical support provided by Twyfords, Mr. Somany founded the Bahadurgarh plant which commenced its production in 1962.

And since then, every year has turned out to be more eventful, successful and ever challenging. We have set several milestones marking our achievements in creating innovative products, market penetration, internal expansion, as well as venturing out into new businesses - container glass and home retail.

HSIL is the first company in the Building Materials Industry to be awarded the prestigious ISO 9001, 14001 and OHSAS 18001 certificate, awarding effective quality management and environment systems and the first in the country to receive the ISI License, back in 1962. High levels of respect and trust of our 40 million satisfied customers and dealers itself endorses our three brand ethos - Customer Satisfaction, Product Innovation and Quality Control. Developing state-of-the-art and contemporary products for our ever evolving customers, Hindware's Customer Service Division takes pride in instant customer service. Hindware satisfies every need of bathroom and kitchen 54 products as it provides a wide spectrum of products ranging from sanitaryware ware to wellness, to faucets, to kitchen appliances.

Our some of the creme-de-la-creme institutional partners in India are DLF, The Taj Hotels, GMR, Unitech, ITC Hotels, Mahindra, Infosys, Coca Cola, Pepsi, Dr. Reddy's Laboratories, Hindustan Unilever, Peron Ricard, Pfizer, Sab Miller, Dabur, Nestle, just to name a few. And to make the most of this era of globalization, we are expanding internationally.

HSIL has been recognized amongst the top 300 companies in India and has also been rated by Forbes magazine amongst the top 100 small and medium sized companies in the world.

Adding another feather in our hat, we have recently opened our first retail store for home interiors solution called EVOK in NCR providing a comfortable and convenient one-stop shopping experience and value for money home interior solutions.

With our corporate office in Gurgaon, 15 customer contact centers covering the length and breadth of the country, four manufacturing units - one in Haryana and three in Andhra Pradesh, Hindware plans to become one of the leading names in the industry. Find List of top 10 best sanitary ware manufacturers’ company brands in India.The sanitary ware manufacturing companies in India is booming during last 15 years due to the infrastructure developments. When I started working in sanitaryware manufacturing units the brands and companies producing sanitaryware are limited but now many Indian companies started and Some of the Multi-national brands like Kohler, TOTO, Roca are started manufacturing plants in India. Now there are more than 100 brands of sanitaryware products in Indian 55 market. So there will be confusion about which brand to chose, which is better, which is Economical and raises many more queries. So We have listed top sanitaryware manufacturing company brands in the Indian market. After a year I am revisiting this post to update this article to be more relevant to this 2018 because some more companies started the sanitaryware manufacturing plants now in India. I made changes also in the order of the manufacturer to reflect the market views.

* Hindware has been recognized as a Super brand consecutively for the last four years.
* Hindware manufactures ten sanitaryware ware pieces every two minutes; 310. Every hour and 2.7 million each year.
* Possesses the most committed distribution network in India's building products industry.
* AGI Glasspac has a capacity to produce 953 million bottles per annum and the• capability to manufacture 400 different products in three colours.
* AGI's second container glass manufacturing facility at Bhongir, A.P. has a capacity• of manufacturing 690 million pieces per annum bringing the total capacity to 1643 million pieces per annum.

Hindware having Two Ceramic Sanitaryware Manufacturing plants and one faucet plant in India

1. Bahadurgarh (Haryana) - Ceramic Division 1.

2. Bibi Nagar plant (Secunderabad) - Ceramic Division 2.

3. Bhiwadi, Rajasthan - Faucet plant. All the three Manufacturing plant having separate R&D team for their Plants. Both sanitary ware manufacturing plant having separate modeling team Contains more than 5 modular’s in their team. Manufacturing unit contains automated slip house & glaze preparation process, battery castings, glazing carousel and quality test equipment.

***Sanitary ware Product Quality testing in manufacturing plant***: Hindustan sanitary ware & industries limited follows strict quality checks to ensure only the best quality product to reach the market. Some of the quality test that is carried out day to basis is,

**Core Purpose & Values**

With a mission to revolutionize sanitary ware ware market in India, Mr. Rajendra K. Somany, in collaboration with Twyfords Ltd. of UK, established Hindustan Twyfords in 1960. Backed by innovative products, Hindustan Twyfords was the first company to introduce vitreous china ceramics in India.

**Core Purpose**

Passionately strive to enrich customer's quality of life thereby enhancing stakeholder value

**Core Values**

**PEOPLE EXCELLENCE**

**Performance Excellence**

* We believe in teamwork to enable our people to perform and succeed beyond their individual capacities.
* We nurture high performing teams where an individual's opinions and perspectives are respected.
* We recognize and reward team performance for achievement of collective goals.
* We promote cross-functional teams for enhancing business growth and innovative practices
* AGI Glasspac has a capacity to produce 953 million bottles per annum and the capability manufacture 400 different products in three colours.
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**Respect for Individual**

* We encourage a culture of trust and openness where each one is valued•
* We nurture high performing teams where an individual's opinions and perspectives are respected.
* We recognize and reward team performance for achievement of collective goals•
* We promote cross-functional teams for enhancing business growth and innovative practices

**Core Purpose & Values**

* We relentlessly pursue learning for sustained competitive advantage•
* We stay competitive by sharing knowledge across the organization
* We take ownership in developing ourselves personally and professionally•
* We are open to learn from our mistakes and experiences•

**BUSINESS EXCELLENCE**

**Performance Excellence**

* We, individually and collectively, are passionately committed to exceed our goals•
* We maintain a relentless focus on business objectives in spite of obstacles•
* We believe in taking ownership of our decisions and actions•
* We strive to constantly raise the bar of performance in our business•

**Operational Excellence**

* We set standards in all operational processes through an unwavering focus on• continuous and sustained improvement
* We strive for consistent and assured performance•
* We take pride in setting benchmarks in operational processes by driving time and cost efficiencies.
* We seek continuous improvement in all our processes• Customer Centricity We constantly strive to delight our customers• Customer is the focus of everything we do• We are committed to provide best in class experience to our customers• We believe in doing what is right for our internal and external customers•

**LEADERSHIP EXCELLENCE**

**Innovation**

* We foster innovation in our processes and products to create and deliver value•
* We believe in continual processes and product innovation to deliver value•
* We believe in challenging status quo•
* We foster creativity and informed risk-taking

**Agility**

* We are flexible, responsive and adaptable to the changing market dynamics•
* We keep ourselves abreast of the changing market dynamics•
* We believe in embracing change and adapting ourselves rapidly•
* We respond quickly and effectively in order to seize opportunities•

**History**

Production started in Bahadurgarh in 1962 as Hindustan Twyfords. In 1962 Hindustan Twyford's renamed to Hindustan Sanitaryware & industries limited. At 1982 Mr.Sandip Somany joined Hindustan sanitary ware & industries Limited. At 1989 HSIL Brought plant in Hyderabad to increase Production capacity. Then Hindware brand is introduced at 1991 for the first time. First water saving Product launched in 1997. In 1999 Rassi ceramics acquired, it helped to increase the production capacity. At 2000 Hindware website came online. In 2001 ISO 9001:2000 Certification received. Export business Expanded at 2006. At 2008 corporate office was opened in Gurgaon. Aat 2009 Company renamed to HSIL. Production started in Bahadurgarh in 1962 as Hindustan Twyfords. In 1962 Hindustan Twyford's renamed to Hindustan Sanitaryware & industries limited. At 1982 Mr.Sandip Somany joined Hindustan sanitary ware & industries Limited. At 1989 HSIL Brought plant in Hyderabad to increase Production capacity. Then Hindware brand is introduced at 1991 for the first time. First water saving Product launched in 1997. In 1999 Rassi ceramics acquired, it helped to increase the production capacity. At 2000 Hindware website came online. In 2001 ISO 9001:2000 Certification received. Export business Expanded at 2006. At 2008 corporate office was opened in Gurgaon. At 2009 Company renamed to HSIL.

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| --- | --- |
| **Year** | **Achievement** |
| 1960 | Hindustan Twyfords Ltd. was incorporated to introduce vitreous china sanitary ware for the first time in India |
| 1962 | A factory was set up and production commenced in Bahadurgarh, Haryana (earlier part of Punjab) |
| 1969 | Company renamed to Hindustan Sanitary ware & Industries Limited |
| 1981 | Expanded business into container glass manufacturing through the acquisition of Associated Glass Industries Ltd |
| 1982 | Mr. Sandip Somany joined HSIL with focus on business growth;  AGI Furnace upgraded to increase the capacity |
| 1986 | AGI upgraded I.S. machines; introduced Electronic control & Lehr Temperature control systems |
| 1989 | Acquired Krishna Ceramics Ltd. (Bibinagar); expanded ceramics manufacturing capacity. |
| 1990 | Commissioned world's largest open flame kiln in the Bahadurgarh factory |
| 1991 | Introduced the hindware brand |
| 1992 | Accessed natural gas in the Bahadurgarh plant |
| 1994 | AGI initiated in-house mould designing through CAD and high precision CNC machines |
| 1996 | HSIL crossed the Rs.100 crore revenue milestone |
| 1997 | Launched water conservation product, with 3.5 litre flushing - Super Constellation water closet |
| 1998 | Established the Secunderabad office for Building Product Division  Product category expanded to introduce PVC cisterns as part of the Hindware portfolio |
| 1999 | Raasi ceramics acquired to further expand sanitary ware manufacturing capacity Bibinagar capacity expansion completed  ISO accreditation received by Bahadurgarh Plant  First Indian Plant in the sanitary ware industry to receive this prestigious accreditation |
| 2000 | Hindware established online presence with their website  Building Products Division expanded to Bathroom  Wellness category (Bathtubs / Showers / MFMT's etc.) |
| 2001 | ISO 9001:2000 Certification received by Building Product Division. |
| 2003 | Strategic Partnership Agreement with Sanitary ware for introducing high-end Keramag Brand in the Indian market |
| 2004 | Building Products Division expanded to chrome plated bathroom fittings (faucets)  Rebranded the Hindware logo for a youthful presentation Launched light-weight flat flint bottles•  AGI upgraded production technology to make it one of the most flexible production facilities in the country |
| 2005 | HPC (Mauritius) Ltd. invested USD 12.2 million and acquired 14.99% stake in the company |
| 2006 | Expanded export business |
| 2007 | HSIL crossed the Rs. 500 crore revenue milestone |
| 2008 | HSIL entered the home interior fashion design retail industry through its subsidiary HHRPL  Established two retail megastores in NCR  Established corporate office presence in Gurgaon•  BPD achieved the highest production levels of 31,000 MT• |
| 2009 | The company was renamed to HSIL  Launched Hindware Lacasa display showrooms•  Bhongir Greenfield project commenced production, significantly expanding capacity of container glass business |
| 2010 | Awarded the Golden Peacock National Quality Award 2010  Honored with the prestigious THE BIZZ 2010 award for being an inspirational organization with admirable business management systems.  Awarded the 2010 IMM Award for Excellence by the Institute of Marketing and Management, Delhi  Acquires the bath fittings business and operations of Havel’s India Limited Acquires UK based Barwood Products Limited.•  Hindware wins 4 P's Award for India's 100 Most Valuable Brand 2010  Hindware forays into the tiles segment  Hindware chosen as a leading Power brand 2010•  HSIL again awarded Business Super brand Award• |
| 2011 | HSIL Launches Premium Bath Fittings Brand BENELAVE |
| 2011 | HSIL Launches Luxury Brand QUEO |
| 2012 | Became the first Indian company to be felicitated with the UPC star rating by the International Association of Plumbing and Mechanical officials (IAPMO) |
| 2013 | Awarded with the prestigious GRIHA (Green Rating for Integrated Habitat Assessment) certification |
| 2013 | Honored with the 'Best Bathroom Fixtures' Good Homes Award by ZEE channel |

**Core Team**

For an organization to prosper, it takes exemplary leadership that is future focused, innovation driven and dedicated. Our core team comprises of thought leaders, strategists and opinion makers who havebeen, with their expertise and foresight, working continuously towards achieving the sustained market leadership.

* Board of Directors
* Management Team

**Awards**

Over the last decade, our **bath ware** business has been bestowed with certifications and innovation awards, to acknowledge our contribution to bathroom designs and innovations.

At Hindware, we believe that innovation is the foundation for creating unique products that offer our consumers a comfortable and sustainable lifestyle. Our green products are a testament to our efforts to ensure sustainability and build a green future. We feel privileged to be recognized as India’s leading sanitary ware brand that has always fostered an environment of inclusion, growth, and innovation. Over the last decade, we have been bestowed with certifications and recognitions, to acknowledge our contribution to bathroom designs and innovations. Here are the highlights of the awards we have won.

**Clientele**

While we take pride in being one of the most trusted brand in bath ware space with a loyal base of millions of customers across the country, we are also a preferred partner to many of our corporate clients and have been bestowed with their respect and admiration over the years.

**Certification & Accolades**

Our impeccable product quality has put us in the forefront and has played an integral role in shaping our company’s brand leadership in the bath ware segment. Our manufacturing arm commitment to quality backs the trust of over 40 million satisfied customers of India’s iconic brand Hindware – exemplary of being a design pioneer in the sanitary ware. Hindware limited has been invested in continuous improvement of products and services through innovative technology, installation of quality management system of national/international standards and reviewing quality objectives for superior customer values and aspirations.

The continued efforts to create a sustainable future have garnered us a UPC- I star rating certification by International Association of Plumbing and Mechanical officials (IAPMO). Hindware limited has been recognized for the use of water efficient techniques and Hindware’s range of futuristic, green building sanitary ware products. Also recognized for the tremendous involvement in sustainable and water efficient practices through constant innovation and manufacturing expertise.

**Few of our Accolades:**

Hindware was first to introduce Water Star rated products certified by IAPMO- a range of EWCs have been bestowed UPC-1 certification for being 2 & 3 star rated for their reduced water consumption during full flush/half flush.

The Hindware EWCs and urinals can now effectively save large quantities of this precious resource. Innovating constantly to provide you with the best, we are committed to offer you products that bestow you with a better life and a better world.

**Our Brand**

* ***Hindware***

Hindware is a household name, and has been at the forefront of industry-first designs and innovations. The brand constantly strives to achieve a confluence of understanding of the Indian market, technology and aesthetics in Hindware Design Studio to create bathroom products to leave one truly rejuvenated.

* ***Hindware Italian Collection***

Bathrooms are integral to a person’s holistic well-being and are no longer seen as mere utility. That’s why the Hindware Italian Collection has been designed keeping contemporary India in mind. The products are a perfect amalgamation of thoughtful features and beautiful designs. The Collection features products that are functionally-led, high in performance, yet aesthetically stunning to look at.

From water closets that use minimum space to fit into the urban home, to eco-friendly faucets which save up to 52% water, or showers that give the perfect water temperature every time, all our products are designed to not just look beautiful but also function in a thoughtful way.

That’s why our campaign “Thoughtful Is Beautiful” is a reflection of everything that the Hindware Italian Collection stands for.

**CHAPTER- 2**

**INTRODUCTION TO THE TOPIC**

**Marketing Analysis:**

“The ‘Marketing Analysis’ (also known as the four Ps) is a foundation concept in marketing. The marketing mix has been defined as the “set of marketing tools that the firm uses to pursue its marketing objectives in the target market”. Thus the marketing mix refers to four broad levels of marketing decisions, namely: product, price, promotion and place. Marketing practice has been occurring for millennia but marketing theory engaged in the early twentieth century. The contemporary marketing mix, or the 4ps, which has become the dominant framework for marketing management decision, was first published in 1960. In services marketing, a modified and expanded marketing mix is used, typically comprising seven Ps made up of the original 4Ps plus process, people, physical environment. Occasionally service marketers will refer to eight Ps; comprising the 7Ps plus performance.

**Market definition:**

In the 1990s, the concept of four Cs was introduced as a more customer-driven replacement of the four Ps. There are two theories based on four Cs: Lauterborn’s four Cs (consumer, cost, communication, convenience) and Shimizu’s four Cs (Commodity, cost, communication and channels).

Given the valuation of customers towards potential product attributes (if any category, e.g. product, promotion, etc.) and the attributes of the products sold by other companies, the problem of selecting the attributes of a product to maximize the number of customer preferring it is a computationally intractable problem.

**Emergence of the Marketing Mix: 4Ps and 7Ps Concept**

The origins of the four Ps can be traced to the late 1940s. The first known mention of a mix has been attributed to a professor of the Marketing at Harvard University, Prof. James Culliton. In 1948, Culliton published an article entitled, the management of Marketing Cost in which describes marketers as ‘mixers of ingredients’. Some years later, Culliton’s Colleague, Professor Neil Borden, published a retrospective article detailing the early history of the marketing mix in which he claims that he was injured by Culliton’s idea of ‘mixers’, and credits himself with popularizing the concept of the ‘Marketing mix’. According to Borden’s account, he used the term, ‘marketing mix’ consistently from the late 1940s. For instance, he is known to have used the term, ‘marketing mix’ in his presidential address given to the American Marketing Association in 1953.

Although the idea of marketer as ‘mixer of ingredients’ caught on, marketers could not reach any real consensus about what elements should be included in the mix until the 1960s. The 4ps, in its modern form, was first proposed in 1960 by E. Jerome McCarthy in the text-book, basic marketing: a managerial approach. McCarthy used the 4Ps as an organizing framework for the entire work with chapter devoted to each of the element, contained within a managerial approach that also included chapters dedicated to analysis, consumer behavior, marketing research, market segmentation and planning to round out the managerial approach that also included chapter dedication to analysis, consumer behavior, marketing research, market segmentation and planning to round out the managerial approach, and with it, spread the concept of the 4Ps McCarthy’s 4Ps have been widely adopted by both marketing academics and practitioners.

The prospect of expanding or modifying the marketing mix first took hold at the inaugural AMA conference dedicated to services marketing in the early 1980s, and built on earlier theoretical works pointing to many important limitations of the 4Ps concept. Taken collectively, the paper presented at the conference indicate that services marketers were thinking about a revision to the general marketing mix based on an understanding that services were fundamentally different to products, and therefore required different tools and strategies. In 1981, booms and Binter proposed a model of 7 Ps, comprising the original 4ps plus process, people, physical evidences, as being more applicable for services marketing. Since then there have been a number of different proposals for a services marketing mix (with the various numbers Ps – 6ps, 7ps, 8ps, 9ps and occasionally more).

**McCarthy’s Four Ps:**

Marketing and marketing mix

The original marketing mix, or 4 Ps, as originally proposed by marketer and academics E Jerome McCarthy, provides a framework for marketer decision-making. McCarthy’s marketing mix has since become one of the most enduring and widely accepted frameworks in marketing.

|  |  |  |
| --- | --- | --- |
| Category | Definition/ Explanation | Typical Marketing Decisions |
| **Product** | A product refers to an item that satisfies the consumer's needs or wants. Products may be tangible (goods) or intangible (services, ideas or experiences). | Product design - features,  • quality Product assortment  • product range, product mix, product lines Branding  • Packaging and labeling  • Services (complementary  • service, after-sales service, service level) Guarantees and warranties  • Returns  • Managing products through  • the life-cycle |
| **Price** | Price refers to the amount a customer pays for a product. Price may also refer to the sacrifice consumers are prepared to make to acquire a product. (e.g. time or effort) Price is the only variable that has implications for revenue. Price also includes considerations of customer perceived value. | Price strategy  • Price tactics  • Price-setting• Allowances - e.g. rebates  • for distributors Discounts - for customers  • Payment terms – credit,  • payment method |
| **Promotion** | Promotion refers to marketing communications May comprise elements such as: advertising, PR, direct marketing and sales promotion. | Promotional mix –  • appropriate balance of advertising, PR, direct marketing and sales promotion Message strategy - what is  • to be communicated Channel/ media strategy –  • how to reach the target audience Message Frequency – how  • often to communicate |
| **Distribution (Place)** | Refers to providing customer access Considers providing convenience for consumer. | Strategies such as intensive  • distribution, selective distribution, exclusive distribution  Franchising  • Market coverage  • Channel member selection  • and channel member relationships Assortment  • Location decisions  • Inventory  • Transport, warehousing  • and logistics |

The 4Ps have been the cornerstone of the marginal approach to marketing since the 1960s.

**Product** refers to what the business offers for sale and may include products or services. Product decision includes the “quality, features, benefits, style, design, branding, packaging, services, warranties, guarantees, life cycle, investments and return”.

**Price** refers to the decision surrounding “list pricing, discount pricing, special offer pricing, credit payments or credit terms”. Price refers to the total cost to customer to acquire the product, and involve both monetary and psychological costs such as the time and effort expended in acquisition.

**Place** is defined as the “direct or indirect channels to market, geographical distribution, territorial coverage, retails outlet, market location, catalogues, inventory, logistics and order fulfillment”. Place refers either to the physical location where a business carries out business or the distribution channels used to reach market. Place may refer to a retail outlet, but increasingly refers to virtual stores such as “a mail order catalogue, a telephone call centre or a website”.

**Promotion** refers to “the marketing communication used to make the offer known to potential customers and persuade them to investigate it further”. Promotion elements include “advertising, public relations, direct selling and sales promotions.

Modified and Expanded Marketing Mix: 7Ps

See also: Services marketing, Services blueprint and Services cape

The Seven Ps of Services Marketing

By the 1980s, a number of theories were calling for an expanded and modified framework that would be more useful to services marketers. The prospects of expanding or modifying the marketing mix for services was a core discussion topic at the inaugural AMA conferences dedicated to services marketing in the early 1980s, and built on earlier theoretical works pointing to many important limitations of the 4 Ps concept. Taken collectively, the papers presented at the conferences indicated that service marketers were thinking about a revision to the general marketing mix based on an understanding that services were fundamentally different to products, and therefore required different tools and strategies. In 1981, Booms and Bitner proposed a model of 7Ps, comprising the original 4Ps plus process, people and physical evidences, as being more applicable for services marketing. Since then there have been a number of different proposals for a service marketing mix (with various number of Ps – 6Ps, 7Ps, 8Ps, 9ps and occasionally more). Today, most texts are organized around a framework of seven Ps or eight ps. The 7Ps comprises the original 4Ps plus process, people, physical environment. The eight Ps comprises the original 4 Ps framework: comprises the 7Ps plus performance which refers to the standards of services performances or services quality.

|  |  |  |
| --- | --- | --- |
| Category | Definition/ Explanation | Typical Marketing Decisions |
| Physical Evidences | The environment in which service occurs. The space where customers and service personnel interact. Tangible commodities (e.g. equipment, furniture) that facilitate service performance.  Artifacts that remind customers of a service performance. | * Facilities (e.g. furniture,   equipment, access)   * Spatial layout (e.g functionality, efficiency) * Signage (e.g. directional signage, symbols, other signage) * Interior design (e.g. furniture color schemes) ambient conditions (e.g. * Noise, air, temperature) Design of livery (e.g. stationery, brochures, menus, etc.) * Artifacts: (e.g. souvenirs, mementos, etc.) |
| People | Human actors who participate in service delivery. Service personnel who represent the company's values to customers. Interactions between customers. Interactions between employees and customers.[25 | Staff recruitment and training  • Uniforms  • Scripting  • Queuing systems, Managing waits  • Handling complaints, service• failures  • Managing social interactions• |
| Process | The procedures, mechanisms and flow of activities by which service is delivered | •Process design  • Blueprinting (i.e. flowcharting) service processes  •Standardization v/s customization decisions  • Diagnosing fail-points, critical incidents and system failures  • Monitoring and tracking service performance •Analysis of resource requirements and allocation •Creation and measurement of key performance indicators (KPIs)  •Alignment with Best Practices  • Preparation of operations manuals |

People are essential in the marketing of any product or services. Personnel stand for the services. In the professional, financial or hospitality services industry, people are not producers, but rather the products themselves. When people are the products, they impact public perception of an organization as much as any tangible consumer goods from a marketing management perceptive, it is important to ensure that employees represent the company in alignment with broader messaging strategies. This is easier to ensure when people feel as though they have been treated fairly and earn wages sufficient enough to support their daily lives.

Process refers a “the set of activities that results in delivery of the products benefits”. A process could be a sequential order of tasks that an employee undertakes as a part of their job. It can represent sequential; steps taken by a number of various employees while attempting to complete a task. Some people are responsible for managing multiple processes at once. for example, a restaurant manager should monitor the performance of employees, ensuring that process are followed. She is also expected to supervise while customers are promptly greeted, seated, fed and led out so that the next customer can begin this process.

Physical Evidences refers to the non-human elements of the services encounter, including equipment, furniture and facilities. It may also refers to the more abstract components of the environment in which the services encounter occurs including interior design, color schemes and layout. Some physical evidence elements provide lasting proof that the service has occurred, such as souvenirs, momentous, invoices and other livery of artifacts. According to Booms and Bitner’s framework, “physical evidence is the services delivered and any tangible goods that facilitate the performances and communication of the services. Physical environment that surrounds a product, the ore people are willing to engage in the service encounter.

Lauterborn’s four Cs (1990)

Robert F. Lauterborn proposed a four Cs classification in 1990. His classification is a more consumer-oriented version of the four Ps that attempts to better fit the movement from Mass Marketing to Niche Marketing:

|  |  |  |
| --- | --- | --- |
| Four P’s | Four C’s | Definitions |
| Product | Consumers Wants and Needs | A company will only sell what the consumer specifically wants to buy. So, marketers should study consumer wants and needs in order to attract them one by one with something he/she wants to purchase. |
| Price | Cost | Price is only a part of the total cost to satisfy a want or a need. The total cost will consider for example the cost of time in acquiring a good or a service, a cost of conscience by consuming that or even a cost of guilt "for not treating the kids". It reflects the total cost of ownership. Many factors affect cost, including but not limited to the customer's cost to change or implement the new product or service and the customer's cost for not selecting a competitor's product or service. |
| Promotion | Communication | While promotion is "manipulative" and from the seller, communication is "cooperative" and from the buyer with the aim to create a dialogue with the potential customers based on their needs and lifestyles. It represents a broader focus. Communications can include advertising, public relations, personal selling, viral advertising, and any form of communication between the organization and the consumer |
| Place | Convince | In the era of Internet, catalogues, credit cards and phones people neither need to go anywhere to satisfy a want or a need nor are limited to a few places to satisfy them. Marketers should know how the target market prefers to buy, how to be there and be ubiquitous, in order to guarantee convenience to buy. With the rise of Internet and hybrid models of purchasing, Place is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product, finding information about the product, and several other factors |

**Shimizu’s Four Cs: in the 7Cs Compass Model (1973- 2010)**

After Koichi Shimizu proposed a four Cs classification in 1973, it was expanded to **the 7Cs Compass model** to provide a more complete picture of the nature of marketing in 1979. The 7Cs compass model is a framework of Co-marketing (Commensal marketing or Symbolic marketing). Also the Co-creative marketing of company and consumers are contained in the co-marketing. Co-marketing (Collaborates marketing) is a marketing practice where two companies cooperate with separate distribution channels, sometimes including profits sharing. It is frequently confused with co- promotion. Also Commensal (symbiotic) marketing is a marketing on which both corporation and a corporation, a corporation and a corporation and a consumer, country and a country, human and nature can live.

* The 7Cs Compass Model comprises:

(C1) Corporation – The core of four Cs is corporation (company and nonprofit organization). C-O-S (competitor, organization, stakeholder) within the corporation. The company has to think of compliance and accountability as important. The competition in the areas in which the company competes with other firms in its industry.

**The four elements in the 7Cs Compass Model** are:

A formal approach to this customer-focused marketing mix is known as “Four Cs” (commodity, cost, communication and channel) in the seven Cs Compass model. The four Cs model provides a demand/ customer centric version alternative to the well- know four Ps supply side model (product, price, promotion, place) of marketing management.

* Product – Commodity
* Price – Cost
* Promotion- Communication
* Place – Channel

|  |  |  |
| --- | --- | --- |
| “P” category (Narrow) | “C” Category (Broad) | “C” Definition |
| Product | (C2) Commodity | (Latin derivation: commodus=convenience,happiness) : Cocreation.It is not "product out". The goods and services for the consumers or citizens. Steve Jobs has been making the goods with which people are pleased. It will not become commoditization if a commodity is built starting. |
| Price | (C3) Cost | (Latin derivation: constare= It makes sacrifices) : There is not only producing cost and selling cost but purchasing cost and social cost. |
| Promotion | (C4) Communication | (Latin derivation: communis=sharing of meaning) : •marketing communication : Not only promotion but communication is important. Communications can include advertising, sales promotion, public relations, publicity, personal selling, corporate identity, internal communication,SNS, MIS. |
| Place | (C5) Channel | (Latin derivation: canal): marketing channels. Flow of goods |

The compass of consumers and circumstances (environment) are:

* (C6) Consumer –(Needle of compass to consumer)

The factor related to consumer can be explained by the first character of four directions marked on the compass model. These can be remembered by the cardinal directions, hence the name compass model:

* N = Needs
* W= Wants
* S = Security
* E= Education: (consumer education)
* (C7) Circumstances –(Needle of compass to circumstances)

In addition to the consumer, there are various uncontrollable external environmental factors encircling the companies. Here it can also be explained by the first character of the four directions marked on the compass model:

* N = National and International (Political, legal and ethical) environment
* W = Weather
* S = Social and Cultural
* E = Economic

EXHIBIT: Shimizu’z 7Cs Compass Model (Courtesy: koichi Shimizu, Japan)

These can also be remembered by the cardinal directions marked on a compass. The 7Cs Compass Model is a framework in co-marketing (symbiotic marketing). It has been criticized for being little more than the four Ps with the different points of emphasis. In particular, the seven Cs inclusions of consumers in the marketing mix are criticized, since they are a target of marketing, while the other elements of the marketing mix are tactics. The seven Cs also include numerous strategies for product development, distribution and pricing, while assuming that consumers want two way communications with companies.

An alternatives approaches has been suggested in a book called ‘Service 7’ by

Australian author, peter Bowman. Bowman suggests a value based approach to service marketing activities. Bowman suggests implementing seven services marketing principles which include value, business development, reputation, customer services design. Service 7 has been widely distributed within Australia.

**Difficulty of computational methods**

Automatically selecting the attributes of a product (in any category, i.e., product, promotion, etc.) to maximize the number of customers preferring the resulting product is a computationally intractable problem. Given some customer profiles (i.e., customers sharing some features such as e.g. gender, age, income, etc), the valuation they give to each potential product attribute (e.g. females aged 35-45 give a 3 out of 5 valuation to “it is green”; males aged 25-35 give 4/5 to “ it can be paid in installments”; etc), the attributes of the products sold by the other producers, and the attributes each producer can give to its products can give to its products, the problem of deciding the attributes our product to maximize the number of customers who will prefer it is Poly-APX-complete. This implies that, under the standard computational assumptions, no efficient algorithm can guarantee that the ratio between the number of customers preferring the product returned by the algorithm and the number of costumers preferring the product returned by the algorithm and the number of customers that would prefer the actual optimal product will always reach some constant, for any constant. Moreover, the problem of finding a strategy such that, for any strategy of the other producers, our product will always reach some minimum average number of customers over some period of time is an EXPTIME- complete problem, meaning that it cannot be efficiently solved. However, heuristics (sub optimal) solutions to these problems can be found by means of genetic algorithms, particle swarm optimization methods, or minim ax algorithms.

**Sales Promotion**

Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (i.e. initiatives that are not covered by the other elements of the marketing communications or promotion mix). Sales promotions are varied. Often they are original and creative, and hence a comprehensive list of all available techniques is virtually impossible (since original sales promotions are launched daily!). Here are some examples of popular sales promotion activities:

1. **Buy-One-Get-One-Free (BOGOF) –** which is an example of a self- liquidating promotion? For example if a loaf of bread is priced at $1, and cost 10 cents to manufacture, if you sell two for $1, you are still in profit- especially if there is a corresponding increase in sales. This is known as a PREMIUM sales promotion tactic.
2. **Customer Relationship Management (CRM) -** incentives such as bonus points or money off coupons. There are many example of CRM, from banks to supermarkets
3. **New media –** websites and mobile phone that supports a sales promotion. For example, in the United Kingdom, nestle printed individual codes on KIT-KAT packaging, were by a consumer would enter the code into a dynamic website to see if they had won a prize. Consumers could also text codes via their mobile phones to the same effect.
4. **Merchandising additions -** such as dump bins, point-of- sale materials and product demonstrations.
5. **Free gifts -** e.g. Subway gave away a card with six spaces for stickers with each sandwich purchase. Once the card was full the consumer was given a free sandwich.
6. **Discounted price -** e.g. Budget airline such as Easy Jet and Rayonier, e-mail their customers with the latest low prices deals once new flights are released, or additional destinations are announced.
7. **Joint promotion -** between brands owned by a company, or with another company’s brand. For example fast food restaurants often run sales promotions where toys, relating to a specific movie release, are given away with promoted meals.
8. **Free sample** - (aka, sampling) e.g. tasting of food and drink at sampling points in supermarkets. For example Red Bull (a caffeinated fizzy drink) was always given to potential consumers at supermarkets, in high streets and at petrol stations (by a promotion team).
9. **Vouchers and coupons** – often seen in newspaper and magazines, on packs.
10. **Competitions and prize draws** - in newspapers, magazines, on the TV and radio, on the Internet, and on packs.
11. **Cause-Related and Fair-Trade** - products that raise money for charities, and the less well off farmers and producers, are becoming more popular.
12. **Finance deals** – for example, 0% finance over 3 years on selected vehicles.

Many of the examples above are focused upon consumers. Don’t forget that promotions can be aimed at wholesalers and distributors as well. These are known as Trade Sales Promotions. Examples here might include joint promotions between a manufacturer and a distributor, sales promotion leaflets and other materials (such as car), and incentives for distributor sale people and their retails clients.

**Sales Promotion**

|  |
| --- |
| **Marketing**  Key concepts  Product / Pricing / Promotion  Distribution / Service / Retail  Brand management  Account-based marketing  Marketing ethics  Marketing effectiveness  Market research  Market segmentation  Marketing strategy  Marketing management  Market dominance  Promotional content  Advertising / Branding  Direct marketing / Personal Sales  Product placement / Public relations  Publicity / Sales promotion  Sex in advertising / Underwriting  Promotional media  Printing / Publication / Broadcasting  Out-of-home / Internet marketing  Point of sale / Novelty items  Digital marketing / In-game  Word of mouth  This box: view • talk • edit |

**Sales Promotion:**

It is one of the four aspects of promotional mix. (The other three parts of the promotional mix are advertising, personal selling and publicity/public relations). Media and non media marketing communication are employed for a pre determined, limited time to increase consumer demand, stimulate market demand to improve product availability. Example includes:

* Contests
* Point of purchase displays
* Rebates
* Free travel, such as free flights

Sales promotions can be directed at the customer, sales staff, or distribution channel members (such as retailers). Sales promotion targeted at the customer are called consumer sales promotions. Sales promotion targeted at retailer ad wholesales are called trade sales promotion. Some sales promotions, particularly ones with unusual methods, are considered gimmick by many.

**Consumer Sales Promotion Techniques**

* Price deal : A temporary reduction I the price, such as happy hour
* Loyal Reward Program: consumers collect points, miles, or credits for purchases and redeem them for rewards. Two famous examples are Pepsi stuff and advantage.
* Cents-off deal: The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra)
* Coupons: coupons have become a standard mechanism for sales promotions.
* Loss leader: The price of a popular product is temporarily reduced in order to stimulate other profitable sales.
* Free-standing insert (FSI): A coupon booklet is inserted into the local newspaper for delivery.
* On-self couponing: coupons are present at the self where the product is available.
* Checkout dispensers: on checkout the customer is given a coupon based on product purchased.
* On-line couponing: coupons are available on a mobile phone. Customers show the offer on a mobile phone to a salesperson for redemption.
* Online interactive promotion game: consumers play an interactive game associated with the promoted product. See an example of the interactive Internet Ad for tomato ketchup.
* Rebates: Consumers are offered money back if the receipt and barcode are mailed to the producer.
* Contests/Sweepstakes/games: the consumer is automatically entered into the event by purchasing the product.
* Point-of-sales-displays:-

1. Aisle interrupter: A sign that just into the aisle from the self.
2. Dangler: A sign that sways when a consumer walks by it.
3. Dump bin: A Bin full of products dumped inside.
4. Glorifier: A small stage that elevates a product above other products.
5. Wobblers: A sign that jiggles.
6. Lipstick board: A board on which messages are written in crayons.
7. Necker: A sign that jiggles.
8. YES Unit: “Your extra salesperson” is a pull-out fact sheet.

**Trade Sales Promotion Techniques**

* Trade Allowance: short term incentives offered to induce a retailer to stock upon a product.
* Dealer Loader: an incentive given to induce a retailer to purchase and display a product.
* Trade Contest: A contest to reward retailer that sell the most product.
* Point-of-purchase displays: Extra sales tool given to retailers to boost sales.
* Training programs: dealer employees are trained in selling the products
* Push money: also known as “Spiffs”. An extra commission paid to retail employees to push products.

Trade discounts (also called functional discounts): these are payments to distribution channels members for performing some function.

**POLITICAL ISSUES**

Sales promotions have traditionally been heavily regulated in many advanced industrial nations, with the notable exception of the United States. For example, the United Kingdom formerly operated under a resale price maintenance regime in which manufactures could legally dictate the minimum resale price for virtually all goods; this practice was abolished in1964.

Most European countries also have controls on the scheduling and permissible type of sales promotions, as they are regarded in those countries as bordering upon unfair business practices. Germany is notorious for having the strictest regulations. Famous examples include the car wash that was barred from giving free car washes to regular customers and a baker who could not give a free cloth bag to customer who bought more than 10 rolls.

**PROMOTIONAL MIX**

There are four main aspects of a **promotional** **mix**. These are:

1. Advertising – Any paid presentation and promotion of ideas, goods, or services by an identified sponsor. Example: print ads, radio, and television. Billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion, pictures, web pages, banner ads, and emails.
2. Personal Selling – A process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation. Example: sales presentations, sales meetings, sales training and insensitive programs for intermediary salespeople, sample. And telemarketing. Can be face-to-face or via telephone.
3. Promotions – Incentives designed to stimulate the purchase or sale of a product, usually in the short term. Examples: coupons, sweepstakes, contests, product samples, rebates, tie-ins, self- liquidating premiums, trade shows, trade-ins, and exhibitions.
4. Public Relations –Paid intimate stimulation of supply for a product, services, or business unit by planning significant news about it or a favorable presentation of it in the media. Examples: newspaper and magazines articles/ reports, TVs and radio presentations, charitable contributions, speeches, issue advertising and seminars.
5. Direct Marketing –Is often listed as a fifth part of the marketing mix.
6. Sponsorship –Is sometimes added as a sixth aspect.

**CATEGORY: SALES PROMOTION**

**Subcategories**

* Customer loyalty programs

**Pages in category "Sales promotion"**

The following 29 pages are in this category, out of 29 totals. This list may not reflect recent changes (learn more).

|  |  |  |
| --- | --- | --- |
| **Sales Promotion**  **B) Bargain**   * Buy one, get one free   **C)**   * Clip strip * Coupons   D)   * Discounts and allowances * Door buster * Drug Coupon   F)   * Free Sample | **G)**   * Grand opening   H)   * Happy hour * Hoover free flights promotion   I )   * Institute of sales   Promotion  L)   * Ladies’ night   M)   * Magalog * Money back gurantee   p)  **pick ‘n’ mix**   * Point of sale display | **P cont.**   * Promotionalitem   R)   * Rebate (marketing) * Running of the brides   S)   * Sample sale * Server buster * Specialty catalogs * Student price card   V)   * Visual merchandising   W)   * Wiki Wiki dollar   Y)   * Young America Corporation |

**OBJECTIVE OF THE STUDY**

An objective is the most important part of a research part of a researcher. The objective is the bull’s eye, which a researcher has to hit. The objective determines the path on which a researcher has to walk on, and help him/her by not deveining from the path.

* To analyze marketing analysis towards the hindware products range.
* Analyze consumer satisfaction for after sales services provided by hindware.
* Analyze the consumer behavior of among Hindware.
* To get aware with the procedure of marketing department.
* To know organizational structure and specifically marketing department.
* To analyze the awareness of customer of hindware

**SCOPE OF STUDY**

The scope formulation is the first step to a successful Research process. The project has undertaken the problem of analyzing the marketing analysis of Hindware in Grogram.

**IMPORTANCE AND USE OF THE STUDY**

Keep things in mind that as the ever-changing competitive business environment. New thoughts and ideas should pour into its, research and development to innovate its existing products which should be beyond competitors comprehension.

This study enables the user with answer to formulate an effective marketing mix strategy with a broader prospective to areas where it did not feel the need earlier, hence the decision of whether to penetrate this section or not can be found out at the end of the data analysis.

It also gives an idea of the potential of our business in the future and the fluctuation in prices from times to times and from product to product.

Special references are made to the improvement of ability of product in terms of packaging and product innovations and advertisement always means to cut down competitors.

**CHAPTER – 3**

**RESEARCH METHODOLOGY**

**INTRODUCTION**:

This chapter aims to understand the research methodology establishing a framework of evaluation and revaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

**RESARCH DESIGN**

The research design applied here was exploratory research

Exploratory research is one in we don’t know about the problem and then work on solving the problem. Whereas in case of description research, we know the problem, we just have to find the solution to the problem. Generally description research design is applies after exploratory research design.

Here after doing the secondary research, we found the general perception about the retail baking but then in second phase we tried to figure out where the difference lies and on what basis the banks differ from each other

**RESEARCH TOOLS**

The purpose is to first conduct an intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which remains unanswered, this shall be further taken up in the next stage of secondary research. This stage helps to restrict and select only the important question and issue, which inhabit growth and segmentation in the industry.

**DATA COLLECTION**:

Both primary and secondary data have been collected very vigorously

Secondary data: it is collected by the study of various reports. The reports studied under secondary data. Primary data was taken physically with questionnaire.

**THE RESEARCH REPORT**

This report is the result of a survey which was undertaken by Mrs.Mala Ahuja

in Grogram city. The objectives of the project have been fulfilled by getting response from the customer associated to these segments through a personal interview in the form of a questionnaire. The responses available through the questionnaire are used to evaluate the sales promotion for the products of hindware and the willingness of the customer to purchase its products on future. This project also covers an analysis of the switch over of customers to [competitor’s products in the market.

**THE RESARCH PROBLEM**

The problem formulation is the first step to a successful Research process. Project undertaken the problem of analyzing the marketing analysis of Hindware

**THE RESEARCH OBJECTIVE**

Based on the problem the objective of the research is divided into two which are as follows:

* Primary Objective:

To analyze sales promotion towards the Hindware products range.

* Secondary Objective:

Analyze consumer satisfaction for different Hindware products.

Analyze the Consumer behavior of Hindware

**THE RESEARCH DESIGN**

The research design used in the project is exploratory design. The investigation is carried upon the customers in gurugram city. The reason for choosing this design is to get responses from the customers so that their buying behavior about the products of the company and their loyalty could be predicted.

**THE DATA SOURCE**

The data has been taken from two sources

Primary data source

♣ The primary data source has been collected through questionnaire by personally interviewing each respondent on a number of queries structured in a questionnaire.

Secondary data source

* Secondary data was collected from following source
* Prior research reports
* Websites
* Books
* Newspaper
* Personal consultation

**THE AREA OF WORK**

The field work is conducted in the gurugram city in various Places like Mall, Showroom and retailers situated in different location all over the city.

**THE SAMPLE SIZE**

The sample size consists of 100 units out of which the most logical and non biased response are selected thus the sample size is taken out to be 100 units.

**LIMITATION**

Though, best efforts have been made to make the study fair, transparent and error free. But there might be some inevitable and inherent limitations. Though outright measure are undertaken to make the report most accurate. The limitations of the survey are narrated below:

♣ It was not possible to cover each and every respondent due to time constrains.

♣ There may be some biased response from the respondents

♣ Some respondents did not provide the full data.

♣ Unwillingness on the part of the customers to disclose the information as per the

♣ Questionnaire The decisiveness on the part of the customers regarding some question hence

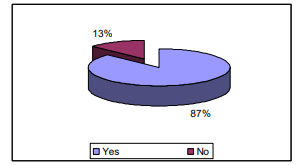
♣ Difficulty faced in recording and analyzing the data

**Chapter-4**

**Data Analysis and Interpretation**

1. **Do you like the idea of purchasing Hindware** ?

|  |  |
| --- | --- |
| Yes | 87 |
| No | 13 |

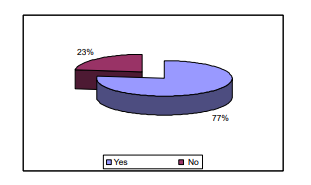


INTERPRETATION

87% respondent said that they have idea of purchasing Hindware but 13% are not

1. **Have you ever purchase product of Hindware ?**

|  |  |
| --- | --- |
| Yes | 77 |
| No | 23 |

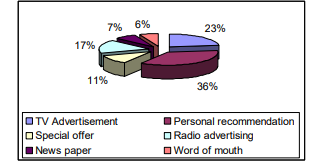


**INTERPRETATION**

77% respondent said that they have ever purchase product of Hindware but 23% are not

**3. What helps you to decide which product of Hindware you purchase?**

|  |  |
| --- | --- |
| TV Advertisement | 23 |
| Personal Recommendation | 36 |
| Special offer | 11 |
| Radio advertising | 17 |
| News paper | 7 |
| Word of mouth | 6 |

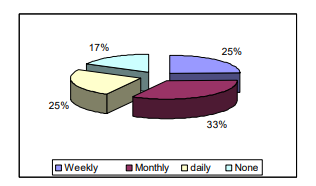


**INTERPRETATION**

23% respondent said that they decide to purchase the product of Hindware by TV advertisement, 36 personal recommendation, 11% special offer, 17% radio advertising, 7% from News paper and 6% word of mouth.

1. **How frequently you see advertisement of Hindware product?**

|  |  |
| --- | --- |
| **Weekly** | **27** |
| **Monthly** | **37** |
| **Daily** | **27** |
| **None** | **19** |

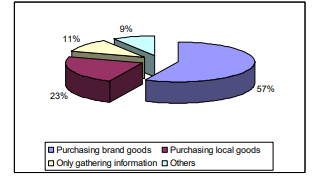


**INTERPRETATION**

25% respondent said that they have see advertisement of Hindware product weekly, 33% monthly, 25% daily, but 17% none

1. **For which one of the following purpose you visit in your product?**

|  |  |
| --- | --- |
| Purchasing brand goods | 57 |
| Purchasing local goods | 23 |
| Only gathering information | 11 |
| Others | 9 |

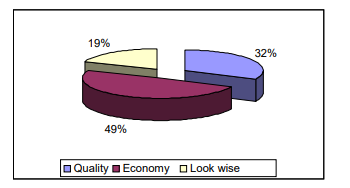


**INTERPRETATION**

57% respondent said that they have purpose to visit product purchasing brand goods, 23% purchasing local goods, 11% only gathering information and 9% others.

**6. What according to you are attractive features that buy Hindware product?**

|  |  |
| --- | --- |
| Quality | 32 |
| Economy | 49 |
| Look wise | 19 |

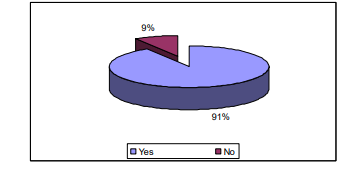


**INTERPRETATION**

32% respondent said that they have attractive features that buy Hindware product Quality, 49% Economy, 19% Look wise.

**7 Are you satisfy with Hindware?**

|  |  |
| --- | --- |
| **Yes** | **91** |
| **No** | **9** |

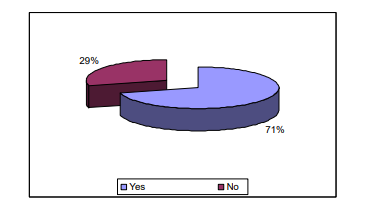


**INTERPRETATION**

91% respondent said that they satisfied buy 9% no.

**8. Do according to you Hindware product have changed the way the Consumer behavior towards Hindware product?**

|  |  |
| --- | --- |
| Yes | 71 |
| No | 29 |

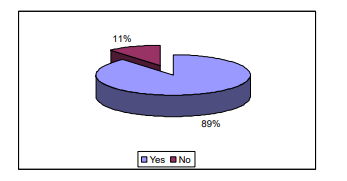


**INTERPRETATION**

71% respondent said that Hindware product have changed the way the Consumer behavior towards Hindware product Yes but 29% said no.

**9. Do you suggest Hindware products to others?**

|  |  |
| --- | --- |
| Yes | 89 |
| No | 11 |

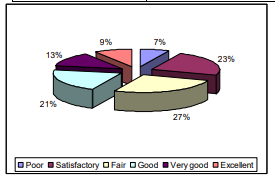


**INTERPRETATION**

89% respondent said that they suggest Hindware products to others yes but 11 said no.

**10. How will you rate your present Hindware product performance?**

|  |  |
| --- | --- |
| **Poor** | **7** |
| **Satisfactory** | **23** |
| **Fair** | **27** |
| **Good** | **21** |
| **Very good** | **13** |
| **Excellent** | **9** |



INTERPRETATION 7% respondent said that they rate your present Hindware product performance poor, 23% satisfactory, 27% fair, 21% good, 13% very good, 9% excellent.

**FINDINGS**

**FINDINGS**

87% respondent said that they have idea of purchasing Hindware but 13%

• Are not 77% respondent said that they have ever purchase product of Hindware but

• 23% are not 23% respondent said that they decide to purchase the product of Hindware

• By TV advertisement, 36 personal recommendations, 11% special offer, 17% radio advertising, 7% from News paper and 6% word of mouth. 25% respondent said that they have see advertisement of Hindware product

• Weekly, 33% monthly, 25% daily, but 17% none. 57% respondent said that they have purpose to visit product purchasing

• Brand goods, 23% purchasing local goods, 11% only gathering information and 9% others. 32% respondent said that they have attractive features that buy Hindware

• Product Quality, 49% Economy, 19% Look wise. 91% respondent said that they satisfied buy 9% no.

• 71% respondent said that Hindware product have changed the way the

• Consumer behavior towards Hindware product Yes but 29% said no. 89% respondent said that they suggest Hindware to others yes but 11 said numbers.

•7% respondent said that they rate your present Hindware product performance poor, 23% satisfactory, 27% fair, 21% good, 13% very good, and 9% excellent.

**CONCLUSION**

**CONCLUSION**

The report comes to the following conclusion

* The customers of Hindware are brand loyal with only a small percent want to shift over to other brands. Trying of other brands by customers is mainly because the customer wants to try something new

.

* The performance of Hindware is fair in comparison to other pro brands.
* Economy is the basic feature influencing to build brand Image.
* Due to high brand loyalty the customers of Hindware recommend its product to others.
* The customers are satisfied with the product range of Hindware product

**SUGGESTIONS**

**& RECOMENDATION**

**SUGGESTIONS AND RECOMMENDATION**

The recommendations are:-

* The brand loyalty for more Hindware can be increased if the Quality and appearance of the products are given due attention because Tata has captured a major share of disposable glass sector.
* The switch over of the customers can be prevented if more of new products are launched more frequently like other competitor which launches new products with slight variations from the previous.
* Quality are good but it still needs improvement

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