**MARKETING MANAGEMENT ON NOODLES**

**ABSTRACT:**

***This project involves Market Research for a Company launching new variety of Noodles in Market which will be competing against highly popular and existing brands of noodles. In this market research, we have to prepare a questionnaire and the research is primarily focused on local shops (Kirana shops). The four P’s (Price, Place, Promotion, and Product) in marketing has definitely helped the noodles establish itself as a top-notch brand, in this paper I intend to construct a value proposition for the product with all the information that is readily available.***

**INTRODUCTION:**

***noodles that originated in Switzerland in the late 19th century. The Maggi company was acquired by Nestlé in 1947. The company originated in Switzerland in 1884, when Julius Maggi took over his father's mill. He quickly became a pioneer of industrial food production, aiming to improve the nutritional intake of worker families.***

***Noodles was the first to bring protein-rich legume meals to the market, and followed up with a ready-made soup based on legume meals in 1886. which was more famous and favorite for Indians, especially kids. The first thing that comes in mind when we think of Maggi in India is the noodles & instant soups.***

***These are originated in Switzerland in the late 19th century. Julius Maggi was the founder for Maggi and established in the year 1884. The ingredients were not shared to anyone at the beginning of her business. Many people tried to find it out but failed. Gradually her business grew tremendously because of her special ingredients.***

**Materials and Methods:**

### **1.Prioritize a content strategy**

***If you want to promote your company or products, it’s essential to prioritize online content. Having good content sets your website apart from your competitors and delivers the correct message to your customers. Content marketing includes creating and sharing information such as blog posts, news, videos, white papers, infographics, how-to guides, case studies and photos and is one of the best ways to market your website and your business or products.***

### **2. Employ the right staff**

***You need to make sure that you employ the correct team for your marketing management strategies. You can do this by making sure that you have staff that is comfortable with writing online content from your current workforce. If you don’t have any staff who are good with words and visuals, then it’s up to your HR and management to employ in-house staff or hire freelancers from sites such as up work and People Per Hour.***

### **3.Always budget for marketing**

***Before you spend any money on digital marketing, it is crucial to ensure the right measurement tools are in place. When implementing marketing management strategies, it’s important to remember the financial aspects of the business as well as the brand promotion and messages. Without budgets, you will end up getting lost and overspending.***

### **4.Implementation of the Marketing Program**

***The marketing manager plans integrated marketing communication strategy through a combination of tools like advertising, sales promotion, public relations and direct marketing to promote the product or service in the market for higher consumption and brand image. A marketing plan is not effective unless it is implemented.***

### **5.Control of the Total Marketing Efforts**

***Marketing control is a process of benchmarking the expended effort and resources with the set goals. Achievements are evaluated with the set objectives to find out the deficiencies if any, and to design modified action plans for the future so that the effectiveness of the resources expended and flow of profit increase.***

***DISCUSSION:***

***Noodles Manufacturing Detailed Project Report (DPR) is a complete package that contains everything that requires getting funds up to 25 Crores (Twenty-Five Crores). Checkout our DPR sample to make your vision clearer. Usually, the Detailed Project Report (DPR) is needed when you apply for a bank loan or Government scheme. Project Report Bank aims to create the reports accurately from the start and make sure that businessmen get the right value and results from the reports.***

***Based on distribution channel like supermarkets/hypermarkets hold the largest market share, representing the major segment. They provide quick access to, types and tastes of various brands. Supermarkets and hypermarkets follow convenience stores, online stores, specialty stores, and others.***

***RESULT:***

**Observations and Finding:**

***It is observed that all categories of the samples like students, teachers, and parents have significantly liked the product.***

***They have also liked the brand name, packaging, and labeling***

|  |  |
| --- | --- |
| **CATEGORY** | **%** |
| STUDENT | 98% |
| TEACHERS | 94% |
| PARENTS | 94% |

***Marketing management is planning, organizing, directing, and controlling activities, stricter to the marketing of goods and services to satisfy the consumer needs and activities***

**Conclusion:**

***Marketing management is an important area of business that generates revenue for sake of goods and service through the consumer it is responsible for taking a decision in the area's product price place and promotion, keeping price, and place in view the requirement of business.***

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