

Chapter- 5

(Findings)

Findings

The following are some of the findings that has been find out by doing the study on sales promotion. These are discussed below:

- From the study, it is observed that both the public relation activity and price reduce or discounts is given highest preference by TI Ford rather than other two activities, i.e., offering free gifts and arranging exhibition. Thus, it is found that the organisation gives more preference to the public relation and discounts over the year. (Refer to Chapter- 4 analysis no. 4.1)
- From the study, it is observed that 92% of the employees thinks that the sales promotional activities do help them in raising the sales of their cars and after sales services and 8% thinks that it does not. Thus, it is found that the sales promotional activities do help them in raising the sales of the cars as maximum of the employees agreed to the question that was asked to them. (Refer to Chapter- 4 analysis no. 4.2)
- From the study, it is observed that 88% of the employees of TI Ford agreed that they are being able to attain the monthly or yearly sales target they set whereas the rest 12% of the employees disagreed. Since, majority of the employees agreed to the question so it can be conclude that the sales promotion activities do helped them to achieve the target they set or given to them. (Refer to Chapter- 4 analysis no. 4.3)
- From the study, it is observed that 76% of the employees prefer doing sales promotion of their products during the festive period and 16% goes for sales promotion during new year season and 4% says that it is done during round the year. Thus, it is found that the festive season is the best period to do promotional activities since maximum of the employees agreed to the question. (Refer to Chapter- 4 analysis no. 4.4)
- From the study, it is observed that the sales promotional activities– Bonuses, Free Display, Discounts, Gifts, Credit Facilities (EMI's), Price Deals and Test Drives all are most likely between excellent and average category but some of the activities like Tour, Seminar, Incentives are below average in accordance to its effectiveness which the organisation should improve in the future. (Refer to Chapter- 4 analysis no. 4.5)
- From the study, it is observed that all of the employees agree that the sales promotional activities are beneficial for TI Ford which includes 76% strongly agreed and 26% agree. Thus, it is found that none of the employee or employer of TI Ford disagree so it can be stated that sales promotion is most important aspect of the organisation and it help to gain benefits for them. (Refer to Chapter- 4 analysis no. 4.6)
- From the study, it is observed that 44% strongly agreed and also 48% agreed that the promotional schemes/techniques attract customers and increase the market sales in Guwahati city whereas 4% disagreed and also 4% strongly disagreed. Thus, it is found that majority of the employees agreed to the question so the promotional schemes do help in attracting customer and increasing the market. (Refer to Chapter- 4 analysis no. 4.7)

- From the study, it is observed that 74% of the employee agree that the promotional schemes do give a tough competition to the rival companies and 26% did not agreed to it. Thus, the sales promotion schemes or techniques are able to gain customers to give competition to the rival companies. (Refer to Chapter- 4 analysis no. 4.8)
- From the study, it is observed that 92% of the employee think that it creates awareness among the customers and 8% of the employees did not agreed. Thus, the promotional activities do create awareness among the customers as majority of the employees agreed to it. (Refer to Chapter- 4 analysis no. 4.9)
- From the study, it is observed that 80% of the employees agreed that it do affect their sales promotion activities as there is a tough competition among the car sellers in Guwahati whereas 20% agreed that it does not affect their sales promotional activities. Thus, the promotional activities give a great competition to the TI Ford by the other reputed companies like Honda, Maruti Suzuki, Renault, Tata (Nexa), Toyota, Volkswagen and many other companies. So, it has become stiff task to bring up a promotional scheme that can be better than all other companies. (Refer to Chapter- 4 analysis no. 4.10)
- From the study, it is observed that 8% of the employees believed that it simplifies the effort of sales, 12% of the employees believed it helps in popularising the product, 16% of the employees believed that it educates the customers/dealers about the product and another 16% believed that it faces competition effectively whereas 48% of the employees believed that all of the techniques are effective for the organisation. Thus, it is seen that all the promotional tools are effective as majority of the employees has agreed to it. (Refer to Chapter- 4 analysis no. 4.11)
- From the study, it is observed that 56% of the employees believed that there are some limitations in the sales promotion schemes whereas 44% of the employees believed that there are no limitations. Thus, major limitations that they suffer most are short-term device, not an independent tool, raises doubt among the customers, etc. (Refer to Chapter- 4 analysis no. 4.12)
- From the study, it is observed that 12% of the employees believed that being a short-term device it is one of the limitations of sales promotion, 44% of the employees believed that being a non-independent tool is another limitation again 12% believed that it raises doubt among the customers and 32% of the employees believed that it suffered from all the limitation as mentioned in the questionnaire. Thus, it is found that sales promotion technique has all the limitation especially it is not an independent tool for the organisation as seen in the responses from the employees. (Refer to Chapter- 4 analysis no. 4.13)