

# **Executive Summary**

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The present study is based on summer internship programme, undertaken at TI Ford Motors Pvt. Ltd., Bharalumukh.

The project can be summarised as follows:

**Project Title: “A study on the Sales Promotion at Ford Motors Pvt. Ltd., Bharalumukh and measures to improve the same”**

**Organisation Name:** TI Ford Motors.

**Organisational Guide:** Mrinmoy Hazarika.

**Institutional Guide:** Mrs. Junumoni Baruah, Asst. Professor,  
Department of B.B.A, B. Borooah College.

**Duration of the study:** Duration of the study was from 1<sup>st</sup> September to 31<sup>st</sup> October, 2018.

### **Objective of the study:**

1. To study the various sales promotional techniques used by TI Ford.
2. To measures the impact of sales promotion on overall sales of the organisation.
3. To study the importance of sales promotion in the organisation.
4. To study the limitations of sales promotion as a tool to increase rapid sales of the company.
5. To suggest measure for improving the sales promotion policy of the company.

# **Research Methodology**

The research was conducted to fulfill the objective of the study.

## **3.1 Research Plan:**

**3.1.1 Research Design:** In this study, the descriptive research design and casual research design is being carried out. It helped us to differentiate the employee's opinion towards the promotion policies applied by the organisation. And get the impacts of any specific changes on existing policies or any introduction of new sales promotional policies.

The research was based on a study of a sample, sized 50; using simple random sample selected from the existing database of Ford. The research included collection of data from the primary sources using the research tool (questionnaire). Final stage was to analyze, interpret and draw conclusions from the data collected.

### **3.1.2 Sources of Data:**

1. **Primary Data:** The primary data collection is used as a tool to collect information directly from each and every employee of organisation. The research was done to get a knowledge about the sales promotional techniques used by the organisation.
2. **Secondary Data:** The secondary data were collected from various sources like Books, Websites, Magazines, etc and doing some personal interview with the employees of the organisation.

**3.1.3 Data Collection Period:** The primary data has been using survey method for the study.

## **3.2 Research Tools:**

There are many research tools in order to collect data but in this study two methods are being used as a tool for data collection. They are discussed below:

1. **Questionnaire:** Interview through questionnaire method was employed for the research purpose. The questionnaires were individually administered to each employee to ensure minimum scope for faulty data entry and error of understanding. This method also gave the interviewer the scope of entering into a dialogue and understanding the employee's perception better.
2. **Interview:** The interview complemented the primary research tool and helped deliver into details of responses provided by the employees. This not only validated the responses of the employees but also helped the interviewer understand the employees thinking point of view.

## **3.3 Sample Plan:**

**3.3.1 Sample Procedure:** In this study, random sampling method was undertaken for collecting primary data.

**3.3.2 Sample Unit:** In this study, the sampling unit used is the existing employee base of the organisation. Selection is made from the employees those who were working in the organisation during the research conduct period.

**3.3.3 Sample Size:** In this study, the sample size was chosen to be 50 respondents.

**3.3.4 Duration of the study:** Duration of the study was for two months, from 1<sup>th</sup> August to 31<sup>th</sup> October, 2018.

### **3.4 Pilot Survey:**

In this study, a pilot survey was conducted using 5 employees who were working in the organisation during my period of study of TI Ford Motors, Bharalumukh. This was done to make any changes in the questionnaire and to prevent any errors and any drawbacks.

### **3.5 Questionnaire Design:**

In this study, the questions in the questionnaire was made keeping in mind the objectives of the study. The questions were kept easy, unambiguous and simple to respond.

### **3.5 The Final Survey:**

The final survey was conducted by distributing the questionnaires to the employees of the TI Ford organisation. The data accumulated from the questionnaire were used as a source of the study.

## **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% do not agree that it can create awareness about their promotional activities. 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)

## **Suggestions and Recommendations**

- Sales promotion schemes like offering free gifts and arranging exhibition should be done quite frequently.
- The promotional schemes such as tour, incentives and seminar should be improved to some extent.
- The promotional scheme should be made a little more attractive in order to attract more customers.
- The promotional techniques should be given proper attention in order to make it more popular than the rival companies that could have help them to increase market shares.
- The organisation should regularly make changes in their promotional policies according to current market situation in order to give tough competition to the rivals.
- The sales promotion must be done in such a way that it does not create doubt among the customers.
- As many of the employees agreed that the sales promotional activities have limitations, it should be given more attention and try to improve it.