**Abstracting**

**E-commerce in India**

The article discusses the problems of surviving Indian brands and marketing strategies.

The article provides many examples of products and their marketing strategies. These examples illustrate that in order to be competitive, innovative solutions are needed that satisfy all the needs of the consumer.

Global manufacturers also have a big impact on the Indian market. Thus the changing economic scenario opening up the Indian market for the global producers has definitely forced the domestic produces to adopt a new production strategy and a new marketing technique. The change definitely throws some challenges but it provides some opportunities also.

Indian representative at WTO expressed that the changes in economic policy and signing of agreement with WTO provides access to global market. There is tremendous opportunity for India to integrate itself with the Global market. It is now upto the Indian industries and to some extent the government, to adopt the right policy to exploit the countries potential in the world market and to improve its export in different areas.

Strategic Marketing is a dynamic concept and it is still under evolution. In India situations have been changing, liberalisation policy, opening up of Indian market for multinationals, the Government, has brought changes in economic environment.

The fundamental four Ps have been found insufficient for developing any marketing plan and marketing strategies in the changing competitive market. The smart and intelligent executives have discovered that PACE is another strategum by which they can have an advantageous position in the competitive, crowded market created by the policy of liberalisation.

In their opinion Pace or Speed is the many edged weapon to be used on all fronts; whether product innovation, technology upgradation, promotion or pushing the product in the market.

Every marketing man can match the four Ps of marketing. But the ultimate differentiator is the speed to market.

In a competitive environment, the quality standard will increase. Then innovations will be applied to each business segment. The path to the consumer is always through competition. Observing rivals plays an important role. Since competitors target the same consumers, marketers must anticipate a possible retaliatory strike when executing their own strategy. However, watching the rival is quite difficult. Number of parameters on which they have to be watched have grown. Rivals have to be watched and their move is to be anticipated well in advance. In any case, quality product and improved technology alone can not help the marketer in a competitive market. Watching the rivals is very essential.

In conclusion, to succeed in any competitive market whether domestic or global, the application of the traditional approach will not be effective. The strategic approach must concentrate on looking at the market differently than what was being done before liberalisation. The companies must be innovative from the point of future opportunities and understanding of the needs of consumers also. Now it is clear that the product innovation, the quality management and technological updating can matter only when you watch your rivals action and they are adopted with speed. Pace only can increase market share, increase turnover, enhance dealers motivation, improve product viability, improve corporate image, lead to new technique, a new position in the market.