

A
PROJECT REPORT
ON
“SERVICE MARKETING
STATEGIES OF SAGAR MEDICAL
”

Submitted to
“SAVITRIBAI PHULE PUNE UNIVERSITY ,PUNE”
In Partial fulfillment of
BACHELOR OF BUSINESS
ADMINISTRATION

Miss.Bhagwat Nikita Sainath

Under the
Guidance
of Prof.
Sayyad
L.R.

Mula Education Society’S
Art’s Commerce and Science College,Sonai
414105

Academic Year 2020-2021

Declaration

I hereby declare that this Project Report titled
**“SERVICE MARKETING STRATEGIES OF SAGAR
MEDICAL.”** submitted by me is
based on actual work carried out by me under the guidance and
supervision of **Prof Sayyad L.R** . I further declare that, this has not
been submitted, in full or in part, to any other university for any
degree or whatsoever.

Date : 05/4/ 2021

Place : Sonai

Signature: 

Name: Bhagwat Nikita

Acknowledgement

“Success can never be attained without proper guidance”

Nothing concrete can be achieved without an optional combination of inspiration and aspiration. No work can be accomplished without taking the guidance of the important critiques for the ingenious intellectual that helps transforms a product into a quality product.

*This work is synergic product of many minds. This began as part of project semester of me BBA program, I would like to Express gratitude towards Director **Mr. Vaibhav Kadam** and **Prof. Sayyad L .R.** the project guide for valuable guidance.*

*I am thankful to the staff member of **SAGAR MEDICAL** for their valuable guidance during various phases of the project. I am also thankful to **Mr. Vikas C.Sakhre (Sales Manager)**. I am also indebted to number of professional, colleagues and other who have directly and indirectly contributed time and talent even through anonymously in accomplishing this task.*

I am grateful for the inspiration, encouragement and wisdom of many resource people who helped me to bring this report into life. Thus the project has been learning experienced and has helped me to understand practical aspect of subject.

Place:Sonai

Date: // 2021

Yours Faithfully



Miss.Bhagwat.N.S

INDEX

Sr. No.	Topic	Pg. No.
1.	<i>Executive Summary</i>	1
2.	<i>Introduction</i>	4
3.	<i>Topic Related Theory</i>	8
4.	<i>Company Profile</i>	14
5.	<i>Objective of Study</i>	23
6.	<i>Scope of Study</i>	25
7.	<i>Research Methodology</i>	27
8.	<i>Data Analysis and Interpretation</i>	29
9.	<i>Observation and Finding</i>	40
10.	<i>Recommendation and suggestion</i>	42
11.	<i>Conclusion</i>	44
12.	<i>Annexure</i>	46
13.	<i>Bibliography</i>	51

EXECU

TI VE

SUMMA

R Y

EXECUTIVE SUMMARY

TITLE OF THE PROJECT

“ service marketing Strategies of sagar Medicl “

Marketing strategy should be concerned with long term development. It is not only concerned with particular product but also with possibility of new market to be developed for futures. While implementing the marketing strategy organization should consider allocation of resources with proper control.

COMPANY PROFILE

The SAGAR MEDICAL Services [SMS] Life care Private Limited had established in 1992. The company, through its pioneering efforts emerged as a reputed manufacturer & supplier of pharmaceutical products such as injections, syrups, creams and gels, tablets and capsules.

OBJECTIVES

Primary Objective:

- 1) To study and understand the marketing strategies of the SAGAR MEDICAL Services [SMS] Life Care Private Limited.*
- 2) To study various products range offered by SMS Life Care Private Limited.*
- 3) To study the effectiveness of the distribution channel system of a company.*

Secondary objective:

- 1) To understand and study the satisfaction level of customers.*

METHOD OF DATA COLLECTION

- 1) Primary*
- 2) Secondary*

METHOD OF ANALYSIS

- 1) Graphical representation*
- 2) Pie-chart*
- 3) Tabulation*

INTROCU **CTION**

INTRODUCTION

Strategy first became a popular business buzzword during the 1960s, it continues to be the subject of widely differing definitions and interpretations. The following definition, however, captures the essence of the term.

A strategy is a fundamental pattern of present and planned objectives,

resource deployments and interactions of an organization with markets, competitors and other environmental factors.

The above definition suggests that a strategy should specify

- 1) What (Objectives to be accomplished),*
- 2) Where (On which industries and product-makers to focus), and*
- 3) How (Which resources and activities to allocate to each product-market to meet environmental opportunities and threats and to gain a competitive advantage).*

MARKETING STRATEGY:-

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centered around the key concept that customer satisfaction is the main goal.

Marketing strategy is a method of focusing an organization's energies and resources on a course of action which can lead to increased sales and dominance of a targeted market niche. A marketing strategy combines product development, promotion, distribution, pricing, relationship management and other elements; identifies the firm's marketing goals, and explains how they will be achieved, ideally within a stated timeframe. Marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources. It is most effective when it is an integral component of overall firm strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. As the customer constitutes the source of a company's revenue, marketing strategy is closely linked with sales. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement.

The development of an overall marketing strategy helps for mutually beneficial exchanges to occur. Marketing strategy is the set of guidelines and

policies used for effectively matching marketing programmes with target market opportunities in order to achieve organizational objectives. It is oriented toward the long run, comprised of fundamental decisions and developed with an eye to competition as well as markets. Developing marketing strategy includes deciding which customers to target and how to position products and the organization relative to competitors in the minds of existing and potential customers.

Various guidelines have been advocated to assist manager in formulating, implementing and managing marketing strategy. They are

- *Matching marketing strategy to the market situation and the stage of the product life cycle.*
- *Analyzing Competitive Forces to Identify Firm's Unique Advantages.*

The development of marketing strategy consists of following major activities.

- *Monitoring the relevant strategic forces.*
- *Evaluating the strategic situation.*
- *Selecting a marketing strategy appropriate to the strategic situation.*
- *Implementing and managing the strategy.*

KEY COMPONENTS OF MARKETING STRATEGY:-

A] Scope:- 1) *Target market definition*

2) *Product-line depth and breadth*

3) *Branding policies*

4) *Product-market development plan*

5) *Line extension and product elimination plans*

B] Goals and objectives:- 1) *Constrained by corporate and business goals*

2) *Objectives for a specific product-market*

entry Sales, Market share, Customer

satisfaction

C] Allocation of resources:- 1) *Allocation across components of the marketing plan*

(elements of the marketing mix) for a specific

product-

market entry

D] Sources of competitive advantage:- 1) *Primarily through effective product*

positioning; superiority on one or

more

components the marketing mix

relative

to competitors within a specific

product-

market

E] Sources of synergy:- 1) *Shared marketing resources, competencies, or*

activities

*across product-market
entries*

TOPIC

RELATED

THEORY

THE FACTORS THAT AFFECTS MARKETING STRATEGY

These include the market situation and the product life cycle; the competitive situation; environmental influences on the firm and its markets; and the firm's strengths weakness and other characteristics, Firm must continually monitor their marketing strategy to capitalize on new opportunities and to avoid the potential pitfalls that these factors may present. Analysis of the strategic situation yields important guidelines for marketing decisions and provides a basis for effectively linking corporate and marketing strategy.

1] Market Situation and Product Life Cycle:-

Products like people move through life cycles, and a firm's marketing strategy must be modified in response to changes in the product life cycle. Studies of a variety of products from their introduction until they reach maturity and death suggests that sales and profits follow definite patterns during the product life cycle of introduction, growth, maturity and decline.

Certainly not all products go through exactly the same life cycle. There are variations in the time it takes for products to go through particular stages of life cycle. The product life cycle is a key marketing planning tool because the relative importance of various elements of the marketing mix will shift at different stages in the life cycle. Price is often more important during the maturity stage than during the introduction stage.

2] Competitive Situation:-

Competitive situation is one of the key factors, which influence marketing strategy. Understanding of the industry structure and the types of competitors helps marketing manager to understand the next of influence of marketing

strategy. Industry structure can be identified according to economic theory (monopoly, oligopoly, and pure competition etc). This perspective can be expanded on the basis that an industry environment is influenced by the extent of concentration of firm, stage of maturity and exposure to international competition.

3] Environmental Influences:-

Another factor affecting the strategic situation is the environment. Businesses throughout the world have experienced several periods of sudden change. Because environmental influences are becoming increasingly important for corporate strategy, marketing with its base of knowledge, experience, and information concerning the external environment can contribute significantly to overall organizational strategy analysis and design. To be successful in future, firms must identify strategic opportunities and constraints and guide marketing efforts by devoting increased attention to the global environment and to specific market. The important tasks of environmental assessment and market opportunity analysis provide critical information and direction not only for marketing strategy design but also for overall corporate strategy development.

4] Organizational Situation:-

Thus so far, only strategic forces external to the firm have been considered. However the organization itself may influence on the strategic situation include the stages of corporate culture, and company capabilities and market position. When a company reaches maturity, it normally has expertise in its area of technology, in manufacturing or distribution, in accounting and finance, and in marketing. At the maturity stage of corporate development, a successful company should also have substantial financial resources. However, mature companies do not necessarily have strengths in all the business functions. Technology driven firms may have weaknesses in marketing because these firm's management is often primarily concerned with technological achievements. Nonetheless a mature firm may find

competing very difficult if it does not have a co-coordinated marketing effort. An organization's situation is also affected by its position relative to competition. The situation of a market leader is quite different from that of a small firm. The strategic situation of a small firm is quite different from that of the market.

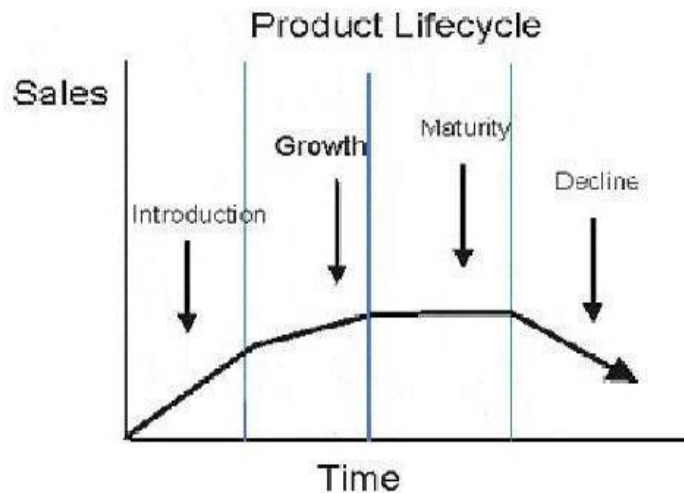
TOOLS USED FOR EVALUATION OF MARKETING STRATEGY

Although, every organization have its own tools to evaluate the marketing strategies, in general the following tools are used for the evaluation of marketing strategies.

1] PRODUCT LIFE CYCLE

The product life cycle concept suggests that a product passes through four stages of evolution. Introduction, growth, maturity and decline. As a product evolves and passes through these four stages profit is affected, and different strategies have to be employed to ensure that the product is a success within its market.

PRODUCT LIFE CYCLE STAGES:-



1} INTRODUCTION:-

As a new product, much time will be spent by the organization to create awareness of its presence amongst its target market. Profits are negative or low because of this reason.

2} GROWTH:-

If consumer clearly feel that this product will benefit them in some ways and they accept it, the organization will see a period of rapid sales growth.

3} MATURITY:-

Rapid sales growth cannot last forever. Sales slow down as the product sales reach peak as it has been accepted by most buyers.

4} DECLINE:-

Sales and profits start to decline, the organization may try to change their pricing strategy to stimulate growth, however the product will either have to be re- modified, or replaced within the market.

2] DIFFUSION OF INNOVATION

This extension of the product life cycle was developed by Everett M. Rogers in 1962 and simply looks who adopts products at the different stages of the life cycle. Rogers identified five types of purchasers as the product moves through its life cycle stage. He suggested:

1} INNOVATOR:-

Who make up 2.5% of all purchases of the product, purchase the product at the beginning of the life cycle. They are not afraid of trying new products that suit their lifestyle and will also pay a premium for that benefit.

2} EARLY ADOPTERS:-

Make up 13.5% of purchases, they are usually opinion leaders and naturally adopt products after the innovators. This group of purchasers are crucial because adoption by them means the product becomes acceptable, spurring on later purchasers.

3} EARLY MAJORITY:-

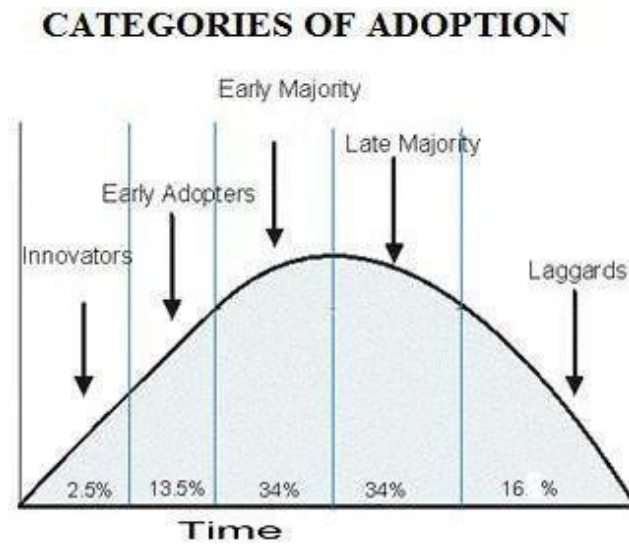
Make up 34% of purchases and have been spurred on by the early adopters. They wait to see if the product will be adopted by society and will purchase only when this has happened. They early majority usually have some status in society.

4} LATE MAJORITY:-

Make up another 34% of sales and usually purchase the product at the late stages of majority within the life cycle.

5} LAGGARDS

Make up 16% of total sales and usually purchase the product near the end of its life. They are the 'wait and see' group. They wait to see if the product will get cheaper. Usually when they purchase the product a new version is already on the market. Some may call Laggards, bargain hunters!



COMPANY PROFILE

COMPANY PROFILE

The SAGAR MEDICAL Services Life care Private Limited had established in 1992. The company, through its pioneering efforts emerged as a reputed manufacturer & supplier of pharmaceutical products such as injections, oral drops, syrups, ointments, creams and gels, mouth wash, tablets and capsules. For over one and half decade, the company has grown from strength to strength into the leading position in the health care industry.

The SMS team, headed by able and experienced managers, comprises over 40 well- qualified technical personnel and 150 workmen - all dedicated to delivering

the highest possible levels of customer satisfaction.

VISION:-

- *To mitigate the effects of deadly diseases worldwide and provide humanity with solace through effective & high quality products.*
- *To become a global pharmaceutical formulations export company in the long run, by providing a wide range of internationally accepted quality drug formulations.*
- *By integrating the research & development department, ensure to offer competitively priced products.*
- *To provide affordable, latest and high quality pharmaceutical formulations which will benefit the end customer.*

We endeavor to achieve our vision by working as a team and by continually upgrading our manufacturing facility.

MISSION:-

- ❖ *Dedication to quality of medicines*
- ❖ *Integrity & transparency in business*
- ❖ *Care for customer's satisfaction*
- ❖ *Efficiency in production*

COMPETITIVE ADVANTAGES:-

- 1) *Availability of options for blister packing & strip packing.*
- 2) *Different forms of the drugs, viz. tablets, capsules, dry syrups, oral drops injectables are available under one roof.*
- 3) *Contact with the leading transporter services throughout Maharashtra and competitive freight charges.*

MANAGEMENT TEAM:-

The company's success in the industry has come about as a result of the able

leadership that has guided us over the years. A young and dynamic team of directors have maintained a constant focus on growth and success through an unwavering commitment to customer satisfaction. The company's management team consists of :

- *Mr. Vaibhav Kadam [FOUNDER]*
- *Mr. Suyash Surana*
- *Mr. Vikas C. Sakhare [REGIONAL SALES MANAGER]*
- *Mr. Dhaval V. Shah [AREA SALES MANAGER]*

Under the able leadership of founder Mr. Vaibhav Kadam, the organization have grown into a large and dynamic group that has moved beyond the domestic market and set its expansion sights at the global level. SMS has established its reputation for excellence on the foundations of an expanding portfolio of high caliber goods.

WORLD CLASS MANUFACTURING FACILITIES:-

The company's manufacturing facilities meet stringent GMP norms, laid down in the "Revised Schedule M" by the Drug Controller (General) India, Ministry of Health, and Government of India. The WHO-GMP certification of its manufacturing facilities are testament to its compliance with international standards. With an unwavering commitment to quality, the company's Quality Policy covers the entire gamut of its operations, from using the best raw materials to strict control at every stage of manufacturing and packaging.

RESOURCE DRIVEN QUALITY:-

With congenial working environment; strong infrastructure; highly skilled and dedicated technical staff & committed management work to maintain updated Quality Management Systems; that have resulted in compliance with the highest standards, of quality safety and productivity.



FUTURE INITIATIVES:-

A company have always adopted a pioneering approach to its business operations. The company have consistently invested resources in augmenting its capabilities in terms of machinery & manpower. Over 20% of its annual profits are used to enhance its productivity & profitability. In 2003, the company renovated its manufacturing plant and adopted GMP. Through routine training programmes, the company also work to enhance the skills and capabilities of its personnel to help them to meet the coming challenges of the future.

SMS Life Care is a leading Pharmaceutical Formulations manufacturer since 1992 with a variety of business interests. The company have been manufacturing Pharmaceutical products such as antibiotics, generic formulations, liquid orals and dietary supplements.

The company only use high-grade whole vitamins and highly absorbable nutrients in all of its operations. The company supply all formulations in the various permitted/suitable dosages and the required pack sizes in various forms such as small volume liquid parentals, tablets (uncoated, chewable, lozenges, sustained release and dispersible forms), capsules, dry syrups, liquid orals, topical lotions for external applications.

The company's manufacturing operations are carried out under the most controlled of environments where quality is a prized ideal. With cutting edge machinery & excellent quality control, the company ensures that manufacturing is carried out in a safe and reliable manner.

RESEARCH AND DEVELOPMENT:-

Research and development have been an integral element of the company's business operations. Through constant innovation, the company have enhanced the quality of its existing range and developed new and improved formulations.

The company have an independently R & D department, staffed by qualified chemists who are involved in a range of research & development efforts, ranging from the development of new product applications to upgradation of formulation efficacy with a view to improving drug delivery systems. The company have a full-fledged Microbiological Laboratory, equipped with the ultramodern equipment, that conducts routine and in-depth microbiological testing procedures, in order to establish product protocols and in order to validate sterilization processes. The company conduct in-depth tests to assess raw materials, as well as bulk and finished formulations. Also, there is a consistent microbiological monitoring of working procedures in process areas and microbiological analysis of products. The company look to enhancing the quality of its products with a view to securing its future growth. The company also offer its R&D facilities on contractual basis to customers.

PACKAGING:-

Packaging is a critical element in any pharmaceutical product. The packaging of products have to take into account multiple variables from transit to weather & time. A company's approach to quality covers every aspect of packaging ensuring that its products maintain their safety, reliability, stability & integrity long after they have left its production line. The company's use of packaging materials and application of processes conform to all relevant international standards, with regard to a host of critical parameters, such as

- 1) Medical grade, non-toxic materials*
- 2) Compliance with all regulatory norms.*
- 3) Excellent oxygen and moisture barrier properties*
- 4) Consistency in High Quality*
- 5) Printed shipper available on request*

CONTRACT MANUFACTURING:-

The company's expertise in the pharmaceutical industry has been augmented through its WHO-GMP certified production capabilities, highly qualified production & quality control staff. With highly integrated production facilities comes the capability to manage a flexible production line. This empowers the company to undertake contract manufacturing projects. As a privately-owned and fully independent pharmaceutical formulation company, it offers flexible terms of trade with individual attention to each customer. The company solves the challenges of working with an extended design chain so as to facilitate a productive & profitable outsourcing partnership for its customers. The company work to the most complex of customer requirements & provide some of the most competitive rates in the industry. It also offer its products on a third party basis and provide private labelling arrangements for export. The company manufactures a broad range of branded pharmaceutical formulations in diverse forms. It looks forward to collaborating with importers, distributors and agents in order to expand its market base. It also provides attractive dossier licensing opportunities.

PRODUCTS

TABLET SECTION

1] BRAND NAME:- ACP

DRUG INSIDE:- Aceclofenac 100mg + Paracetamol 500mg

2] BRAND NAME:- AC-SR

DRUG INSIDE:- Aceclofenac 200mg (Sustained

Release) 3] BRAND NAME:- ARTHOCAM-DT

DRUG INSIDE:- Piroxicam 20mg (Dispersible Tablets)

4] BRAND NAME:- HISTACET

DRUG INSIDE:- Levocetirizine 10mg

5] BRAND NAME:- SIMFLOX-OZ

DRUG INSIDE:- Ofloxacin 200mg + Ornidazole 500mg



CAPSULE SECTION

1] BRAND NAME:- GI-20

DRUG INSIDE:- Omeprazole 20mg

2] BRAND NAME:- MOXYSIM-DC

DRUG INSIDE:- Amoxicillin 250mg + Dicloxacillin 250m



CREAM SECTION

1] BRAND NAME:- CLINO GEL 10gm

DRUG INSIDE:- Clindamycin phosphate + Nicotinamide

2] BRAND NAME:- POVISIM 15gm

DRUG INSIDE:- Povidine iodine 0.5%



SYRUP SECTION

1] BRAND NAME:- BIOSIM

DRUG INSIDE:- B-Complex Preparation 100ml / 200ml

2] **BRAND NAME:- SIMNIM-P**

DRUG INSIDE:- Nimesulide 50mg + Paracetamol 125mg / 5ml



INJECTABLE SECTION

1] **BRAND NAME:- SIMPAN**

DRUG INSIDE:- Pantoprazole 40mg

2] **BRAND NAME:- ONDISIM**

DRUG INSIDE:- Ondansetron 2mg



COMPETITORS

The following are the major competitors of the company:

1] Ciron Drugs and Pharmaceuticals Private

Limited 2] Kiltch Drugs (India) Limited

3] Medico remedies

Private Limited 4] SBV

Exports Private Limited

5] Emcure Pharmaceuticals Limited

OBJECT
IVES
OF
THE STUDY

OBJECTIVES OF THE STUDY

Primary Objective:

- 1) *To study and understand the marketing strategies of the SAGAR MEDICAL Services [SMS] Life Care Private Limited.*
- 2) *To study various products range offered by SMS Life Care Private Limited.*
- 3) *To study how to improve the sales volume of the products of the company.*
- 4) *To study the effectiveness of the distribution channel system of a company.*

Secondary objectives:

- 1] *To understand the customer needs and provide them better service.*
- 2] *To understand and study the satisfaction level of customers.*

SCOPE &

LIMITATION

OF STUDY

SCOPE OF STUDY

This research (study) basically emphasises on studying the marketing strategies

of the company and searches out the new ways of finding the customers for the betterment of the company. Apart from that, the research also focussed on the study of effectiveness of distribution channel system of a company.

The research may helpful for the company in respect of deciding the appropriate marketing strategy and study the effectiveness of marketing strategy.

The research also studies the product range offered by the company to its consumers. It also reap the benefit of finding out the strengths, weakness, opportunity and threats for the company along with the customer satisfaction.

This study will help to get customer expectation and perception towards the products of a company.

LIMITATIONS

1] Due to the very large number of customers for the products offered by SAGAR MEDICAL Services { SMS }, evaluation of competitor's business strategy is very difficult.

2] The products offered by SMS are pharmaceutical products / medical products and hence these products cannot be advertised like other FMCG products.

3] The study is limited to the nearby area of Ahmednagar.

4] The time period of the study is short that is two months only

REASERCH
METHODOLOG
Y

REASERCH **METHODOLOGY**

INTROD

UCT

ION:-

DEFINI

TION

:-

Research methodology is a method of solving the research problem systematically and scientifically. Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions, and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

The research (study) involved information about various pharmaceutical products that offered by a company [SMS Life Care Pvt. Ltd.] in the market.

RESEARCH DESIGN

A research design is a logical and systematic plan prepared for directing a research study. It is a planned structure and strategy of investigation conceived so as to obtain answers to research questions and constitutes the blue print for the collection, representation, and analysis of data.

In short, it is the logical and systematic plan prepared for directing the research study. A good research design should consist of:

- *A clear statement of research design.*
- *Procedures and techniques to be followed for gathering information.*
- *Population to be studied.*
- *Methods to be used in processing and analyzing data*

RESEARCH TOPIC :- *Study Of The Marketing Strategies Of A Company*

DATA ANALYSIS

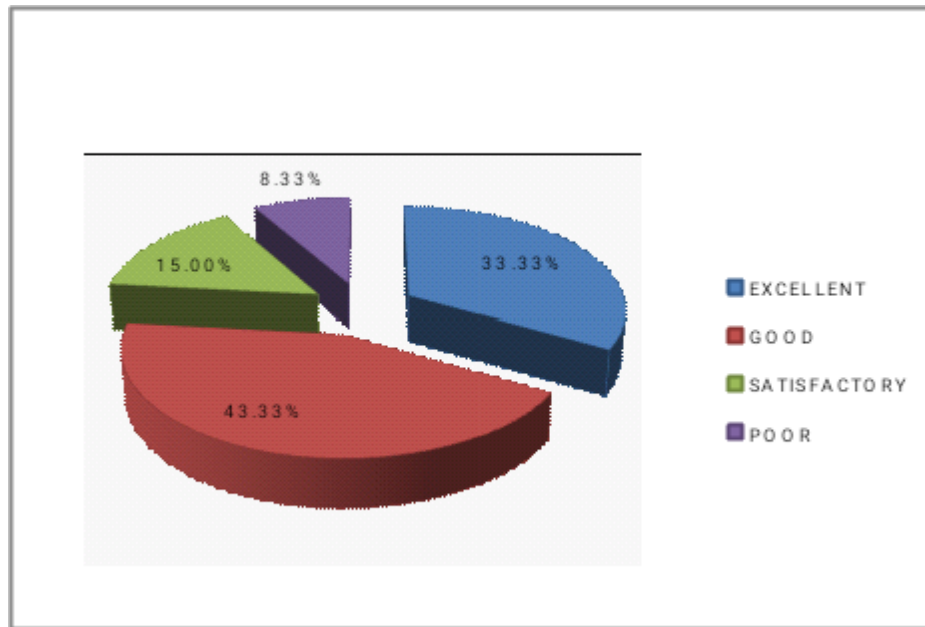
AND

INTERPRETATI

O N

How do you perceive the quality of product ?

<i>QUALITY</i>	<i>NO. OF RESPONDANTS</i>	<i>PERCENTAGE</i>
<i>EXCELLENT</i>	<i>20</i>	<i>33.33%</i>
<i>GOOD</i>	<i>26</i>	<i>43.33%</i>
<i>SATISFACTOR Y</i>	<i>9</i>	<i>15%</i>
<i>POOR</i>	<i>5</i>	<i>8.33%</i>
<i>TOTAL</i>	<i>60</i>	<i>100%</i>

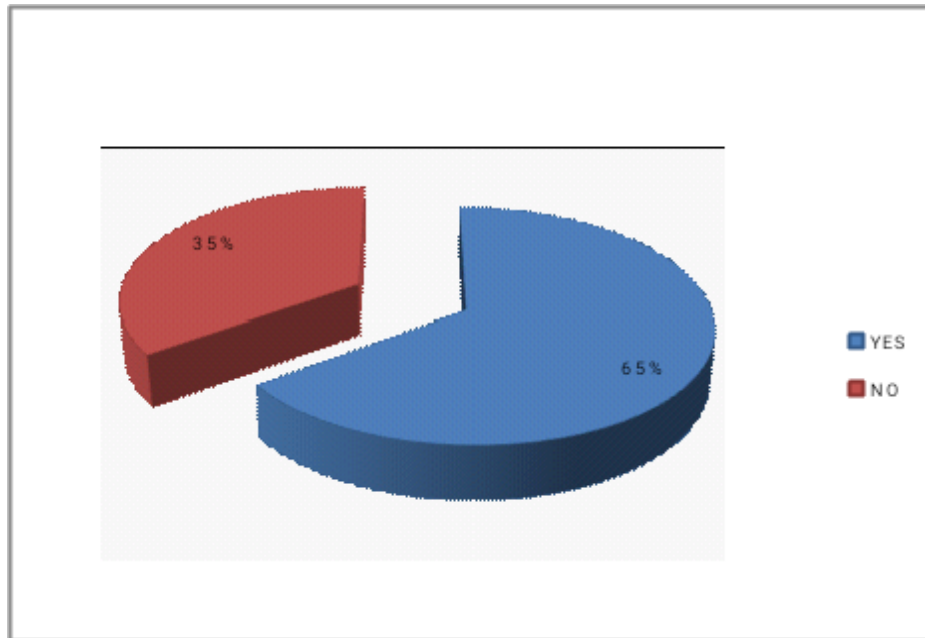


INTERPRITITION:- From the analysis, it is seen that maximum number of consumers [43.33%] perceives the quality of product is good followed by 33.33% consumers perceive the quality of product is excellent.

Thus from above analysis it can be interpreted that the quality of products of company are good.

Is the product consistent in quality ?

	<i>NO. OF RESPONDANTS</i>	<i>PERCENTAGE</i>
<i>YES</i>	<i>39</i>	<i>65%</i>
<i>NO</i>	<i>21</i>	<i>35%</i>
<i>TOTAL</i>	<i>60</i>	<i>100%</i>

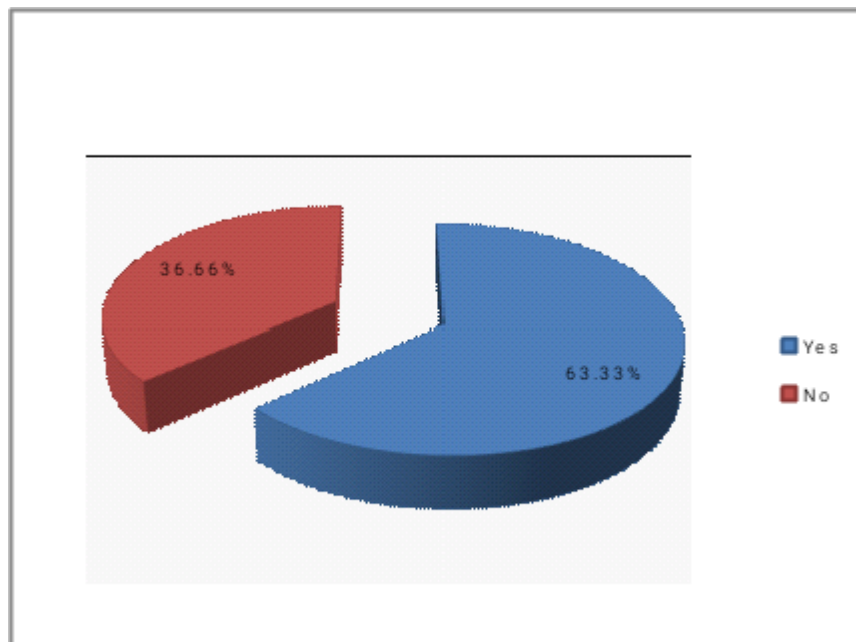


INTERPRITITION:- From the above table it is clear that 65% of customers say that the product is consistent in quality while 35% consumers say that product isn't consistent in quality.

Thus from the above table it can be interpreted that the quality of the products of the company are consistent.

Do you sale the product regularly ?

	<i>NO. OF RESPONDANTS</i>	<i>PERCENTAGE</i>
<i>YES</i>	38	63.33%
<i>NO</i>	22	36.66%
<i>TOTAL</i>	60	100%

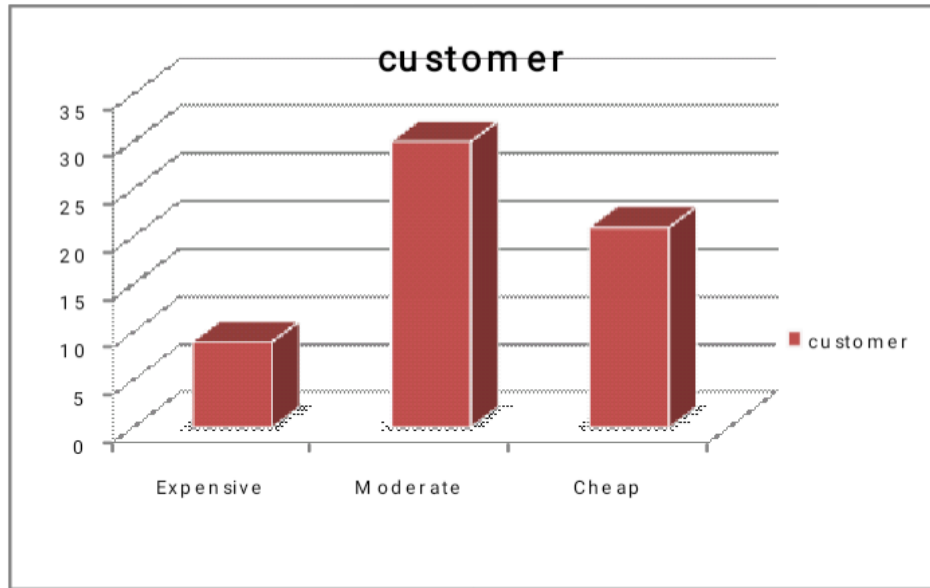


INTERPRITITION:- From the above analysis, it is found that 63.33% consumers sale the product regularly while 36.66% consumers does not sale product regularly.

Thus from above analysis it can be interpreted that sale of the products of company is taking place regularly.

What is your opinion regarding price of product ?

PRIC E	CUSTOMER	PERCENTAG E
EXPENSIV E	9	15%
MODERAT E	30	50%
CHEAP	21	35%
TOTAL	60	100%



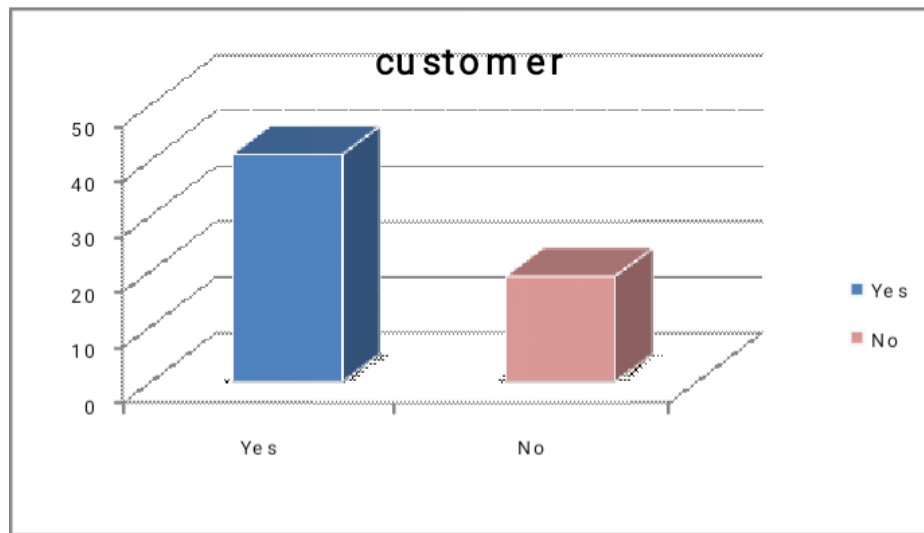
INTERPRITITION:- From the above graph, it is seen that 50% of consumers opined about price of product is Moderate, followed by 35% consumers opined that the price of product is Cheap while 15% consumers opined that the price of product is Expensive one.

Thus from above graph it can be interpreted that price of products of

company are Moderate [Average] one.

Are you satisfied with the pricing policy of a company ?

	NO.OF RESPONDANTS	PERCENTAGE
YES	41	68.33%
NO	19	31.66%
TOTAL	60	100%

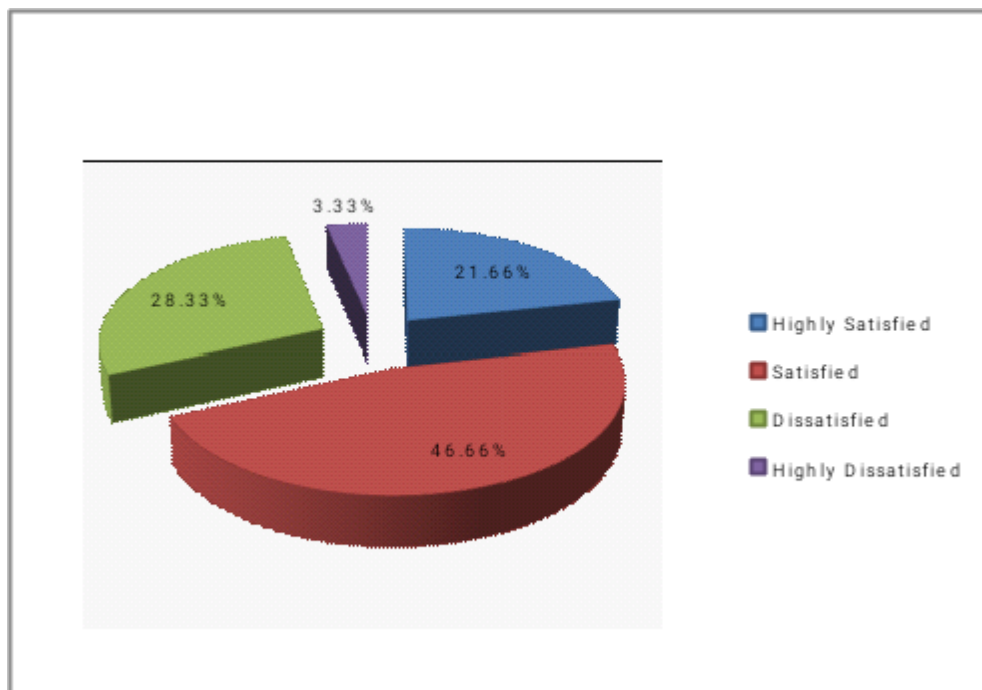


INTERPRITITION:- From the above table, it is seen that 68.33% consumers are satisfied about the pricing policy of a company while 31.66% consumers are not satisfied about the pricing policy of a company.

Thus from above table it can be interpreted that consumers are satisfied about the pricing policy of a company.

Kindly rate your satisfaction level about the pricing policy of a company.

SATISFACTION LEVEL	NO. OF RESPONDANTS	PERCENTAGE
HIGHLY SATISFIED	13	21.66%
SATISFIED	28	46.66%
DISSATISFIED	17	28.33%
HIGHLY DISSATISFIED	2	3.33%
TOTAL	60	100%

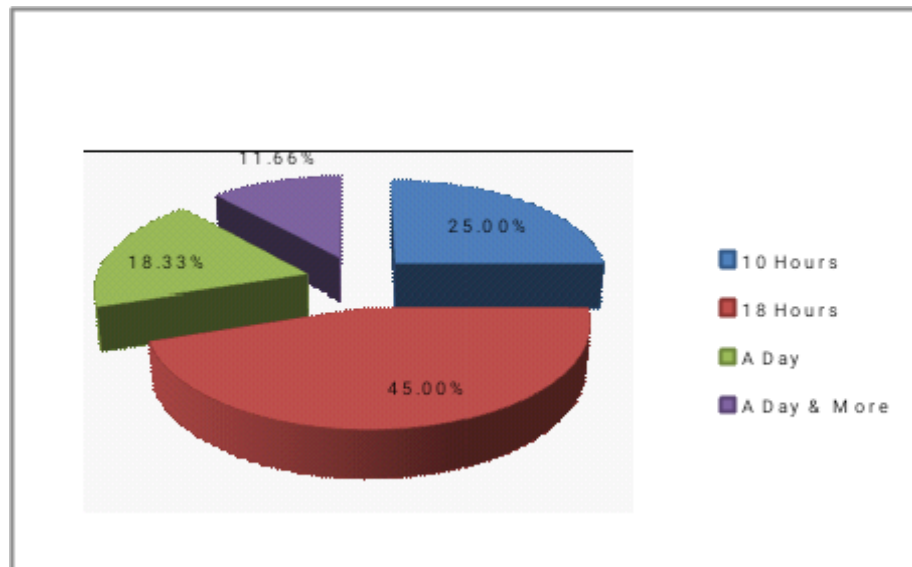


INTERPRITITION:- From the above analysis, it is found that consumers

satisfaction level is impressive.

How long do you have to wait for the receipt of the order of products from the Wholesaler ?

TIME	NO. OF RESPONDANTS	PERCENTAGE
10 HOURS	15	25%
18 HOURS	27	45%
A DAY	11	18.33%
A DAY AND MORE	7	11.66%
TOTAL	60	100%

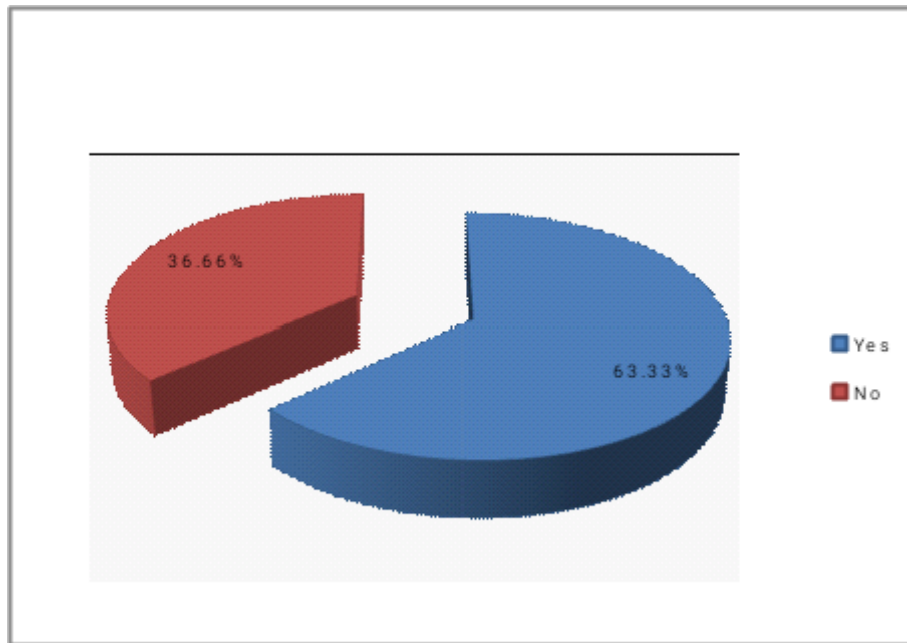


INTERPRITITION:- From the above analysis, it is found that 45% consumers have to wait as long as 18 Hours for the receipt of the order of products from wholesaler followed by 25% consumers have to wait 10 Hours for the receipt of

the order of products from wholesaler.

Have you ever seen / heard an advertisement of a product of a company ?

	<i>NO. OF RESPONDANTS</i>	<i>PERCENTAGE</i>
<i>YES</i>	38	63.33%
<i>NO</i>	22	36.66%
<i>TOTAL</i>	<i>60</i>	<i>100%</i>

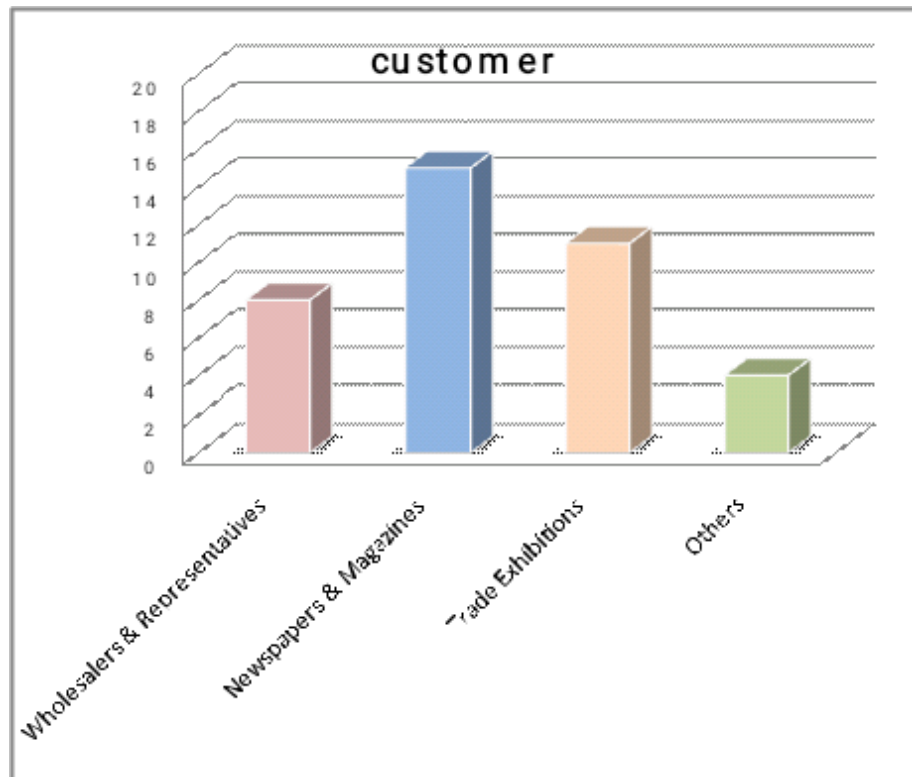


INTERPRITITION:- *From the above analysis, it is found that 63.33% consumers have seen / heard an advertisement of a product of a company while 36.66% consumers have not seen / heard an advertisement of a product of a company.*

Thus from above analysis it can be interpreted that the products of a company is advertised.

If yes from which of the following ?

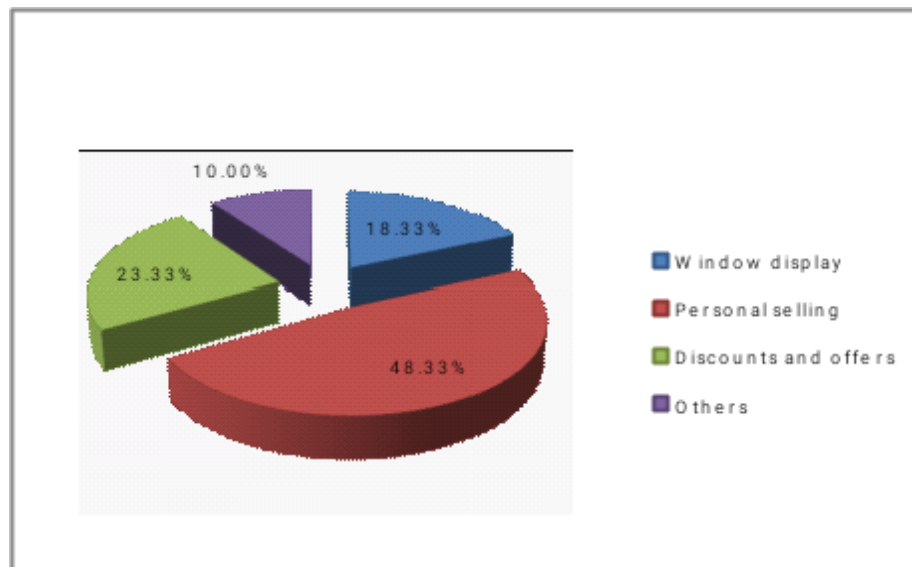
ADVERTISEMENT	NO. OF RESPONDANTS	PERCENTAGE
WHOLESALE AND REPRESENTATIVES	8	21.05%
NEWSPAPERS AND MAGAZINES	15	39.47%
TRADE EXHIBITIONS	11	28.94%
OTHERS	4	10.52%
TOTAL	38	100%



INTERPRITITION:- From the above graph, it is seen that 39.47% consumers have seen / heard an advertisement of products of a company through newspapers and magazines followed by 28.94% consumers have seen / heard an advertisement through trade exhibitions.

Which sales promotion techniques would you suggest ?

PROMOTION TECHNIQUE	NO. OF RESPONDANTS	PERCENTAGE
WINDOW DISPLAY	11	18.33%
PERSONAL SELLING	29	48.33%
DISCOUNTS AND OFFERS	14	23.33%
OTHERS	6	10%
TOTAL	60	100%



INTERPRITITION:- From the above analysis, it can be interpreted that 48.33% consumers suggests personal selling as a major sales promotion technique

followed by 23.33% consumers suggests discounts and offers would be a good sales promotion technique for the products of a company.

OBSERV
ATION S AND
FINDINGS

MAJOR FINDINGS

From an analysis of the data pertaining to the questionnaire, I arrived at the following observations and findings:

1] The quality of products of company are good as well as the products of the company are consistent in quality.

2] The price of the products of company are Moderate [Average] one.

3] The consumers of the company are satisfied with the pricing policy of company.

4] The effectiveness of distribution channel system of company is satisfactory but it still remains lagging behind, so there is chance to improve the effectiveness of distribution channel system of company.

5] An advertisement regarding the products of the company is done regularly. Newspapers and magazines is the most favoured medium for the advertisement.

6] Personal selling is the most favoured promotion technique by the consumers of the company.

RECOMMENDATIONS

AND

SUGGESTION

S

Recommendations And Suggestions

1} *Although the quality of products of company are good, still there is scope to improve the quality of products of the company.*

Thus, company should make efforts to make the products having excellent quality.

2} *The price of products of the company is Moderate one. But, here is a chance for the company to reduce the prices of products of company.*

Therefore, company should try to reduce the price of products without changing its quality.

3} *Company should try to improve the effectiveness of distribution channel system. Company should try to reach towards the consumer as early as possible through its chain of wholesalers and other distribution channel members.*

4} *Apart from personal selling, company should focus on other sales promotion techniques also.*

5} *Various new competitors are also entered in this market. Company should have competitive strategic plans to cope with these new entrances.*

6} *Data collected by the sales department should be updated in regular interval.*

CONCLUS
ION

CONCLUSION

- ❖ *This research period was a very good learning phase of my life as I had a practical experience of field work.*
- ❖ *In this fast moving world and changing environment, efficient marketing strategy is very essential for the betterment of the company. Good marketing strategy can provide profitability to the company. Efficient strategy can help the company to bust up its image in the eyes of customer. Also, efficient marketing strategy leads to the customer satisfaction as well as customer loyalty.*
- ❖ *In this cut throat competition era and availability of different competitors in the market, its become very necessary to improve the quality of your product as well as provide your products at the cheapest rates. For achieving this, you should make as well as implement the most suitable marketing strategies and revive these strategies on time to time basis.*
- ❖ *The ultimate aim of every production and services is to sell them in the market with maximum profits. And it will happen only after the development of good quality product. Good quality product also helps to develop a good brand name in market. Providing the product to the customer can be effectively and efficiently done by formulating good marketing strategies.*

ANNEXURE

QUESTIONNAIR
E

Date :

Dear Sir/Madam,

I am the student of Institute Of Arts,Commerce,Science college,Sonai University Of Pune , conducting this survey as a part of my project in the field of marketing research. The purpose of this activity is to measures the effectiveness of marketing strategy of SMS Life Care Private Limited.

● **NAME OF THE MEDICAL STORE:** _____

● **NAME OF THE RETAILER:** _____

● **ADDRESS:** _____

● **CONTACT NUMBER:**

1] **MOBILE:** _____

2] **PHONE:** _____

● **NUMBER OF PRESCRIPTIONS PER DAY:** _____

**Q. 1) How do you perceive the quality of
product ? 1] Excellent**

2] Good

3] Satisfactory

4] Poor

Q. 2) Is the product consistent in quality

? 1] Yes ()

2] No ()

Q. 3) Do you sale the

product regularly ?

1] Yes ()

2] No ()

Q. 4) What is your opinion regarding price of

product ? 1] Expensive

2] Average

3] Cheap

Q. 5) Are you satisfied with the pricing policy of a company

? 1] Yes ()

2] No ()

*Q. 6) Kindly rate your satisfaction level about the pricing
policy of a company.*

1] Highly satisfied

2] Satisfied

3] Dissatisfied

4] Highly dissatisfied

Q. 7) How long do you have to wait for the receipt of the order of products from the Wholesaler ?

1] 10 Hours

2] 18 Hours

3] A Day

4] A Day and more

Q. 8) Have you ever seen/heard an advertisement of a product of a company?

1] Yes ()

2] No ()

Q. 9) If yes from which of the following

? 1] Wholesalers and

Representatives 2]

Newspapers and Magazines

3] Trade Exhibitions

4] Others, please specify _____

Q. 10) Did you think that present Advertising support from company is enough ?

1] Yes ()

2] No ()

Q. 11) Which sales promotion techniques would you

suggest ? 1] Window display

2] Personal selling

3] Discounts and offers

4] Others, please specify _____

Q. 12) Your valuable suggestions to improve the performance.

BIBLIOGRAP
H Y

BIBLIOGRAPHY

Books

- *Marketing Management by PHILIP KOTLER, 11th Edition, Published by Pearson Education Pvt. Ltd., 2004*
- *Research Methodology by C.R KOTHARI, 2nd Edition published by Wishwa publications,2000*
- *Marketing Strategy by Walker, Boyd, Mullins, Larreche, 4th Edition, Published by Tata-McGraw-Hill, 2003*

Magazines

- ❖ *Pharama Industry magazine*
- ❖ *News magazine of SAGAR MEDICAL Services*
- ❖ *Catalogue of SAGAR MEDICAL Services*

Web sites

- *www.google.com*
- *www.SAGAR MEDICAL Ahmednagar.com*

