

SYNOPSIS

MARKETING STRATEGY FOR NIKE SHOES

ABSTRACT

This marketing strategic plan has been written keeping in mind the Indian operations of Nike Inc. – the global sports shoe giant. It aims first, at analyzing the sports shoe industry India and finding a place in it for Nike. It then sets out to describe the target audience for the product range and finally suggests a host of marketing strategies and activities that will help Nike to achieve its target of becoming the #1 sports shoe brand in India.

The plan begins with a brief overview of the product category being dealt with, namely premium quality sports shoes. It also dwells briefly on the history of the company and its current position and activities.

The project moves on to the crux of the matter – the marketing plan to be followed by Nike in India. Firstly, the objectives behind this plan and the core strategy are stated. Customers to be eventually targeted are described and compared with competitors' customer targets. After stating the objectives and reasoning behind them, the actual marketing programs are described in detail. This includes aspects such as pricing, advertising, promotion, sales, channels, and the company website. Suggestions are made on each and every one of these aspects; improvements and innovations are recommended.

INTRODUCTION TO STUDY

The project has been a learning experience for me and would not have been possible without the support and guidance of the above mentioned people. Needless to say, I alone remain responsible for any error that might have crept into the pages, despite of my best possible efforts to avoid them.

This marketing research project report has been written keeping in mind the Indian operations of Nike – the global sports shoe giant. It aims first, at analyzing the sports shoe industry of India and finding a place in it for Nike. It then sets out to describe the target audience for the product range and finally suggests a host of marketing strategies and activities that will help Puma to achieve its target of becoming the No-1 shoe brand in India.

1.1 Introduction

Since the late 1980s, Business School marketing professor Itamar Simonson has looked for ways to understand how consumers make choices. Much of his work debunks the accepted theory that giving consumers what they want and making a profit are the most basic principles of marketing. Customers may not know what they want, and second-guessing them can be expensive, says the professor who teaches marketing and consumer decision-making courses. In Simonson's words, **“The benefits and costs of fitting individual customer preference are more complex and less deterministic than has been assumed.”** That's because “customer preferences are often ill-defined and susceptible to various influences, and in many cases, customers have poor insight into their preferences.” In one of his recent papers, Simonson tackles the issue of one-to-one marketing and mass customization. Supporters of these marketing approaches have suggested that learning what customers want and giving them exactly what they want will create customer loyalty and an insurmountable barrier to competition

1.2 OBJECTIVES OF THE STUDY

To the main objective of this study is learn the strategic plan that has been written keeping in mind the Indian operations of Nike – the global sports shoe giant.

It aims at analyzing the sports shoe industry India and finding a place in it for Nike.

To study target audience for the product range and finally suggests a host of marketing strategies and activities that will help Nike to achieve its target of becoming #1 sport shoe brand in India.

To understand the nature of problem faced by customers towards the various products of NIKE.

To study the nature of customer satisfaction efforts implemented by NIKE for its customers.

1.3 SCOPE OF THE STUDY

The project report begins with a brief overview of the product category being dealt with, namely premium quality shoes. It also dwells briefly on the history of the company and its current position and activities.

The project moves on to the crux of the matter – the marketing plan to be followed by Nike in India. Firstly, the objectives behind this plan and the core strategy are stated. After stating the objectives and reasoning behind them, the actual marketing programs are described in details. This includes aspects such as pricing, advertising, promotion, sales, channels, and the company website. Suggestions are made on each and every one of these aspects; improvements and innovations are recommended.

The project report then goes on to the customer analysis section. The customer base is identified and various segments are pointed out. Various criteria and factors have been taken into consideration while segmenting the market. We have also tried to ascertain why customers buy these products, how they choose, and what factors matter most when making their decisions.

The last few pages of this marketing research project deal with the various ways in which the recommendations, once implemented, can be monitored and controlled.

1.4 LIMITATION OF THE STUDY

The collected data are placed into an order. Percentages of respondents answered similarly are calculated and placed in a table. Then this is interpreted. This involved drawing conclusion from the gathered data. Interpretation changes the new information immerging from the analysis into information that is pertinent or relevant to the study.

Due to limited time period and constrained working hours for most of the respondents, the answers at times were vague enough to be ignored.

Geographical scope of the study was limited to a small area, which may not represent the whole sector of India; Size of the sample is 50, which is, of course small in comparison to entire population.

Due to limitation of time only few people were selected for the study. So the sample of consumer was not enough to generalize finding of the study.

There can be many interpretations & explanations to the data collected. This is empirical study and the research provides the explanation as understood by the researcher only.

The source of data for the study was primary data with the help of self-administered questionnaire. Hence, the chance of biased response cannot be eliminated through all necessary steps were taken to avoid the same.

The data taken from the secondary source like internet, newspaper, books may lack some proper explanation or may be not properly interpreted.

The responses of customers are presented in a way convenient to the researcher and can be interpreted in different ways.

PROBLEM STATEMENT

PROBLEM STATEMENT

Simonson tackles the issue of one-to-one marketing and mass customization. Supporters of these marketing approaches have suggested that learning what customers want and giving them exactly what they want will create customer loyalty and an insurmountable barrier to competition. This marketing research project report has been written keeping in mind the Indian operations of Nike Inc. – the global sports shoe giant. Since the late 1980s, Business School marketing professor Itamar Simonson has looked for ways to understand how consumers make choices. Much of his work debunks the accepted theory that giving consumers what they want and making a profit are the most basic principles of marketing. Customers may not know what they want, and second-guessing them can be expensive, says the professor who teaches marketing and consumer decision-making courses. In Simonson's words, "The benefits and costs of fitting individual customer preference are more complex and less deterministic than has been assumed." That's because "customer preferences are often ill-defined and susceptible to various influences, and in many cases, customers have poor insight into their preferences." In one of his recent papers, Simonson tackles the issue of one-to-one marketing and mass customization. Supporters of these marketing approaches have suggested that learning what customers want and giving them exactly what they want will create customer loyalty and an insurmountable barrier to competition.

RESEARCH METHODOLOGY

CONCEPT OF RESEARCH METHODOLOGY

Research will comprise 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. In short, the search for Knowledge through Objective and Systematic method of finding solutions to a problem is Research.

SAMPLE SIZE AND SAMPLING TECHNIQUES: The number of items selected from the universe to represent the universe is called size of the sample. It is not feasible to cover all the customers of NIKE. So for the purpose of this study, a total of 50 respondents will be approached. The sampling technique used for the study will be convenience sampling.

DATA COLLECTION: For the study, both primary and secondary data will be collected. For primary data, a questionnaire can be developed and administered to the respondents who are the customers of NIKE in Delhi by the way of interview method. For secondary data, existing literature in form of magazines, papers, company literature, book, web sources will be consulted. Question relating to customer behaviour towards Nike shoes can also be included.

QUESTIONNAIRE: For conducting the primary customer satisfaction survey for NIKE SHOES, a structured questionnaire with multiple choices related to overall satisfaction level of customers, their grievances related to products offered by NIKE, etc. will be asked. The questionnaire will be administered using interview technique.

QUESTIONNAIRE DESIGN FORMULATION Under this method, list of questions pertaining to the survey will be prepared consumers of shoes. Questionnaire will have structured type questions as well as unstructured type questions. Structured objective type questions will be prepared for the respondents with fixed response categories. Some of the questions will be of multiple-choice type. The questions will have more than one alternative.

RESEARCH INSTRUMENTS Selected instrument for Data Collection for Online survey is Questionnaire.

STEPS FOLLOWED IN COMPLETING THE STUDY Internet sites containing information on Nike shoes & marketing will be browsed. Sample survey will be conducted. Data will be thoroughly checked for error.

DATA PROCESSING METHODOLOGY Once the primary data will be collected, they will be edited – inspected, corrected and modified. Tabulation – bring similar data together and totalling them in meaningful categories. Questionnaires will be edited. The responses will be thoroughly checked in home for incorrect, inconsequential or contradictions

categories will be developed only often the replies has been reviewed The collected data will be placed into an order. Percentages of respondents answered similarly will be calculated and placed in a table. Then it will be interpreted. This will involve drawing conclusion from the gathered data. Interpretation changes the new information emerging from the analysis into information that is pertinent or relevant to the study.

Research comprise 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.

In short, the search for Knowledge through Objective and Systematic method of finding solutions to a problem is Research.

RESRARCH HYPOTHESES

A hypothesis is a specific, testable prediction. It describes in concrete terms what you expect will happen in a certain circumstance. A research hypothesis is the statement created by researchers when they speculate upon the outcome of a research or experiment. Every true experimental design must have this statement at the core of its structure, as the ultimate aim of any experiment.

DATA SOURCES

There are two types of data.

Source of primary data for the present study is collected through questionnaire and answered by consumers of Nike shoes. The secondary data is collected from journals, books and through Internet search.

PRIMARY DATA

The data that is collected first hand by someone specifically for the purpose of facilitating the study is known as primary data. So in this research the data is collected from respondents through questionnaire.

SECONDARY DATA

For the company information I had used secondary data like brochures, web site of the company etc.

The Method used by me is Survey Method as the research done is Descriptive Research.

RESEARCH INSTRUMENTS

Selected instrument for Data Collection for Survey is Questionnaire.

QUESTIONNAIRE DESIGN FORMULATION

Under this method, list of questions pertaining to the survey are prepared for marketing staff of consumers of Nike shoes.

Questionnaire has structured type questions as well as unstructured type questions. Structured objective type questions are prepared for the respondents with fixed response categories. Some of the questions are of multiple-choice type. The questions have more than one alternative.

Questionnaire: - A questionnaire consists of a set of questions presented to respondent for their answers. It can be Closed Ended or Open Ended

Open Ended: - Allows respondents to answer in their own words & are difficult to Interpret and Tabulate.

Close Ended: - Pre-specify all the possible answers & are easy to Interpret and Tabulate.

TYPES OF QUESTION INCLUDED:

DICHOTOMOUS QUESTIONS

which has only two answers “Yes” or “No”?

MULTIPLE CHOICE QUESTIONS

where respondent is offered more than two choices.

IMPORTANCE SCALE

A scale that rates the importance of some attribute.

RATING SCALE

A scale that rates some attribute from “highly satisfied ” to “highly unsatisfied “ and “very inefficient” to “very efficient”

Cross-sectional design

There are two types of Cross-sectional design.

- Single cross-sectional design: In this, only one sample of respondents and their information is utilised and that is used only once in a study.
- Multiple cross-sectional designs: In this, information is captured with the help of two or more samples of respondents. Each sample’s information is used only for once. Though information is collected at different times from different samples of the study.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

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SYNOPSIS

MARKETING STRATEGY OF TVS MOTORS

ABSTRACT:

Indian Two-Wheeler Industry is the largest in the world as far as the volume of production and sales are concerned. India is the biggest two-wheeler market on this planet, registering an overall growth rate of 9.5 percent recent years. The growth in Indian Automobile Industry owed the most to a steep upsurge witnessed in the two-wheeler segment till this year. The volume growth recorded in the 5 fiscal year stood at a commendable 14.8 percent on a year-on-year basis. The 'Make in India' campaign of the Government of India is also going to attract more foreign investment into Indian Two-Wheeler Industry creating further growth opportunities in the coming years.

INTRODUCTION

MARKETING STRATEGY

"Marketing is not only much broader than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view." Druker.

Marketing strategy is the goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives.

Some alternative definitions of the Marketing Concept include:
"Your business will perform better, if you know what people want in the first place."
Anon.

Marketing Strategy is partially planned and partially unplanned. See strategy dynamics. Marketing strategy needs to take a long term view, and tools such as customer lifetime value models can be very powerful in helping to simulate the effects of strategy on acquisition, revenue per customer and churn rate.

OBJECTIVES:

The objective of studying marketing strategy and study of the project is to get knows the marketing strategy of the TVS VEHICLES product. The aim is also to get know the customer response regarding the product and whether the customer is satisfied with the product. The study of project also includes the product awareness in market and whether it is reaching the customer.

RESEARCH METHODOLOGY

❖ Primary Data

The primary data is the first hand information collected from respondents with the help of questionnaire, interviews, schedules .In this project a structured questionnaire is prepared and data of 30 respondents is collected tabulated and analyzed on percentage basis.

❖ Secondary Data

The secondary data is information collected through publish data various reference books, journals, magazines, bulletins, weekly and paper published and articles referred.

SCOPE AND LIMITATION

The primary data is collected from 30 customers of TVS VEHICLES. The data is collected with the help of questionnaire. The questionnaire includes 10 questions. The information provided by respondents is sufficient to prove the accuracy of study and its data analysis.

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- Appendix

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SYNOPSIS

MARKETING STRATEGIES OF TOYOTA

Introduction: Market analysis

Market analysis is a necessary part of planning a profitable business. Invest time in this crucial step now and reap the rewards of a successful business. Before investing any money in our business, we must gather information about our potential customers and the demand for of service. This information, or market analysis, is a necessary part of planning a profitable business. Invest time in this crucial step now and reap the rewards of a successful business.

Benefits of market analysis

1) Faster Cash Flow

knowing who our customer is, what we need, and where to find them is vitally important. Targeting the right people is crucial for generating cash flow in the shortest time possible.

2) Greater Market Share

An examination of current market conditions tells us who our competitors are, the size and location of the market, current competitor pricing and promotional strategies, and types of market niches which are underdeveloped.

Positioning our product for greatest exposure, while creating an image of quality and value for our product, allow us to become a serious player.

3) Reduced Expenses

A leading cause of business failure is lack of capital - the business runs out of start-up funds before becoming profitable. It's important to make every penny count. We reduce expenditures by trying to predict outcomes before taking action. There is always a certain amount of risk with any business venture; however, analyzing the market reduces that risk.

Conduct a Market Analysis

Overview

Whether we are starting a new business or launching a new product, conducting a marketing analysis is the first step in determining if there is a need or audience for your idea. Knowing the market's needs and how it is currently serviced provides us with key information that is essential in developing our product/service and marketing plan. Too often, businesses spend thousands of rupees launching a "new" idea with a limited market because of competition. The owner is forced to reevaluate his strategy and determine if there is room for another player. Although the quality of the product is critical, our development of the best product on the market will not necessarily correlate with the most sales. Up to 50 percent of a product's price can be for marketing. The company who wins the marketing game generally will capture the larger share of the market.

OBJECTIVES OF STUDY

The object of report is not only to focus on competitors but also to get the competitive position in the national as well as international market through customer satisfaction. These are as follows.

- To discover and translate the needs and desire of customer into products and services so as to create the demand of the product (through planning and producing planned product).
- To serve the customer through channel of distribution.
- To face the keen competition.
- To know about the marketing strategies used by Toyota.
- To know about the marketing strategies of the competitors of Toyota.
- To find out the market share of Toyota.
- To know where Toyota stands as far as the BCG –matrix models concerned.

SCOPE OF THE STUDY

These are some of the scope of the study:

1. The present study can be extended to access the present marketing condition of Indian automobile sector.
2. The study can be used to design a proper product, price, place and promotional strategy for the market.
3. From the present study we can know the market share of different products and accordingly formulated strategy to enhance it.
4. The result of marketing success can be interpreted to assess the rate of employee satisfaction in various departments.
5. This study can be applied to find out an effective distribution channel to enhance the sale of various products of Toyota motors.

RESEARCH METHODOLOGY

This project depends upon the primary as well as secondary sources which are as follows.

Primary Source:

- Observation
- Experiment
- Talking with consumers, retailers and distributors.

Secondary Source:

- Balance sheet of the company
- Company website

SAMPLE SIZE AND AREAS COVERED

A customer-based survey was conducted in which 100 people were asked to fill the questionnaire in which 50 people belong to cities of Hyderabad.

Because it was not possible to consider each and every person of those cities or of villages so, PROBABILITY SAMPLE or RANDOM SAMPLE was taken.

STATISTICAL AND PRESENTATION TOOLS

PRIMARY DATA is represented:

- First classified i.e. grouped qualitatively and quantitatively according to the situation or the type of the data which was collected.

- After classifying is represented in the form of tables i.e. systematically arranged in columns and rows.
- Some of the data is also graphically represented in the form of PIE DIAGRAM.

SECONDARY DATA is represented:

- In the form of tables.
- By the way of BAR GRAPHS and SUBDIVIDED BAR GRAPHS (Graphical presentation).

LIMITATIONS OF THE STUDY

Since the road to improvement is never ending, so this study also suffers from certain limitations. Some of them are as follows:

- Because of illiteracy, it was a time consuming method in which continuous guidance was required.
- Questionnaire method involves some uncertainty of response. Co-operation on the part of informants, in some cases, was difficult to presume.
- It is possible that the information supplied by the informants may be incorrect. So, the study may lack accuracy.

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SYNOPSIS

MARKETING STRATEGIES AT DR. REDDYS LABS

ABSTRACT

Marketing Management is the analysis, planning, implementation and control of determined program to provide the desired exchanges with target markets in order to achieve organizational goals. Set of controllable marketing variables that the firm will combine them in target market and to create needed reaction. Managers in marketing environment are looking important factors such as competitors, suppliers, raw materials, intermediates of sales and people. overall market is divided into smaller parts and promising parts of this section are selected then company supply the needs of selected parts and exist combination of marketing elements (4P) that controlled by companies and includes product, price, place and promotion. To achieve the best mix of marketing elements and implementation of this combined, company deals to the analysis, planning, implementation and control of marketing. Modern company without an ongoing relationship with customers and their attitudes and knowledge and their level of satisfaction with the performance of their organizations will not be able to survive.

INTRODUCTION

Marketing in Pharmaceutical Industry

Marketing management is the practical application of this process. Pharmaceutical industry plays an important role in building a strong human capital for the country. The importance of the pharmaceutical industry in the healthcare sector as well as the global economy has been increasing rapidly. The pharmaceutical marketing is different from consumer marketing, as in this the products are usually not chosen by the consumers for their convenience, but it is given by their consultant on their health complaints. Pharmaceutical marketing involves selling of drugs and medicines to qualified person who has the basic knowledge of medicines. Selling consumer goods is quite easy, and involves less risk, but pharmaceutical marketing involves selling of medicines that too through a mediator (doctor) to the consumer.

RESEARCH OBJECTIVES:

Objectives of the Project entitled as Marketing Strategy adopted by Humours therapeutics in Hyderabad region is as follows:

- To study existing marketing strategies of company.
- To study the promotional of product among field force and distribution channels.
- To observe product and improvement (if needed) to meet a changing market need or customer's taste.
- To study the sales ranking of the various products of Companies as per ORG IMS.
- To check the potentiality of the doctors.

To undertake study of selected potential doctor on the basis of random sampling.

SCOPE OF STUDY:

The study is related with District. In the project work there is enumerate the customer behaviour and the market scenario of the pharmaceutical products and also the factors the marketing of the pharmaceuticals.

RESEARCH METHODOLOGY:

Research is common parlance refers to a search for knowledge. Research can define as a scientific and systematic research on a specific topic. In fact, research is an art of scientific investigation. The dictionary meaning of research is as "a careful investigation or inquiry especially through search for the new facts in any branch of knowledge. Some consider research as movement, a movement from known to unknown. Research may be defined as a systematic and objective analysis and recording of controlled observations that may lead to the development of generalization of principles or theories resulting in prediction and possibly ultimate control of events.

Methodology is often used in a narrow sense to refer to methods, technology or tools employed for the collection of data as well assist processing. This is also used come times to designate data collected to arrive at the conclusion. It provides answers to some of the major question while research like what must be done, how it will be done, what data will be needed, what data gathering devices will be employed, now sources of data will be analyzed to arrive at the conclusion.

Issues Related to Research Study:

1. Research objectives
2. Research Methodology
3. Limitations.

Research Objectives:

Objectives of the Project entitled as Marketing Strategy adopted by Hemarus therapeutics in Hyderabad region is as follows:

- To study existing marketing strategies of company.
- To study the promotional of product among field force and distribution channels.
- To observe product and improvement (if needed) to meet a changing market need or customer's taste.
- To study the sales ranking of the various products of Companies as per ORG IMS.
- To check the potentiality of the doctors.

To undertake study of selected potential doctor on the basis of random sampling.

Scope of study:

The study is related with District. In the project work there is enumerate the customer behavior and the market scenario of the pharmaceutical products and also the factors the marketing of the pharmaceuticals.

Research Methodology:

Research Design:

Research Design is type of blueprint prepared depending on various types of blue prints available for the collection, measurement, and analysis of data. Research Design calls for developing the most efficient plan of gathering the needed information. The design of the a research study is based on the purpose of the study.

A Research Design IS the specification of method and procedure for acquiring the information

needed. It is over all operation pattern or framework of the project that Stimulate what information is to be collected from which source by what procedures research purpose may be categories into four categories as.

- i) Exploration
- ii) Descriptive
- iii) Diagnosis
- iv) Experimentation

A flexible research design provides opportunity for considering many different aspects of a problem considering appropriate. The purpose of the research study is of the Descriptive type i.e. the complete random selection of the sample from the universe.

Descriptive Study:

Descriptive study is undertaken in many circumstance when there is interest in knowledge. The characteristic of certain groups such a age, sex, educational level, occupation or income, interested in knowing the proportion of in a given population who have behaved in a particular manner, making the projection of certain things or determining the relationship between two or more variable , descriptive study may be

Descriptive Research is the formal designs, such as completely randomized designed, randomized block design ,Latin square design simple and complex factorial designs , In this project the Randomized sample design should be implemented for the research purpose. Descriptive data are commonly used for the marketing decisions, these Studies are well structure. Design in such studies must be rigid and flexible and must focus attention of following -

- What the study is about and why it being made?
- What techniques of gathering data will be adapted?
- How much material will be needed?
- Where required data are can be found?

- Processing and analyzing of the data
- Reporting and findings.

Descriptive study can be done with help of quantitative research. If descriptive information is needed then a quantitative study is likely to be needed. The choice of data collection techniques for this study includes. Descriptive study is likely can be done with help of quantitative research.

Quantitative Research Design:

The choice of data collection techniques for this study includes.

- Observation
- Experimentation
- Survey

In this project, the survey method is adopted for collecting

the data by the various techniques as.

- 1) Personal interview - through correspondent
- 2) Telephone survey - through telephone
- 3) Questionnaire - By making the set of question & giving it to the respondent to collect the data.

4. Research Methodology Adopted:-

The Research Methodology adopted in the project is purposive where information collected & utilized to study the marketing strategy adopted by Hemarus therapeutics. The Research Methodology adopted include following steps.

- a) Sampling.
- b) Data collection.

c) Analysis & conclusion of data.

Sampling:

Sampling is a tool, which helps to know the characteristic of the universe of population by examine only a small part of it. the sampling done in this project is deliberate sampling where Hyderabad market selected deliberately to check the effective launching of the medicinal product and the Response to the product after launching. An integral component of a research design is the sampling plan specifically, it address two questions.

Sampling is also called as "Random sampling" Or "Chance sampling". Sampling design represent terms of the universe & has equal chance or probability of being same choosers. The selection of the items is independent of the person making the study that is the sampling operation is control objectively so that items will be chosen strictly at random probability.

The sample size are as follows:

Doctor	100 Numbers
From City	15 Numbers
From Rural	85 Numbers
Chemist	50 Numbers
From City	15 Numbers
From Rural	35 Numbers

The study of the entire universe will be impossible on the account of limitation of time and money. Hence sampling becomes inevitable. A sample is only a portion of the universe of population. According to YULE, a famous statistician "the object of sampling is to get maximum information about the parent population with minimum effort." properly done sampling produce

representative data of the entire population.

Data collection Method.

Collection of data is the first step in statistic the data collection process follows the formulation of research design including the sample plan, data, which can be secondary or primary, can be collected using variety of tools. Once the research has been designed, the next step is selection of the source of the data.

1) Primary Source of the Data:

Primary source of the data refer to the data collected directly from the market place, traders. The data collected from the primary source is most reliable and helps to overcome the limitation of the secondary data. Primary data involves direct collection of the data by direct interaction.

Collection of primary data is by distributing the questionnaire to the selected samples to obtain their views on research by mail or through personal interview.

2) Secondary Source of the Data:

It includes the information collected from the secondary source i.e. from already available data. It includes information collected from the printed journals, published reports, news item, sales report etc. Secondary data has been obtained through the various sources are as,

* Technical and trade journals, books, magazines and newspapers, report and publication of various associations connected with business and industry, banks, stock exchange; etc.

* Public records and statistic, historical documents and other sources of published information.

* Through the direct search on the Internet.

LIMITATIONS:

- 1) Any statistical technique employed has some inherent assumption, which may or may not distort the references.
- 2) Analysis is made on the information provided by the Retailer and Doctors, & Medical representative
- 3) Doctors were unable to give the exact preferred product as there is a different medicine for the different diseases and it varies patient to patient
- 4) it is difficult to give the exact reason of low of particular product because it is simultaneously depends upon quality, price as well as on seasonal or atmospheric conditions.
- 5) The market research area is limited to Hyderabad District only.

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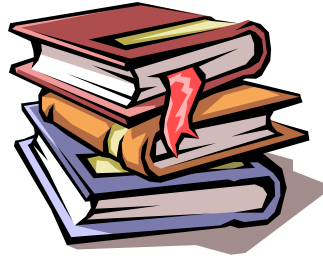
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BIBLIOGRAPHY



Books	Author	Publication
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