

SYNOPSIS

A STUDY ON MARKETING STRATEGIES ON BHARATHI AIRTEL

ABSTRACT:

The project is an extensive report on how the Airtel Company markets its strategies and how the company has been able in tackling the present tough competition and how it is scooping up by the allegations of the quality of its products. The report begins with the history of the products and the introduction of the Airtel Company. This report also contains the basic marketing strategies that are used by the Airtel Company for technology, promotion policy, advertising, collaboration, future prospect and government policies. The report includes some of the key salient features of market trend issues. In today's world of cutthroat fierce competition, it is very essential to not only exist but also to excel in the market. Today's market is enormously more complex. Hence forward, to thrive in the market, the corporation not only has to maximize its profit but also needs to please its consumers and should try to build upon from there.

INTRODUCTION

Meaning of 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.^[1] 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.^[2]

Definition of Marketing Strategy.

A strategy that integrates an organization's marketing goals into a cohesive whole. Ideally drawn from market research, it focuses on the ideal product mix to achieve maximum profit potential. The marketing strategy is set out in a marketing plan.

Types of strategies

Marketing strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

Strategies based on market dominance - In this scheme, firms are classified based on their market share or dominance of an industry. Typically there are four types of market dominance strategies:

- Leader
- Challenger
- Follower

Problem definition/Hypothesis:

- Effective marketing strategy makes the business profitable
- Marketing strategy is important for attracting customer towards business

RESEARCH OBJECTIVE:

This study will try to analyze how Airtel keeps hold of its market because of its great marketing strategies with the following objectives:

- To identify the factors considered by the Airtel in making the marketing strategies for their business
- To identify how effectively Airtel is currently using his marketing strategies to attract new customers
- To identify the current marketing strategies of Airtel
- To suggest them effective marketing strategies to get success in the current competitive environment in the telecommunication industry

Introduction to the area of research:

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 on 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.

RESEARCH METHODOLOGY:

First I will review the existing literature concerned with how Airtel keeps hold of its market because of its great marketing strategies. Once I am through with the subject I will have a better understanding of it. A thorough research will be conducted among the executives in the company. The primary as well as secondary data collection method will be used in this research.

Primary Data:

Primary data will be collected by structured interviews. Executives will be interviewed with the help of questionnaire. I will be interviewing Airtel employees. The questionnaire will be close ended question as per my mentor's guidance Analyzing quantitative data will be presented with the help of bar graphs and charts. Quantitative data can also be analysed through statistical tools eg sorting your data into categories and locating subset of these of these data according to its criteria.

Secondary Data:

The secondary data in this research will be collected through news articles, journals, magazine, peer reviews and published databases. A comprehensive of the collected data will be presented with the help of tables, charts and graphs.

Sample Size:

To conduct this research work the researcher has taken 30 manager level employees

Sampling Area: Company executives who have good knowledge about marketing strategy of the company

SCOPE OF THE WORK:

A detailed study on estimated sales current market size is essential. This can be arrived at by reviewing statistical data and figures and by discussions with distributors and sales representatives. Market surveys will help identify customer base and loyalty to products and services currently in the market and will help gauge customer response to new product launches. A clear cut agenda to generate awareness of company's products and services is an absolute must to hold your own against competition. Visibility is the need of the hour and hence, use of strategic tactics like participation in trade shows, promotional offer campaigns, public relations exercises contribute to the growth of the company. It is therefore of key relevance to factor in advertising and promotional expenditure in the expenses portfolio.

NEED OF THE STUDY:

I have chosen this research work to suggest the best ways of marketing by which company can increase its customer satisfaction and this will also assist them in retaining their market share. This research work would present the effectiveness of marketing strategy used by the Airtel. The main factors considered when making a successful marketing strategy. A marketing strategy often integrates an organization's marketing goals, policies, and action sequences (tactics) into a cohesive whole. Similarly, the various strands of the strategy, which might include advertising, channel marketing, internet marketing, promotion and public relations, can be orchestrated.

LIMITATIONS

Every attempt will be taken to obtain the error free and meaningful result but as nothing in this world is 100% perfect I believe that there will still the chance for error on account of following limitations-

1. Respondent's unavailability.
2. Time pressure and fatigue on the part of respondents and interviewer.
3. Courtesy bias.
4. The sample survey is done on a very small number of people thus the results drawn may be different from the opinion of the universe.
5. The time of two months is very less for covering all the aspects of the project.
6. The feedback received from the individuals is according to his perception, limited exposure and personal knowledge level.
7. Very less time was there for interacting with corporate clients.
8. Problem in meeting with the concern person without appointment.

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

BIBLIOGRAPHY

➤ **Articles:**

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2. The Economic Times

➤ **Websites:**

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4. www.wikipedia.org
5. www.micrositemobile.com