



## A CASE STUDY OF SALES PROMOTION STRATEGIES IN KESHAR ENTERPRISES

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### ABSTRACT :

A sale is considered as an important part for any business. Same is applied for Keshar Enterprises. Keshar Enterprises, today, is a force to be reckoned with not only in India. With their understanding of the market and a deep insight into the consumers' minds, they left no stone unturned to guarantee success for the company. Under their able guidance and motivation, people behind day-to-day activities in India got encouraged and formed an indomitable team to make Keshar Enterprises a household name. Their common values, professionalism and concerted efforts propelled Keshar Enterprises to become all that it is today – a modern, global food company

In this paper we have tried to study the sales promotion techniques used by the concern enterprises and how it is helping them to get good results. And also it will help to find what the major of advertisement is.

**KEYWORDS :** global food company , Keshar Enterprises , small business.

### INTRODUCTION:

Keshar Enterprises is a small business firm in the market of Gurugram. Owners of the firm want Keshar Enterprises to become a household name. Their business is limited to local market only, even after having more than 20 years of experience in their field. Keeping CSR activity in mind, the firm is planning an endeavor that ensures fair price practices to be followed in primary sector. We have tried to study the sales promotion activities in the firm.

### COMPANY PROFILE

Keshar Enterprises are a leading business group of diverse companies in the field of FMCG Products especially Distribution, C&F and Retailing. The firm has an experience of more than 20years of in the same industry and knows the markets well, thus ensuring maximum client sales and satisfaction. In fact, the business carries its own brand name in the industry but the only constraint with the organization is to look for a new market.



### VISION AND MISSION OF THE FIRM

The vision is to make Keshar the most trusted and preferred food supply brand from Gurgaon in the NCR markets and the mission is to make the world experience the true Indianflavors in its authentic form that brings joy and happiness to the palates of consumers.

## LITERATURE REVIEW

While advertising explains the logics behind buying, sales promotion offers can incentives to do so. Sales promotion operates at three levels.

- i. At the level of consumer it is called consumer promotion e.g. free gifts, samples and price offs.
- ii. At the level of dealers and distributors, it is allied trade promoting e.g. free goods display contests, dealer sales contest, push money etc.
- iii. At the level of sale person it is called sales force promotion e.g. salesmen's contest, benches, sales rallies.

Conjunctionally the glamour in sales promotion is stolen by advertising. Advertising expenses so far accounted for more than 60% of the total promotional budget. Today sales promotion are rising rapidly with more and more bands flooding the market, the pressure to occupy display space at retail outlet is more and retailers thus demand more sales promotion efforts from their suppliers.

## MARKETING STRATEGIES ADOPTED BY THE ENTERPRISE

The 3A's, namely, availability, affordability and acceptability has its focus on the customers and consumers. It is basically a strategy to reach increasing number of consumers.

- i. **Availability:** The main challenge of KESHAR ENTERPRISES is to place its products "with an arm's reach of desire". That's plans to do with improved or innovative new packaging, dispensing system, distribution systems and marketing programs.
- ii. **Affordability:** The firm addresses this aspect by making the products available at a price affordable to the consumers. This is done by continually focusing on making the production and distribution system more efficient and cost effective.
- iii. **Acceptability:** Acceptability requires the product to be the highest quality. Also acceptability can be affected through advertising, sponsorships, promotions community programs etc.

## OBJECTIVE OF THE STUDY

The main aim of the study is to accomplish the following objectives:

- To know what are the products and services offered by the company and its competitors.
- To know the right position of the company in a market.
- Different types of sales promotion strategies adopted by companies.
- To learn how customer is convinced.

## SCOPE OF THE STUDY

In the present scenario day by day there is rising trend in various factors like urbanization, expansion of education, increase in per capita income, availability of variety of financial products and various investments. These factors add importance to the customer's attention, so that the customer's attentions are not far from the various sales promotion activities. These activities have great importance on the mind of existing and potential customers. The customers will become awarded about this activities offering to him and the possible returns used for attracting the customers are covered in this project.

This research is confirmed to Gurgaon which is one of the industrialist areas in Gurgaon in which there is lot of potential customers to make their contribution in the various sales promotion activities. The sample size of the study is 100 customers which are representing the whole Gurgaon. The different areas covered of Gurgaon in this research.

The research includes covering the Gurgaon which was completed by me with the help of my Area Manger & Regional Manager. For this survey questionnaire was designed to know the attitude of customers towards sales promotion activity.

## RESEARCH METHODOLOGY

### DATA COLLECTION

The task of data collection begins after a research problem has been defined and research design/plan chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz., primary and secondary. The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. The researcher would have to decide which sort of data he would be using for his study and accordingly he will have to select one or the other method of data collection. The methods of collecting primary and secondary data differ since primary data are to be originally collected, while in case of secondary data the nature of data collection work is merely that of compilation.

### POPULATION

Sampling frame for this survey was all the customers who are investing in Mutual Fund and investing in Equity.

### SAMPLE SIZE

STATE	DISTRICT	SAMPLE SIZE
HARYANA	GURUGRAM	100

### SAMPLING PLAN

The sampling method adopted for this project is convenience & judgments sampling. In the Gurgaon, with the help of conveyance provided by Relationship Manager Visits were in various areas and other branch in Gurgaon where customers are available. In few of areas referred sampling was used for interview purpose in which reference of some influential customers was taken for interview.

### LIMITATIONS OF THE STUDY

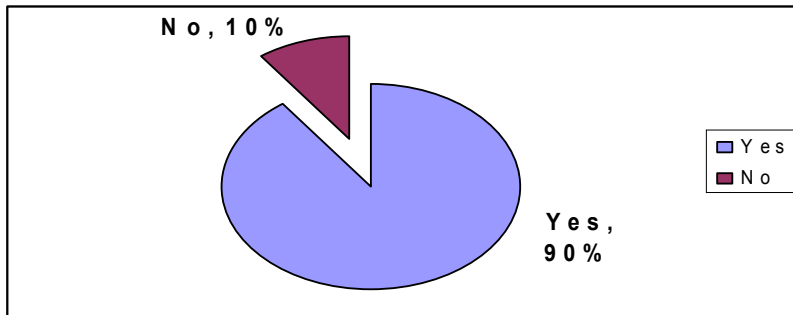
The present study aimed to achieve the above mentioned objectives in full earnest and accuracy. It was hampered due to certain limitations. Some of the limitations of this study may be summarized as follows:

- As the working time is rigid, we don't get enough time for the project work.
- Being new to the place it is difficult to find a place for consultation of books and reference material.
- The sale promotion strategies changes very frequently due to this stiff competition so, it is very difficult to make comparative analysis.

### DATA ANALYSIS AND INTERPRETATION

#### 1) Whether the customer aware about your service?

Attributes	Percentage
Yes	90%
No	10%

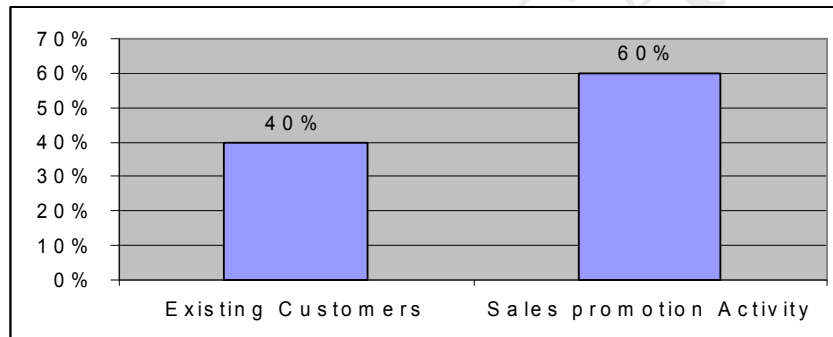


**Interpretation**

Survey shows that 90% respondents says customer aware about the service of the Keshar Enterprises.

**2) Which factor makes awareness among the customer about your service?**

Attributes	Percentage
Existing Customers	40%
Sales promotion Activity	60%

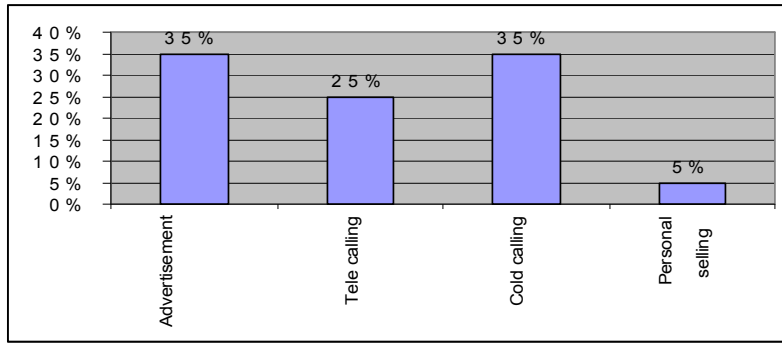


**Interpretation**

Survey shows that 60% respondents says customer aware about the service of the KESHAR ENTERPRISES through sales promotion activity.

**3) What are the tools of sales promotion activity used by you?**

Attributes	Percentage
Advertisement	35%
Tele calling	25%
Cold calling	35%
Personal selling	5%

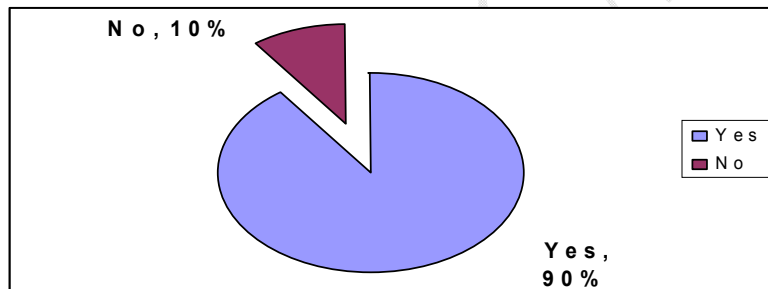


**Interpretation**

Survey shows that 35% advertisement & 35% cold calling tools used by the KESHAR ENTERPRISES to promote their service.

**4) Whether the customers would be attracted by your sales promotion activity?**

Attributes	Percentage
Yes	90%
No	10%

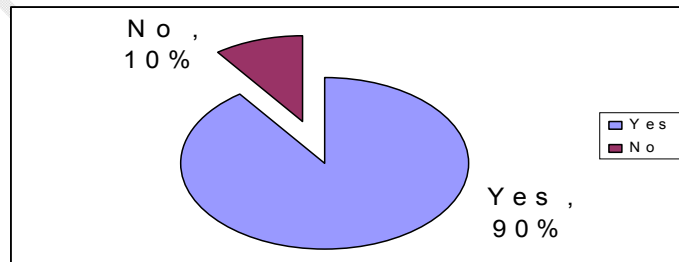


**Interpretation**

Survey shows that 90% respondents say customer would be attracted by the sales promotion activity

**5) Whether the sales promotion activity makes any benefit for you?**

Attributes	Percentage
Yes	90%
No	10%

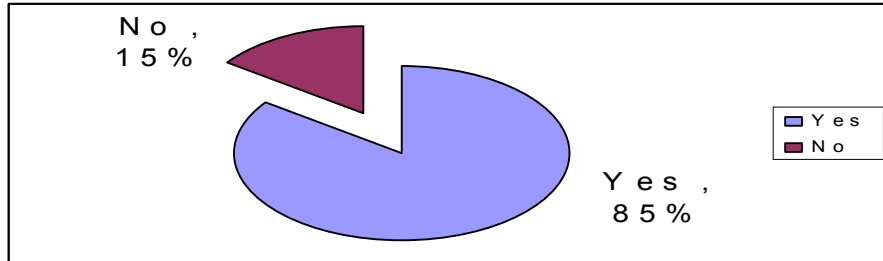


**Interpretation**

Survey shows that 90% respondents say sales promotion activity make a benefit for the KESHAR ENTERPRISES.

6) Whether the customers satisfied with your service?

Attributes	Percentage
Yes	85%
No	15%

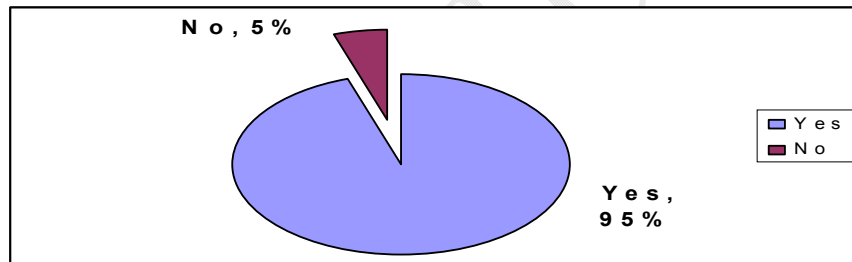


**Interpretation**

Survey shows that 85% respondents says customers are satisfied with the KESHAR ENTERPRISES.

7) Whether you're RM have full knowledge about your service?

Attributes	Percentage
Yes	95%
No	5%

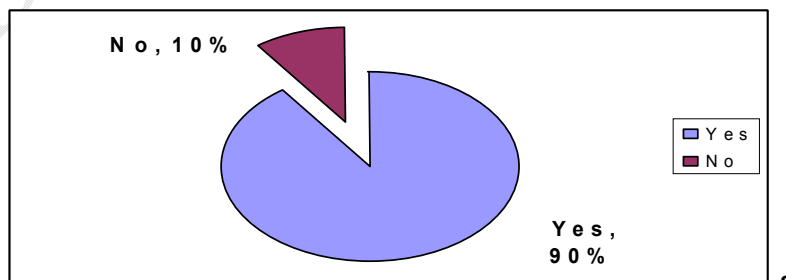


**Interpretation**

Survey shows that 95% respondents say RM have full knowledge about the all the service which is offered by the customers.

8) Are you wanted to use any other tool of sales promotion so that more customers would be attracted?

Attributes	Percentage
Yes	90%
No	10%



### Interpretation

Survey shows that 90% respondents say that they wanted to use any other tool so that more customers attracted towards the KESHAR ENTERPRISES.

### CONCLUSION AND SUGGESTIONS

1. 79% of the respondents surveyed were this company users. Remaining was divided amongst others. This is a sufficient indication of this being market leader in market.
2. The decision making criteria of the consumers were also studied. The results of the same were as follows:
  - 72% of the respondents find Brand Name to be very important buying criteria.
  - 73% of the respondents rated quality action to be very important buying criteria.
  - 39% of the respondents rated location to be very important buying criteria.
3. As per the survey, price is perceived to be an important criterion by only 61% of the respondents.
4. The research also establishes that consumer perceive the timely sales promotions offered by the company as an important buying criterion with over 29% respondents considering this as an important factor.
5. Surveyed conclude that as our company is new it has more growth as compared to other companies.
6. The research showed that over 82% of the respondents find TV as the major source of information about our company. Despite of this only 26 respondents were able to correctly recall any other advertisement seen on TV. This finding points towards the reduced recall of communication by the brands due to excessive cluttering on mediums like TV.
7. The research showed that the consumer perception about this company is by-large every good. Consumers perceive it to be very good in fashion.

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