



# “SALES PROMOTION AND MARKETING AT GODREJ & BOYCE MFG.CO”

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## ABSTRACT

The primary goal of sales promotion is to enhance product sales in the near term through changing the buying habits of consumers. There is a wide variety of sales marketing strategies that may be used to best reach certain demographics. In order to accomplish these goals, a sales marketing plan has to be developed. The manager's decisions on which parties to work with, which sales promotion strategies to use, how to put those strategies into action, and how to evaluate their overall success may all be informed by a well-developed sales promotion plan. Today's product managers are under extreme pressure to increase sales volume in an era of hyper competitiveness that has transformed the market into a promotional battleground.

As a short-term sales technique, sales promotion is relied on by most businesses. Most modern marketers, whether they are manufacturers, wholesalers, brokers, retailers, or charities, use sales promotion methods.

Currently, the majority (74%) of an FMCG firm's marketing spending goes into sales promotions. When combined with advertising, personal selling, and other forms of promotion, sales promotions tend to be more successful. Although there is a wide variety of methods that may be used for sales promotion, the most popular and successful ones are consumer promotion tools, trade promotion tools, and business promotion tools. This article makes an effort to examine the impact of sales promotion on FMCG buyers in India.

## INTRODUCTION

The term "Fast Moving Consumer Goods" (FMCG) is easy to understand but challenging to nail down precisely what it refers to. In India, the term "FMCG" is used to refer to the great majority of different types of consumer products. Products that are immediately used by consumers are ones that are ones that may be acquired and gotten with a little amount of work. Any object that is typically bought falls under this category. It has evolved into a phrase that may be used to refer to anything that is produced in large quantities. Therefore, there is a significant divide between the

connotation that FMCG has in common parlance and the one that it has in academic circles. The most recent advancements in marketing would seem to indicate that sales promotion is now considered as a vital component of the marketing mix by the majority of FMCG companies. According to the survey, there is a loyal core of customers who would rather stay true to a given label than take advantage of discounts. However, consumers as a whole have a positive reaction to the sales promotion efforts that companies do.

A temporary incentive to purchase or sell a product or service is known as a sales promotion. This kind of promotion is often only available for a certain amount of time. Included in this is all that can be done by producers, merchants, and entrepreneurs to improve sales throughout the course of time. Every sales campaign has the same overarching objective, which is to convince customers to purchase the product being pushed and then buy it again and again in the future. "Sales Promotion" covers a lot of ground, thus it should also include things like the following:

- Consumer Oriented Sales Promotion
- Trade Oriented Sales Promotion

Earlier, I said that advertising tools The major focus of this research will be on sales promotion aimed at consumers. Sales promotions are increasingly seen as a critical component of promotion strategies in today's dynamic marketing climate. Sales promotions are no longer used just for short-term gains by marketers; rather, they are an integral part of any sound promotional strategy.

## **OBJECTIVES**

Every task is taken with an objective. Without any objective task is rendered meaningless. The main objectives for undertaking this project are :

1. Learn Godrej & Boyce's marketing approach
2. Find more about Godrej & Boyce's current advertising campaign
3. To learn about their partnerships with other businesses.
4. As a means of learning more about their customer relationships
5. To be aware of the limits of their employment
6. To compile a list of their goals and aspirations
7. In order to learn about the goals they've set for themselves
8. In order to learn about the many options available to their customers
9. So that you may learn about the goods they produce.
10. In order to compile data pertinent to their customer relationships
11. To learn about the different policies they have.
12. So that data may be gathered on their working conditions

## **REVIEW OF LITERATURE**

### **ORGANIZATIONAL CULTURE**

The fact that the original family still runs the business is reflected in its culture. Top management and the family are dedicated to the group's stated goals and objectives.

Every Home and Every Business Stocked with Godrej Products

The ultimate aim is to raise people's standard of living worldwide. Integrity, Dependability, Helpfulness, Courtesy, Conservation, and Love of the Natural World

Respondents had positive things to say about Godrej's consistency with their stated missions. However, 43 percent of respondents claimed that family ownership has stifled Godrej's innovation and prevented the business from making the most of its resources. To further capitalise on its vast real estate portfolio, Godrej has just launched a new business under the name Godrej Properties.

### **Human Resource Planning**

Since the family took control, Godrej has shown an increase in employee care and employee-friendly work practises, as reported by 74% of employees. Godrej ranked in the top 20 of the 'Great Places to Work' list produced by the Grow Talent Company, the Great Places to Work Institute, Inc. of the United States of America, and Business World due to the company's creative and successful human resources practises. Godrej also received the Best Managed Workforce Award from Hewitt Associated, CNBC, and TV18. Godrej's human resource policies and procedures rest on six pillars with well-defined meanings:

High moral standards that have helped set the bar for the whole business. These are the guiding principles and shared values that define the prevailing culture of any given institution. Nothing will change our resolve on this topic. A company's code of conduct is a set of regulations for employees to abide by and is a prerequisite for employment. A major tenet of their platform is the belief that "economic success" may be attained without compromising moral ideals.

Providing employees with several opportunities for advancement. Because of the wide variety of goods and markets served, employees may have the opportunity to get exposure to various functions and departments within the company. Leaders are developed organically, and staff

members are equipped to take on several responsibilities.

Facilitates fast growth, optimum flourishing, and shared achievement via quick and flexible decision making that provides people greater influence over their job. The majority of employees (63.3%) agree that the motivation has resulted in increased productivity.

the freedom to act unilaterally, with prompt feedback and commendation for successful choices.

An effective method of motivating workers to give their all is to tie a significant amount of their pay to a robust financial indicator like Economic Value Added. This encourages individuals to go above the call of duty so long as their activities don't go against the norms that have been established.

### **Research Methodology**

Both descriptive and exploratory methods were used in this investigation. Primary materials are culled from a wide range of print and digital media. Publications on the home appliance market are combed through to compile this literature review. Competitor analysis and information, including contact information for competing businesses. Measures of central tendency (mean, median, mode, standard deviation) and other statistical techniques are used. The research uses a sampling method that is both quick and easy.

### **Method of Data Collection:**

Primary and secondary data were gathered to better understand how Godrej & Boyce Mfg. co. ltd. in Lucknow views its own organisational



study. The research effort in question makes use of both primary and secondary sources of information.

We used a questionnaire to gather primary data that was thorough, accurate, realistic, and applicable, and we relied on established secondary sources to round out our understanding with information that is as relevant as it is trustworthy. Information produced by the firm itself, such as publications, information sheets, newspapers, and websites, was mined for this study.

### **Sampling Method**

For this study convenience sampling was used from the study of Godrej & Boyce Mfg. Co. Ltd, Lucknow.

### **Research tools**

The tools used in this study were Questionnaires.

### **Sample Area**

In order to make a detailed analysis on consumer perception about door to door selling with respect to Godrej appliances, the data for the study has been collected through study and various sources for project based on Godrej Co.

### **Data Compilation and Analysis**

After the data has been collected, it was tabulated and findings of the project were presented followed by analysis and interpretation to reach certain conclusions.

## **SWOT ANALYSIS**

### **STRENGTHS: -**

- The Company has several locations around the nation.
- The company offers a diverse selection of goods.
- Godrej's sales have increased after implementing new services.

- The Company's name is well-known and trusted in its industry.

There are a lot of happy customers, and the company has a lot of them.

Management is well-informed and effective, and there is a solid service centre infrastructure throughout the country.

### **WEAKNESS:**

One major drawback of Godrej is that the company does not engage in advertising.

- It focuses mostly on promoting office automation and prime division products.
- The firm is concentrating on a wide range of security options.
- There is no access to the most successful sales techniques, such as making payments in installments.

### **OPPURTUNITIES:**

Since Godrej has already established a solid reputation in the security industry, the company stands to benefit from further expansion prospects, including periodic technological upgrades.

Godrej is free to concentrate on massive undertakings like building. Where there is an urgent need for security tools

Threat:

Godrej's ability to maintain its current market dominance is threatened by the intensifying competition in the security industry.

## **DATA ANALYSIS AND INTERPRETATION**

(Another View of SWOT Analysis of Company)

The analysis of Godrej industries ltd has been explained with the help of SWOT analysis:

**STRENGTHS:**

Collaborations with leading businesses

Sara Lee, Tyson, Gold Coin, and Hershey are just a few of the illustrious companies with whom GIL has forged legitimate and strong connections.

Through strategic use of the Godrej name, it has transformed these joint ventures into profitable enterprises and expanded them rapidly.

FMCG market share leader in India.

Goodnight, Brylcream, and Mahalacto are just a few of the FMCG brands that have risen to the top of their fields.

The ultimate bargain:

Because the market price does not represent the true worth of its subsidiaries at this time.

Reputable Name Recognised in the Indian Market

Due to its extensive marketing efforts, the "Godrej" brand has become well recognised among Indian consumers.

The Godrej group has been trusted for its diverse array of enterprises and trustworthy service for 111 years.

Strategically placed land reserves:

Land Reserves in or around major Indian cities like Mumbai, Pune, and Ahmedabad, totaling 404 acres and offering a combined 78.87 million square feet of developable space and 54.98 million square feet of saleable space.

These include both property that Godrej owns outright and land that it has agreements or memorandums of understanding to develop.

Human resource policies and a staff of qualified workers:

The key management staff consists of highly trained experts.

**WEAKNESSES:**

Few consumer goods are exported.

Sales of fast-moving consumer goods (FMCG) are much down in Godrej.

Competing "me-too" goods:

Illegal knockoffs of well-known companies' packaging reduce choice in the fast-moving consumer goods (FMCG) industry in remote and semi-remote areas.

Reduced potential for small businesses to invest in technology and grow to achieve economies of scale.

Godrej Properties relies on other parties for land acquisition, market analysis, and product sales.

Feel uneasy about their land ownership.

Godrej enters into contracts with third parties to acquire land, do market research, and plan, design, build, and sell their projects according to Godrej's standards (both in terms of quality and timeliness).

We risk having a negative impact on our company if we are unable to maintain or increase our Land Reserves via the purchase of appropriate properties at a fair cost.

The health of the Indian real estate market and the success of the company's operations are interdependent.

Results of operations and financial position may be negatively affected if there is an increase in the price of, lack of, or delay in the delivery of construction supplies.

Cannot guarantee future demand for its projects will increase or remain stable.

highly reliant on the ease of obtaining mortgages in India.

Our capacity to go forward with new construction projects might be hampered if we are unable to purchase or secure development rights for big, contiguous plots of land.

1. Paying premium amounts for land may limit the ability to fund other projects and may adversely affect the business, financial condition and results of operations.

## **CONCLUSION**

Godrej & Boyce Mfg. Co. Ltd. is profitable despite the economic slump because of its efficient management and well-established organisational structure, which allows it to make the most of its resources and provide consistently great outcomes. The firm is currently one of the lowest-cost producers of a broad variety of goods in the world, a feat that would not have been possible without diligent management of its finances on both the national and international levels.

The company has expanded and improved with the nation, and this trend should continue for the foreseeable future.

The businesses' management, in sum, is knowledgeable and has a thorough understanding of financial management. The management and organisation inside the organisation are top-notch.

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