

A Comparative study on Marketing Strategies adopted by Keepsake Pvt. Ltd. With comparison to competitors

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Abstract

The project trainee is student of MBA –II year, specializing in Marketing, carried out this research for internship under the guidance of Project guides as mentioned above. This research is completely based on her learning and data collected through questionnaire. This research paper is based on the topic given by the company authorities as mentioned in the title. At the end appropriately conclusions have given and suggestion / s (If any) are also given. Project Trainee carried out this research for the duration of 2 months in a company, named Keepsake Pvt. Ltd. This paper focuses on identifying the best marketing strategies for the products.

Key words:- Marketing Strategies, Sales promotion, Pipes,

1.INTRODUCTION

KEEPSAKE pipes journey began under a strong leadership in 2013 with the idea of pipe production in needs of the customer. The company expanded its activities, innovating new products and improving operations, with every passing phase. KEEPSAKE pipes, is a family owned company of India's Madhya Pradesh state. KEEPSAKE pipes and other ranges of

products are processed and packed in all over Madhya Pradesh so that, it is helpful for agricultural sector. It is the first brand processed and marketed in Chhindwara. They supply products to the retail sectors in India, Madhya Pradesh. The KEEPSAKE PVT LTD is one of the leading industries in Madhya Pradesh's districts. The company was registered under the Indian Company Act 1956. Mr. Yogesh Paleriya was the founder of this company and Mr. Vikas Shukla is present managing director of the company. The company has various departments like finance, production and marketing etc. Let us throw some light on the marketing department and functions carried out by this department. Marketing department of a company undertakes activities to draw in customers and maintain relationships with them. Networking with potential or past clients is also necessary. Mainly, marketing department seeks to match a company's products and services to customers who want access to those products. The matching of product to customer's requirement ultimately ensures profitability.

2. MARKETING DEPARTMENTAL ACTIVITIES CARRIED OUT AT KEEPSAKE PVT LTD

2.1. Marketing Strategies

Marketing departmental strategies includes Local television advertisement, Local newspaper advertisement, Outdoor advertisement, Field executives, Wall paintings, Gift bags / carry bags, Door step delivery.

2.3. Sales Promotional activities followed at Keepsake Pvt Ltd

Sales promotional activities includes Good communication system and customer relation services, Gifts to loyal customers, Participation in marketing fair in Chhindwara, Free service coupon warranty.

3. RESEARCH METHODOLOGY

3.1. Data Collection

In this research paper, data is collected from published newsletters, magazines, pamphlets, newspapers, journals, reports, encyclopedias etc. Primary data is also collected through questionnaire.

3.2. Objectives of the study

1. To study the marketing strategy of the Keepsake Pvt Ltd as compare to the competitors.
2. To study the preference of the product among the Keepsake Pvt Ltd and competitors.
3. To study the provider of the best satisfactory services to the customer in the market.

3.3. Research limitations

1. Language barrier as some of the respondents were unable to fill the questionnaire due to their limited knowledge of English.
2. A sample of 30 respondents was used due to cost and time restrictions.
3. Due to time constraints as a simple random, convenience and judgment sampling methods were used for the survey.

4. DATA ANALYSIS AND INTERPRETATION

Data collected through questionnaire is analyzed appropriately and few of the important questions are presented here along with interpretation for reader's benefit.

- How did you get to know about Sintec Pipes? (Q.2)

Table :-

Source	Sintec Pipes (No. of Respondents)
Newspaper/ Leaflet	7
Banners & Posters	12
Online (Social Media & Websites)	4
Field Executive	7

INTERPRETATION- According to 40% of respondents, people get to know about product through ‘Banners & Poster’; 14% through ‘Online (Social Media & Website)’ seems to be less effective and 23% respondents voted equally for ‘Newspaper / Leaflet’ and ‘Field Executive’.

- How did you get to know about EPC Mahindra? (Q.3)

Table

Source	EPC Mahindra Pipes (No. of Respondents)
Newspaper/ Leaflet	14
Banners & Posters	7
Online (Social Media & Websites)	6
Field Executive	3

INTREPRETATION- ‘Newspaper/ Leaflet’ appears to be the best way of promotion for EPC Mahindra as 47% of people have knowledge of the product due to it. ‘Banners & Posters’ have got average 23% and ‘Online Online (Social Media & Website)’ has got 20%. Whereas, the method of promotion via ‘Field Executive’ did not attract many people as the percentage is 10%.

- How did you get to know about Kasta CPVC Pipes? (Q. 4)

Table

Source	EPC Mahindra Pipes (No. of Respondents)
Newspaper/ Leaflet	17
Banners & Posters	7
Online (Social Media & Websites)	2
Field Executive	4

INTERPRETATION- Kasta CPVC pipes seems to have huge control over market through ‘Newspaper / Leaflet’ i.e., 57%. ‘Banners and Posters’ 23% seems to be responded by few people. It appears that ‘Social Media and Field Executives’ are not able to attract too many people.

- Which Pipe do you use of Keepsake Pvt Ltd? (Q. 7)

Table

Pipes	No. of Respondents
Sintec PVC Pipes	17
Sintec Electrical Conduit	2
Sintec HDPE Pipes	6
Sintec LLDPE Pipes	5

INTERPRETATION- The above table shows that 56% people use Sintec PVC Pipes while only 7% of people use Sintec Electrical Conduit. Sintec HDPE Pipes and Sintec LLDPE Pipes, 20% and 17%, are averagely used by people.

- Best 'After Sales services'(Q. 8)

Table

Companies	No. of Respondents
Keepsake Pvt Ltd	10
EPC Mahindra Pipes	14
Kasta CPVC Pipes	3
None	3

INTERPRETATION- It appears from the above table that, 47% people thinks that EPC Mahindra provides best 'After sale services'. According to 33% people Keepsake Pvt. Ltd., provides satisfactory 'After Sale service'. Whereas, 20% of people have voted for Kasta CPVC pipes and none options equally.

- Good Door step delivery service. (Q. 10)

Table

Companies	No. of Respondents
Keepsake Pvt Ltd	13
EPC Mahindra Pipes	11
Kasta CPVC Pipes	2
None	4

INTERPRETATION- According to the above table, 43 % and 37% people have voted Keepsake PVT Ltd and EPC Mahindra respectively as a provider of the best Door step Delivery Company. Also 13% of the people have an opinion that none of them provides satisfactory 'Door step Delivery' service, while 7% people think that Kasta CPVC has better 'Door step delivery'.

5.FINDINGS

From the above analysis it is found that,

1. According to 40% of people get to know about the Sintec product through Banners & Posters (Q. No. 2).
2. Newspaper / Leaflet appear to be the best way of promotion for EPC Mahindra as 47% of people have knowledge of the product because of it (Q. No. 3).
3. Kasta CPVC pipes seem to have huge control over market through Newspaper / Leaflet i.e., 57% (Q.No.4).
4. It appears that, 56% people are using Sintec PVC Pipes (Q. No. 7).
5. It appears that, 47% people think that, EPC Mahindra provide best 'After sale services' (Q. No. 8).
6. It appears that, people have voted 43 % and 37% Keepsake PVT Ltd and EPC Mahindra respectively as a provider of best 'Door Step Delivery Company'. (Q. No. 10).

6. CONCLUSION

Based on above analysis, we may conclude that, **With reference to the objective no. 1-** the company is doing great as compared to the competitors but EPC Mahindra seems to be the tough competitor in the market and the findings indicate that customers have good knowledge of Keepsake Pvt. Ltd. mostly through 'Banners and Posters' and 'Newspaper' which appears to be a good marketing strategy. **With reference to the objective no. 2-** The most popular pipe or preferred product among the Keepsake Pvt. Ltd. appears to be the Sintec PVC pipes in the market. **With reference to the objective no. 3-** According to the study, Keepsake provides great satisfactory services to the customers which are really beneficial for the future of the organization.

7. SUGGESTIONS

There is only one suggestion that, “marketing strategies adopted need to be continued for ensuring sustained development and future growth of the company”.

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