

A

PROJECT REPORT

On

An Analytical study of Sales Promotion strategies adopted by Eureka Forbes Ltd. (for Aqua guard) with reference to Nagpur city.

Submitted to

**Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur**

In partial fulfilment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the guide

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G.S. College Of Commerce & Economics, Nagpur



Academic Year 2019-2020

CERTIFICATE

This is to certify that “LAKSH MULCHANDANI” has submitted the project report titled “An Analytical study of sales promotion strategies adopted by Eureka Forbes Ltd. (For Aquaguard) with reference to Nagpur City”, towards partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that she has ingeniously completed her project as prescribed by Rastrasant Tukdoji Maharaj Nagpur University, Nagpur.

Name of Project Guide

Dr. Ashwini Purohit

DR. GEETA NAIDU

Place:

Date:

DECLARATION

I here-by declare that the project with title “An Analytical study on sales promotion strategies adopted by Eureka Forbes Ltd. (For Aquaguard) with reference to Nagpur City” has been completed by me in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

LAKSH MULCHANDANI

Place:

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Nikhil Polke for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr.Ashwini Purohit for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

LAKSH MULCHANDANI

Place:

Date:

ABSTARCT

My project title is “Sales promotion strategies adopted by Eureka Forbes Ltd. (for aqua guard) with reference to Nagpur City). My objective was to create awareness about Aqua guard.

This project was done in Eureka Forbes, Nagpur (Maharashtra), this project carries out and understands the vertical's of company. The main objective of the project is to understand the Sales promotion strategies of Eureka Forbes and how they apply all that strategies in the company to increase their product sale.

In marketing field sales promotion is one of the most important topic. If you are aware in the changing marketing conditions. Customers are looking for convenience and value for money. The basic of these concept is to initiate a relationship with customer and grow it further. Keeping in touch with customers is the only way of finding out there need and serving them there to satisfaction. There are various ways in which researcher can enhance and enrich relationship with the customers.

Eureka Forbes was founded in 1982 as a joint venture between Tata Sons Forbes Gokak and Sweden's Electrolux. The SP group however, fully acquired the company in 2002-03 when it bought out the Tata's holding the Forbes Gokak and subsequently, Electrolux's in the joint venture.

This company of Shapoorji Pallongi (SP) group's Forbes Gokak Ltd. Has succeeded in making its centre piece aqua guard brand synonymous with home water purification. Over 71 million liters of aqua guard water are consumed daily across the country, the model also being the only purifier to be endorsed by the Indian Medical Association. Besides, EFL has introduced the world's first universal water purifier aqua guard total Sense, which auto senses and selects the optimum purification technology.

EFL has expanded its portfolio with security solutions, including home security intrusion alarm, excess control, fire alarm, and surveillance system. The company additionally offers industrial solutions, such as industry water purifiers, commercial and industrial vacuum cleaners, hard floor cleaning and maintenance machines, high pressure cleaners, and cleaning and hygienic products.

INTRODUCTION

INTRODUCTION TO MARKETING MANAGEMENT

Marketing management is a broad scope of the study of marketing focusing on the practical application of the techniques and marketing activities of a certain company or business. This business discipline encompasses marketing planning and strategy, orientation, and processes needed in attaining company goals by providing value to clients. Since it has a wide coverage involving all factors required to satisfy customers, marketing management must be all-pervasive and part of every employee's scope of work, from the subordinates to those in the higher management.

The marketing management philosophy that holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors do.

Marketing management is the demand management or it involves the task of influencing the level, timing and composition of demand level may be below, equal to, or above the desired demand level and the major task of marketing management is to regulate the level of demand.

Marketing management plays a critical role in the success of a company. Responsible for developing the customer base of a company, a marketing manager plays a direct role in fostering relationships with customers. Extensive travel and long hours are part of the experience of being a marketing manager for a company.

The art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment.

Marketing management employs tools from economic and competitive strategy to analyse the industry context in which the firm operates. These includes Porter's five forces, analysis of strategic group of competitors, value chain analysis and other.

In competitors analysis, marketers build detailed profiles of each competitor in the market, focusing on their relative competitive strengths and weaknesses using SWOT analysis. Marketing will examine each competitors cost structure, sources of profiles, resources and competencies, competitive positioning and product differentiation, degree of vertical integration, historical responses to industry developments, and other factors.

The marketing concept proposes that in order to satisfy the organizational objectives, an organization should anticipate the needs and wants of potential customers and satisfy them more effectively than its competitors.

Marketing research, conducts for the purpose of new products development or product improvement, is often concerned with identifying the consumer's unmet needs. Customer needs are central to market segmentation which is concerned with dividing markets into distinct group of buyers on the basis of "distinct needs, characteristics, or behaviours who might requires separate products or marketing mixes.

Needs based segmentation places the customer's desires at the forefront of how a company designs and markets products or services. Although needs-based segmentation is difficult to do in practice, it has been proved to be one of the most effective ways to segment a market. In addition, a great deal of advertising and promotion is designed to show how a given product's benefits meet the customer's needs, wants or expectations in a unique way.

Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationship with and satisfying customers, marketing is one of the premier components of business managements.

The process of marketing is that of bringing a product to market, which includes these steps: broad markets research; market targeting and market segmentation; determining distribution, pricing and promotion strategies; developing a communications strategy; budgeting; and visioning long-term market development goals.

The application, tracking and review of a company's marketing resources and activities. The scope of a business marketing management depends on the size of the business and the industry in which the business operates. Effective marketing management will use a company's resources to increase its customers base, improves customer opinions of the company's products and services, and increase the company's perceived value.

Marketing pertains to the interactive process that requires developing, pricing, placing, and promoting good ideas, or services in order to facilitate exchange between customers and sellers to satisfy the needs and wants of consumers. Thus, at the very centre of the marketing process is satisfying the needs and wants of customers.

The development of marketing management is evolutionary rather than revolutionary. "Marketing is what a marketer does." Marketing is indeed an ancient art. It has been practiced in one form or the other. The word, marketing has been defined differently by different authorities in different ways. The traditional objectives of marketing had been to make the goods available at places where they are needed.

The essence of marketing is an exchange or a transaction, intended to satisfy human needs or wants. That is, marketing is a human activity directed at satisfying needs and wants through an exchange process.

INTRODUCTION TO TOPIC

SALES PROMOTION

Sales promotion is one of the elements of the promotional mix. (The primary elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations). Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions.

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

Sales promotion is an important instrument in marketing efforts today. Sales promotion is a necessity not merely a luxury or a fashion. It is not expenditure, it is an investment which can pay rich dividends. It is an internal part of the marketing activities. Sales promotion is one of the most loosely used terms in the marketing vocabulary. Sales promotion consists of diverse collection of incentive tools, mostly short term designed to stimulate quicker and greater purchase of particular product by consumers or the trade. In other words, sales promotion consists of those activities that are intended to stimulate customer demanded and

improve the marketing performance of seller. In short, whereas advertising offers reason to buy sales promotion offers incentives to buy.

Sales promotion includes tools for consumer promotion [E.g. sample coupons, cash refunds offer, price offs, premium rewards free trials, warranties, demonstration contest etc. Trade promotions [e.g. Buying allowance, free goods, merchandise] and sale promotion [e.g. bonus, contests, sales relies]. In short, sales promotion is a bridge or connecting link between advertising and personal selling. Each tool of promotion mix is a vehicle of medium of communication in the field of marketing management. The marketer is an artist creates the most favourable blend of promotion elements of influences buyer behaviour and the process of decision making in purchase. Thus sales can be promoted through promotion campaign, there mainly some important tools of promotion mix which are as follows:

- Warranty
- Condition
- After sales services
- Free trial
- Demonstration
- Premium

Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public, relations activities, and special sales events. Inside sales promotion activities include window displays, product and promotional material display and promotional programmes such as premium awards and contests.

Sales promotion often comes in the form of discounts. Discounts the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers view a product and affect their purchase decisions. The two most common discounts are price discounts and bonus packs. Price

discounts are the reduction of an original sale by a certain percentage while bonus packs are deals in which the consumer receives more for the original price. Many companies present different forms of discounts in advertisements, hoping to convince consumer to buy their products.

Sales promotion represents a variety of techniques used to stimulate the purchase of a product or brand. Sales promotion has a tactical, rather than strategic role in marketing communications and brand strategy, it is also a form of advertisement used within a short period of time.

Sales promotion is very important component of the marketing, especially the promotion mix. In actual, it acts like an instant stimulus for prospective buyers. It focuses on encouraging the potential customers/retailers to buy the products or services of an organisation, by enhancing its value.

Sales promotion helps in increasing sales for short-term periods; however, it is not helpful enough to generate long term customer loyalty. It is designed for potential customers, for distribution channels and also for sales force of an organisation.

Sales promotion is the process of persuading a potential customer to buy the products. Sales promotion is designed to be used as a short term tactic to boost sales. It is rarely suitable as a method of building long term customer loyalty. Some sales promotions are aimed at consumers. Others are targeted at intermediaries and at the firm's sales force.

Sales promotion implies a wide variety of promotional activities. In the current marketing practices, the role of sales promotion has increased tremendously. Companies spare and spend millions of rupees to arrest consumer attention toward products and to arouse purchase interest. Sales promotional efforts also improve firm's competitive position.

Such efforts seem inevitable in today's marketing situation. It can also reduce the degree of consumer dissatisfaction. Nowadays, sales promotional efforts are undertaken for a variety of purposes. It is among the most critical and expensive marketing decisions.

Sales promotion covers those marketing activities other than advertising, publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness. Sales promotion mainly involves short term and non-routine incentives offered to dealers as well as customers. The popular methods used for sales promotions are demonstration, trade shows, exhibition, exchange offer, seasonal discount, free service, gifts, credit facilities, contests and so on.

Characteristics of Sales promotion, includes:

- Short term effect and duration;
- Operates and influences only the last phase of the purchase process;
- Exhibits a secondary role in relation to other forms of marketing communication;
- Performs an accessory role regarding the product's core benefits
- Is not a single technique, rather it is a set of techniques used for a specific purpose

Both manufacturer and retailers make extensive use of sales promotions. Retailer sponsored sales promotions are directed at consumers. Manufacturers use two types of sales promotion, namely:

Consumer sales promotions: Sales promotions targeted at consumers or end users and designed to stimulate the actual purchase.

Trade promotions: Sales promotions targeted at trade, especially retailers, designed to increase sales to retailers; to carry the product or brand or to support the retailer in consumer-oriented promotions.

Consumer sales promotions

Consumer sales promotion are short term techniques designed to achieve short term objectives, such as to stimulate a purchase, encourage store traffic or simply to build excitement for a product or brand.

Traditional sales promotion techniques include:

- Price deal: A temporary reduction in the price, such as 50% off.
- Loyal reward program: consumers collect points, miles, or credits for purchases and redeem them for rewards.
- Cents-off deal: Offers a brand at a lower price. Price reduction may be a percentage marked on the package.
- Price-pack/Bonus pack deal: The packaging offers a consumer a certain percentage more of the product for the same price. This is another type of deal “in which customers are offered more of the product for the same price”.

Trade sales promotions techniques

- Trade allowance: Short term incentive offered to induce a retailer to stock up on a product.
- Dealer loader: An incentive given to induce a retailer to purchase and display a product.
- Trade contest: A contest to reward retailers that sell the most product.
- Point-of-purchase displays: Used to create the urge of “impulse” buying and selling your product on the spot.
- Training programs: dealer employees are trained in selling the products.
- Push money: also known as “spiffs”. An extra commission paid to retail employees to push products.

COMPANY PROFILE

EUREKA FORBES LTD.



Eureka Forbes Ltd. is a consumer goods company based in Mumbai, India. It was founded in 1982 and is a part of the ShapoorjiPallonji Group. Its product portfolio consists of water purification, vacuum cleaning, air purification and home security solutions. The company has a current base of 15 million consumers with more than 450 locations and 18,000 dealers in India. It also has a global footprint across 35 countries. The company has been recognized for supporting social initiatives such as Euroable. The company delivers customized solutions to multiple institutions operating in different industrial spaces.

Eureka Forbes products include water purifiers, vacuum cleaners, air purifiers, security solutions, lifestyle automation system & packaged drinking water solutions. The company is known for its Aqua guard water purifiers range.

Eureka Forbes sells products for household and institutional use. Its core products are consumers durable products which include water purifiers, security systems, air purifiers, vacuum cleaners and ancillary services. Forbes facility services and Forbes Pro Railway Solutions are two of the services offered under the ambit of industrial services. Their product Aquagurad purifiers are most selling water purifiers in India.

Eureka Forbes followed globally 'tried and tested' direct selling route for marketing its product in India, thus becoming one of the direct selling companies in India, Vacuum cleaners and water purifiers were rather new concept for Indian consumers, who had till then followed only the traditional methods of

cleaning and filtering. Therefore, Eureka Forbes had to first establish the concept of vacuum cleaners and water purifiers in India before it could sell 'Eureka' as a brand. The company believed that its core strength was its people. It employed dynamic, highly motivated individuals, called 'Euro champs', who projected the image of the friendly men from Eureka Forbes. 'Thus, for the average Indian consumer, Eureka Forbes becomes synonymous with the smartly dressed.

Salesman, who came to their houses and cleaned up things in a jiffy or showed how air/water purifiers were indispensable. Euro champs initially targeted the metros but soon began visiting smaller cities and towns.

Eureka Forbes is Rs. 10 billion multi-product multi-channel corporations which is a part for ShaporjiPallonji group and employs over 7000 employees. It has evolved as a leader in domestic and industrial water purification systems, vacuum cleaners, air purifiers and security solutions.

Eureka Forbes were the first to introduce domestic [water purifiers] – the "Aquaguard" – model – as well as [vacuum cleaners] to India in the 1980s. In order to introduce these previously unknown products to a society in which nationwide commercial campaign were impossibility, the company had to pioneer another innovation – direct selling. The corps of suit-clad Eureka Forbes salesmen were the first such in the country and were a tremendous success. They are now Asia's largest direct selling organisation with a 5,000 strong direct sales force touching 1.25 million Indian homes and adding 1,500 customers daily. Such was the success of Eureka Forbes that "Aquaguard" has now become a synonym for water purifiers in India, like "Xerox" for photocopy.

EUREKA FORBES – "Friend for Life"

Customer have always been the centre of business for EFL, they strive to be in close and constant touch with there customers listening to them and understanding there needs. Eureka Forbes has also taken initiative to educate their customers to change their perception and practices. According to the EFL

officials “A sale is only the beginning of the relationship”, however company makes special efforts to let the bonds of friendship endure through the services. Everyone at EFL strives hard to make a customer there “friend for life”. Eureka Forbes have rechristened their offices to CRS Customer Response Centre making them the hub of all customer centric efforts. A significant part of their revenue comes from relationship marketing includes service contracts, spares and accessories sales, product up gradation and new references. As more channels to reach out to customers were introduced, Organization was restructured to harmonized these multiple avenue of interaction and present a single face to the customer – any customer is everyone’s customers under this process of ‘convergence’.

EUREKA FORBES LTD. VISION

A happy, healthy, safe and pollution-free environment based on trust and lasting relationship and customers.

EUREKA FORBES LTD. MISSION

To build sustainable relationship with customers as their “Friends for Life” by satisfying their evolving health, hygiene, safety and lifestyle through. Our people whose entrepreneurial spirit and ambition is fuelled by culture of pride, learning, earning and fun. Our product and services that reflect innovation become quality benchmarks and provide real value – for – money. Our policies and practices that is fair, transparent and constantly improved to optimise stakeholder satisfaction and achieve market leadership.

AQUAGUARD-WATER PURIFIERS

Aquaguard®

PAANI KA DOCTOR

Aquaguard range of customised water solutions equipped with patented mineral cartridge & biotron technology.

Aquaguard is a universal water purifier which is equipped with RO+, UV+, UF technology. It automatically identifies the source of water and accordingly choose the correct purification technology to give you water which is not only free from physical, chemical & microbiological contaminants but also has a right TDS balance. Its unique Auto Mineral Modulator allows you to set the test of water as per your preference. The advance Mineral Cartridge™ & Boron Cartridge™ ensures that the essential mineral necessary for your family's health are retained giving you not just shush healthy water.



Fig. Aqua guard water purifier

RESEARCH STUDY

PROBLEM DEFINITION

This is therefore the subject of attention about how the company is managing to satisfy customer on a very large scale Proper sale promotion strategy are most important in order to achieve best result. Sale promotion strategy implemented by the company may not be satisfactory.

Water is a rapidly depleting resource. It is our mortal responsibility to ensure that water is recycled as much as possible. There are many several problems of water purifiers they are as follows :

- Water tastes bad
- Less water has been purified
- Water doesn't flow into the storage tank
- Water is leaking

Reject water from RO system is an unavoidable technology limitation. It maintains

The performance of the purification process and the service life of the membrane

also. Eureka Forbes has taken the utmost care to minimize the water wastage in our RO system. The water flushed out by Aquaguard RO water purifier can be collected and use for several purpose .

OBJECTIVE OF THE STUDY

It's always better to start your search with a predefined objective , rather than beating around the bush . An objective will give you a direction to work upon and proceed your further research .Therefore , my project has in basic to objective

- To know how sales promotion is effective or useful for customers.
- To find out the customer opinion about the promotional activities of Eureka Forbes Ltd.
- To examine widely accepted sales promotion activities by customers of Eureka Forbes Ltd.
- To determine the current status of Aquaguard.
- To identify main competitors of Aqua guard.
- To find out the customers response towards Aqua guard.
- To study the awareness about Eureka Forbes Aquaguard in Nagpur region
- To study the factors affecting purchase of water purifier Aquaguard
- To find out the tool and techniques of sales promotion that is used in Eureka Forbes Aquaguard
- To known the level of satisfication towards the sales promotional activities carried out by EurekaForbesAquaguard
- To find out the effect of sales promotion strategy on sale of Aquaguard
- To identify the reason of dissatisfaction, if any.

HYPOTHESIS

A hypothesis is a scientific context, is a testable statement about the relationship between two or more variable or a proposed explanation for some observed phenomenon. In a scientific experiment or study, the hypothesis is a brief summation of the researchers prediction of the study's finding, which may be supported or not by the outcome. Hypothesis testing is the core of the scientific method.

H_0 : Quality of services provided by Aqua guard effect on the sales of products of aqua guard.

H_1 : Quality of services provided by Aqua guard does not affect the sales of products of aqua guard.

H_0 : Eureka Forbes Ltd. Is the most famous company in Nagpur city.

H_1 : Eureka Forbes Ltd. Is not the most famous company in Nagpur city.

SCOPE OF THE STUDY

The scope of this project is very important for water purifiers (Aquaguard). This project provides an detailed insight into history , values and product mix of Eureka Forbes Ltd. The project also shows the strategies that are adopted by Eureka Forbes Aquaguard. Throughout its history of operation.Sales promotion strategies.

Mentioned in the project can easily act as a guide for future strategies that Eureka Forbes Aquaguard should adopt in order to create, communication and deliver the superior values to the customers and to fly on the path of sustainable growth.

- The scope of the study is limited in Nagpur city.
- The scope of the study is limited to 2018-2020
- The scope of the study is limited to promotional strategies of Eureka Forbes Aquaguard
- The scope of study is limited to data collected from 100 customers
- It is helpful for the competitor's also as they can understand the sales promotion strategy
- It is helpful in identifying the weakness/ strenghting points in their sales strategy

RESEARCH METHODOLOGY

RESEARH METHODOLOGY

According to Green and Tall “A research design is the specification of the methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates which information is to be collected, from where it is to be Collected and by what procedures”

The research process based on primary data analysis and secondary data analysis will be clearly defined to meet the objectives of the study.

- I chose the primary sources to get the data. A questionnaire will be designed in accordance with our mentor in Eureka Forbes. I chose a sample of about 50 corporatecustomers around the Nagpur city from which I can get the instant information of whose analysis will give me the desired outcome of my research project
- I collected some data from the secondary sources like published company documents, internet etc.

Technology, customers tasted and preference plays a vital role in today’s generation. Research Methodology is a set of various methods to be followed to find out various information’s regarding market strata of different products. Research Methodology is a required in every industry for acquiring knowledge of their products.

Research can be carried-out using various methods and techniques which are collectively called as ‘research methods’. Research methods are tools and techniques for analysing and collecting data so that meaningful outcomes can be extracted from the problems being studied. ‘Research Methodology’ can be defined as the scientific procedure to solve various problems related to research.

Marketing research is an systematic identification, collection, analysis and dissemination of information for the purpose of assisting management in decision making related to the identification and solution of problems and opportunities in marketing. The objective of this research is to identify the factors which affect the consumer purchase decisions and also to identify the key driver of customer based equity shaping the consumer's perception for the brand Aqua guard.

RESEARCH DESIGN

For the purpose of this study ; Descriptive research design is use

SAMPLING METHOD

Simple random sampling method has been adopted by the study.

SAMPLE SIZE

Considering the nature and extent of the study and with the time constraint a sample since "50" respondent have been taken

PRIMARY DATA

The data collected by the researcher himself for finding the solution of particular problem or situation, is known as primary data. This type of data is characterised by its originality as it is freshly collected. Various organisations conduct survey, observations, interviews, etc. and as a result generated primary data.

Survey was conducted in the Nagpur city of Maharashtra. A sample size of 40 respondents was taken for the purpose of the study.

SECONDARY DATA

- Printed documents like books, magazines, newspaper etc. will be used to collect data.
- Survey method, Internet.

DATA COLLECTION

The project was carried out in two phases where the information was collected from various sources and analysed in order to assess the importance of different attributes of brand equity on the consumer's

perception of the brand Aqua guard and also to identify the customers purchasing guiding forces, followed by analysing and devising below the line activities for Eureka Forbes Ltd.

SOURCES OF DATA

The two main sources of data for the present study been used are primary and secondary data

PRIMARY DATA :

The primary data are those which are collected afresh and for the first and thus happens to be original his character .we can obtain primary data through observation or through direct communication with respondents in form or another or through personal interview.

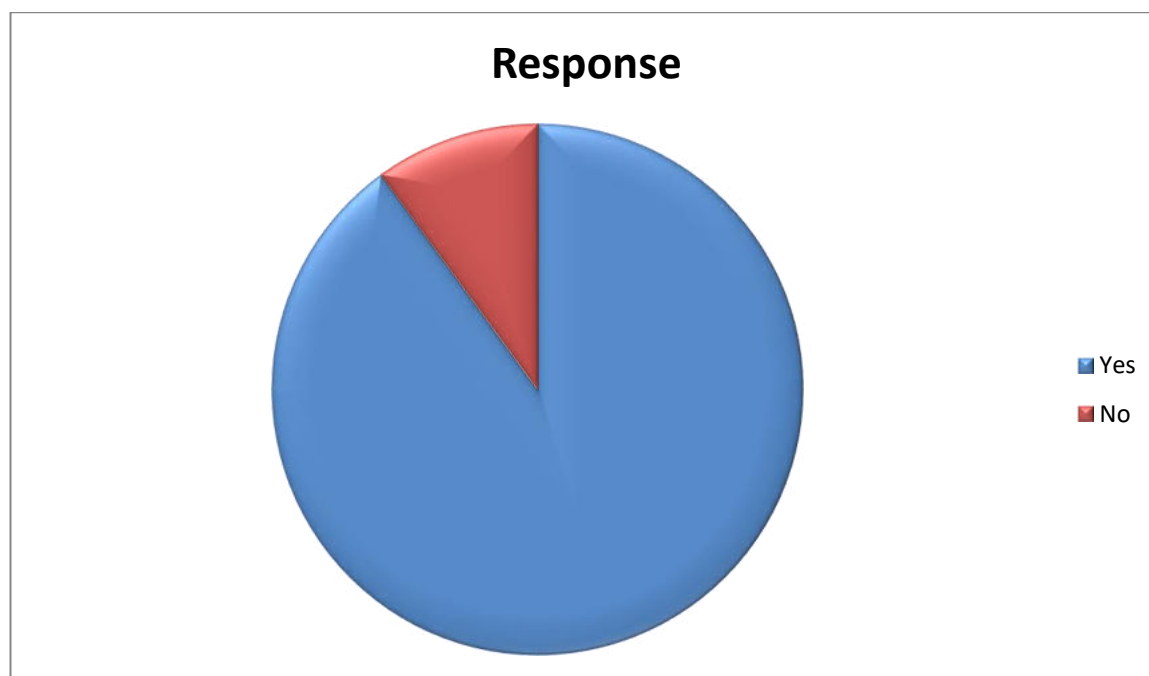
SECONDARY DATA :

Secondary data means data that are already available they refer to data which have been already have been collected and analysed by someone else .when utilizes secondary data, then we have to look into various sources from he can obtain them .secondary data may either be published data or established data .In this research work , secondary data collected through the internet company manual and booklets Books etc.

DATA ANALYSIS AND INTERPRETATION

Q1. Do you use any kind of water purifier at home?

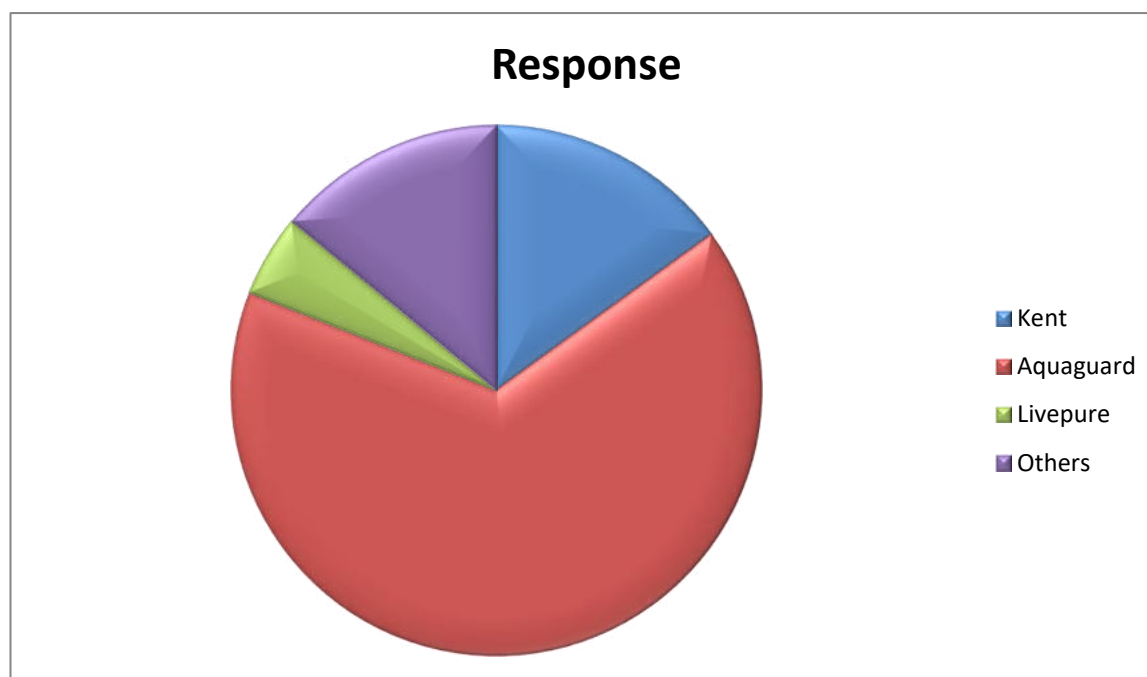
Sr. No	Particular	No. Of Respondent	Percentage (%) of Respondent
1.	Yes	90	90%
2.	No	10	10%
3.	Total	100	100%



Interpretation: From this survey it is evident that maximum percentage of respondents consider who were using water purifier at home while others are that respondents who were not using water purifiers at home.

Q2. Which water purifier do you use at your home?

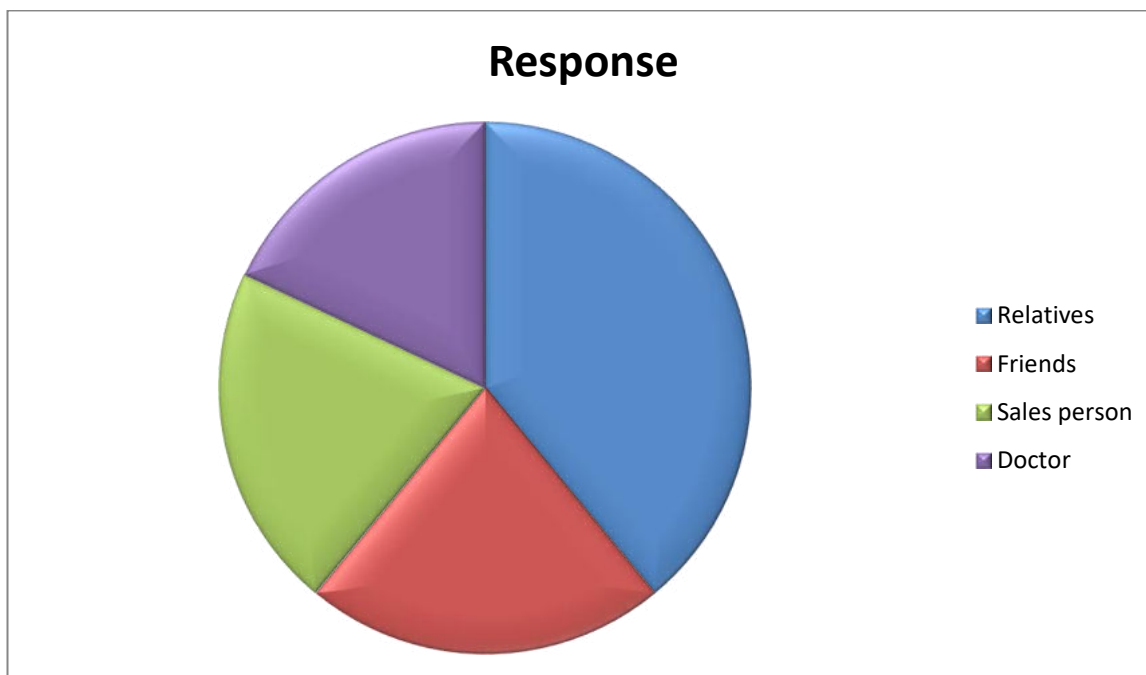
Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondents
1.	Kent	15	15%
2.	Aquaguard	66	66%
3.	Livepure	5	5%
4.	Others	14	14%
5.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of respondents uses Aquaguard water purifiers other than that of Kent, Livepure, and others.

Q3. Who suggested you to use water purifiers?

Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Relatives	39	39%
2.	Friends	22	22%
3.	Sales person	21	21%
4.	Doctor	18	18%
5.	Total	100	100%

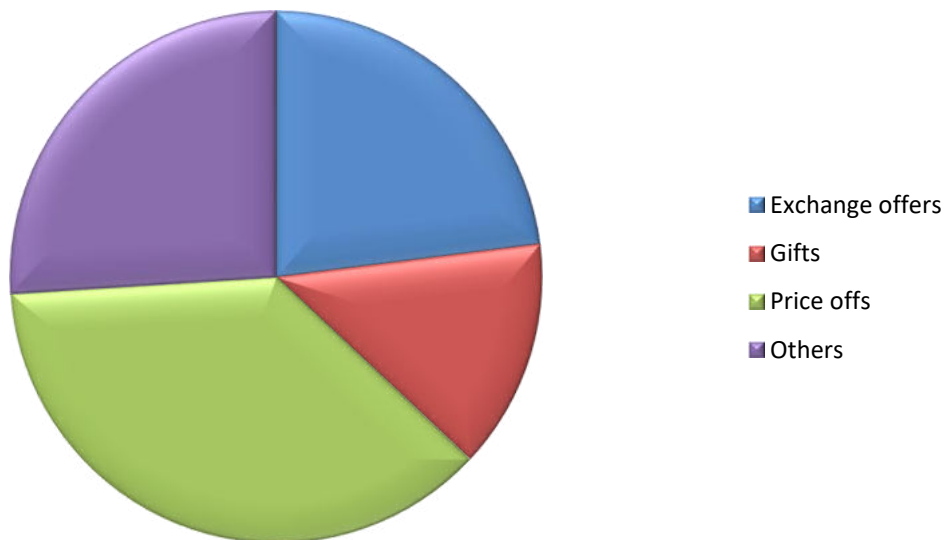


Interpretation: From the survey it is evident that maximum percentage of respondents suggested by Relatives to use water purifier other than that of Friends, Sales person, and Doctor.

Q4. According to you, which sales promotional scheme is attractive?

Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Exchange Offers	23	23%
2.	Gifts	14	14%
3.	Price Offs	37	37%
4.	Others	26	26%
5.	Total	100	100%

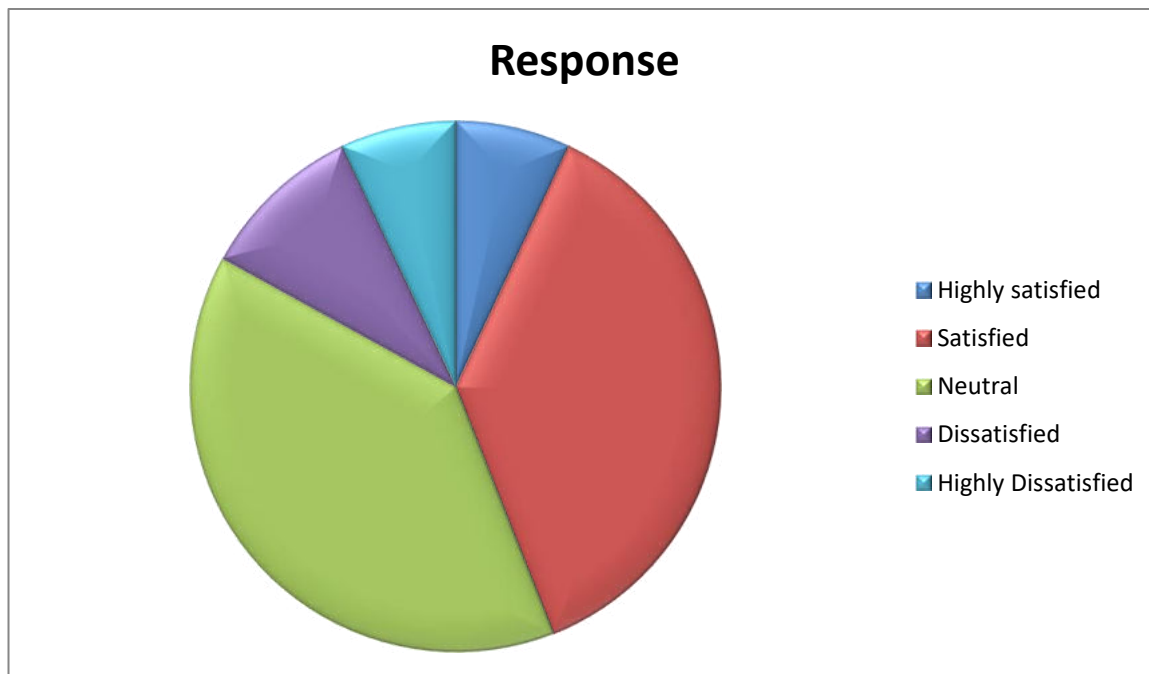
Response



Interpretation: From the survey it is evident that maximum percentage of respondents

Q5. What do you think of sales promotional schemes run by the Eureka Forbes Co.

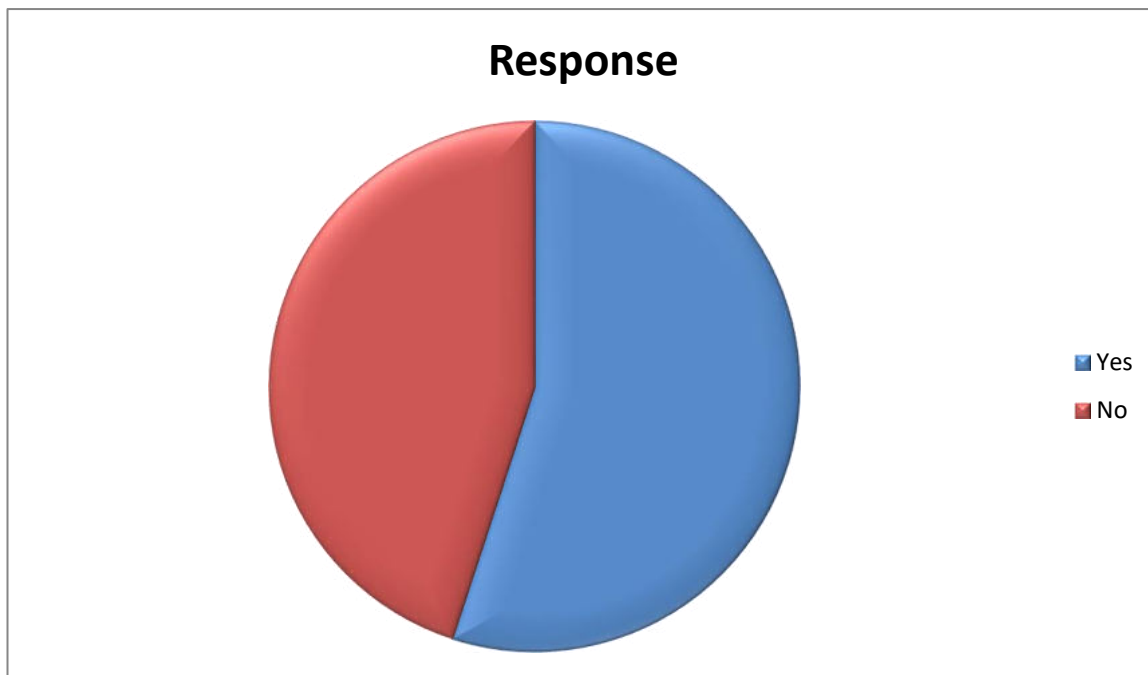
Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Highly satisfied	7	7%
2.	Satisfied	37	37%
3.	Neutral	39	39%
4.	Dissatisfied	10	10%
5.	Highly Dissatisfied	7	7%
6.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of respondents is in support of Eureka Forbes.

Q6. Have you taken the benefits of sales promotional schemes run by the Eureka Forbes Co.

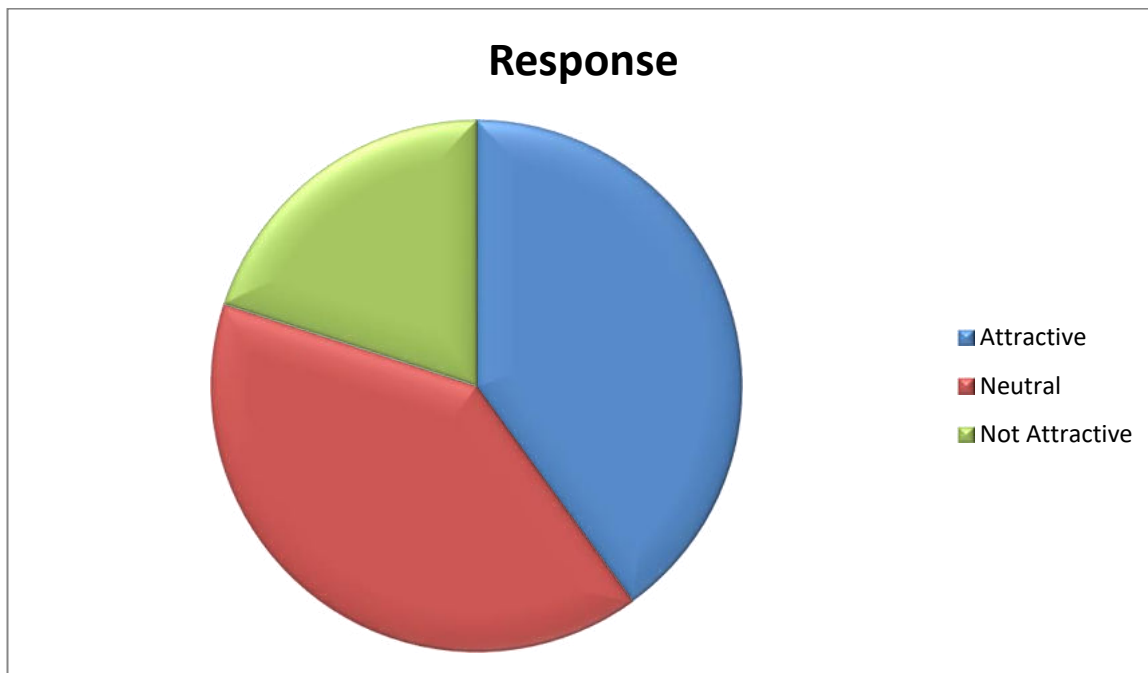
Sr. No.	Particular	No. Of Respondent	Percentage (%) of Respondent
1.	Yes	55	55%
2.	No	45	45%
3.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of respondents is in support of Eureka Forbes.

Q7. How attractive was the competition organized by Eureka Forbes Aquaguard

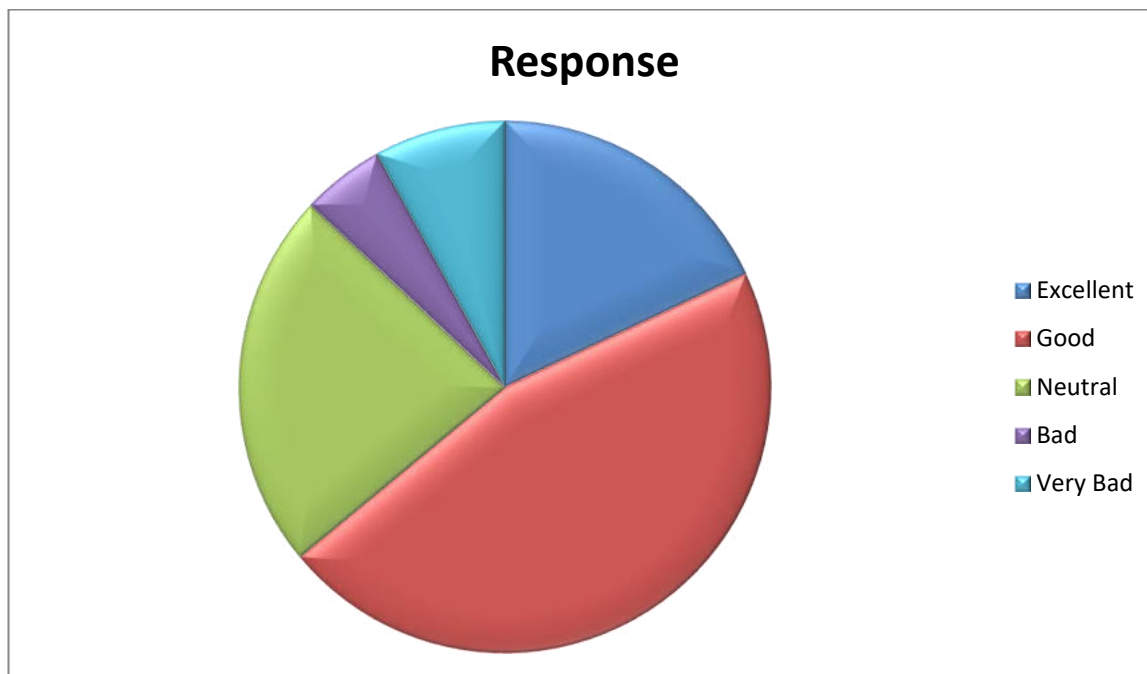
Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Attractive	40	40%
2.	Neutral	40	40%
3.	Not Attractive	20	20%
4.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of respondents are attractive and neutral towards the competition organized by Aquaguard while others are not attractive.

Q8. How do you feel Aquaguard advertisement on the basis of attractive and ethics

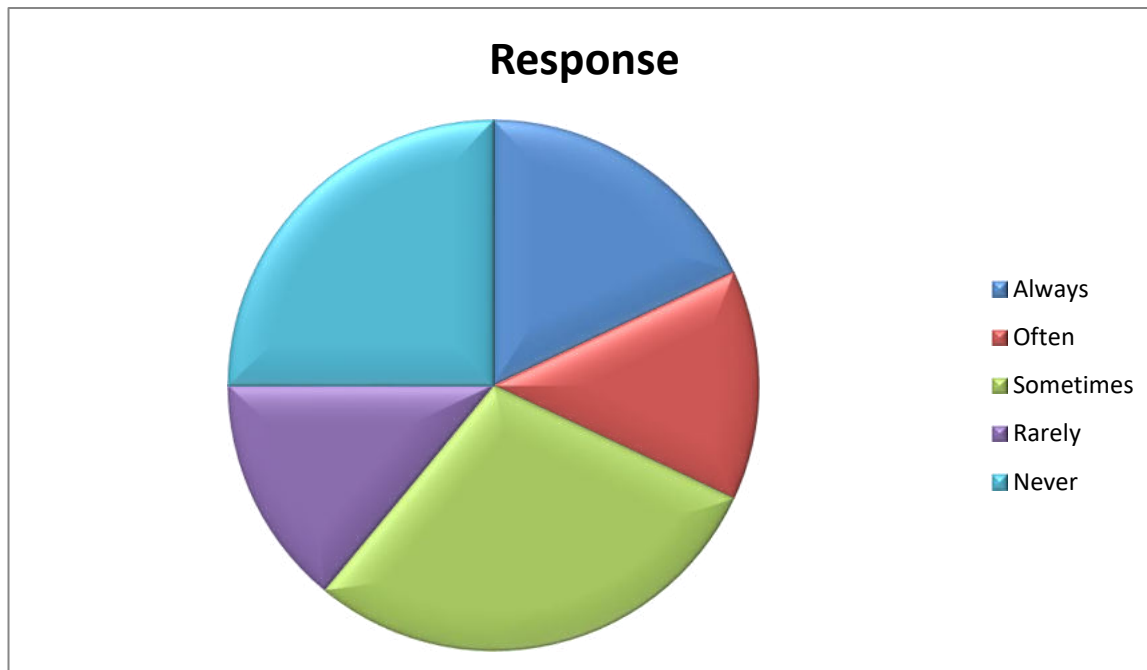
Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Excellent	18	18%
2.	Good	46	46%
3.	Neutral	23	23%
4.	Bad	5	5%
5.	Very bad	8	8%
6.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of respondent response good to feel about Aquaguard advertisement and it is followed by excellent, neural, bad, and very bad.

Q9. Do you get timely information of sales promotion methods from Eureka Forbes Co.

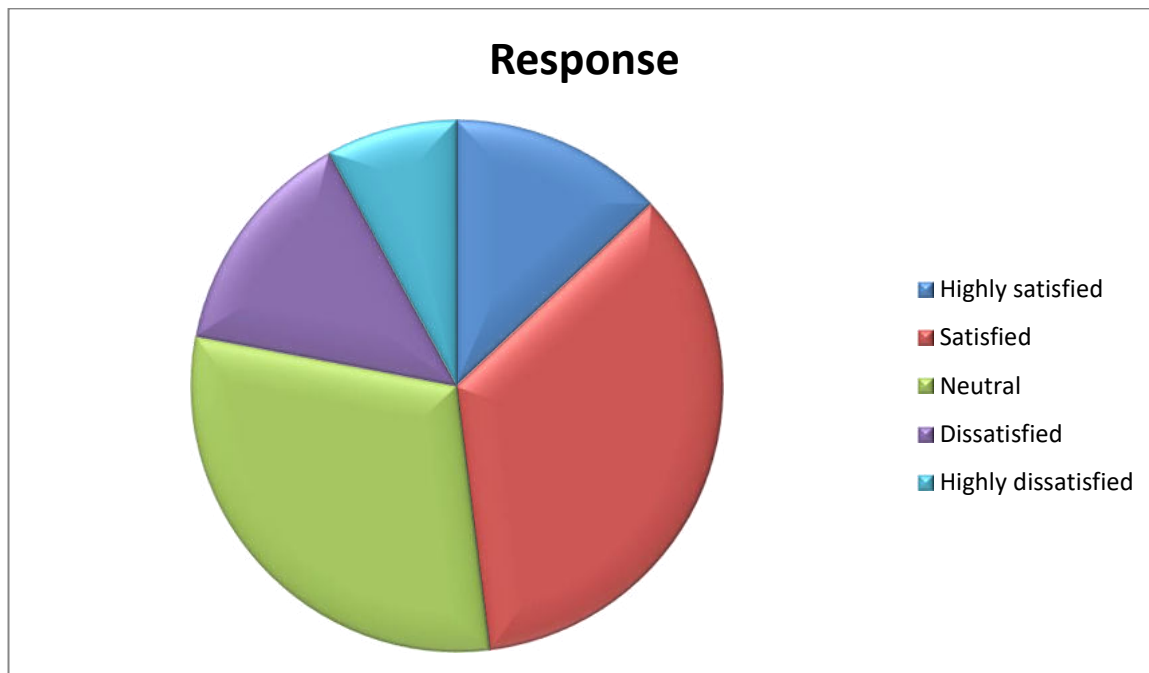
Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondents
1.	Always	18	18%
2.	Often	14	14%
3.	Sometimes	29	29%
4.	Rarely	14	14%
5.	Never	25	25%
6.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of sales promotion the responses are always, often, sometimes, rarely, never.

Q10. Are you satisfied with the free gifts provided by Aquaguard at the time of the delivery?

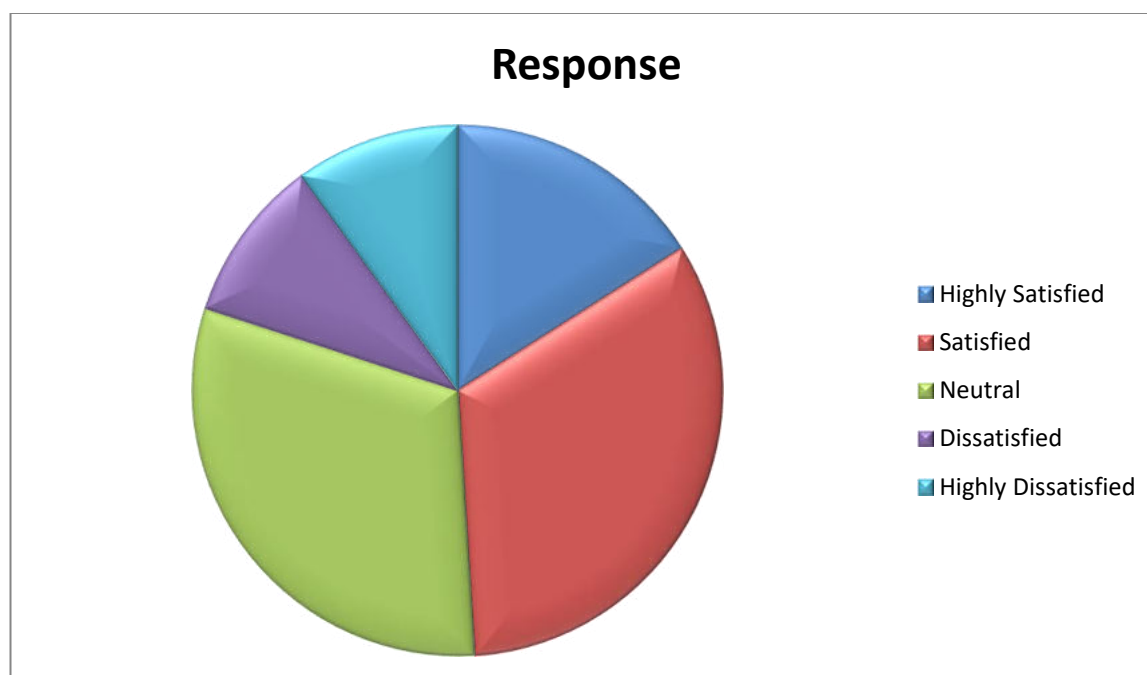
Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Highly satisfied	13	13%
2.	Satisfied	35	35%
3.	Neutral	30	30%
4.	Dissatisfied	14	14%
5.	Highly Dissatisfied	8	8%
6.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of respondents are satisfied with free gifts provided by Aquaguard at the time of delivery, and it is followed by highly satisfied, neutral, dissatisfied.

Q11. How satisfied are you with discount policy of Aquaguard?

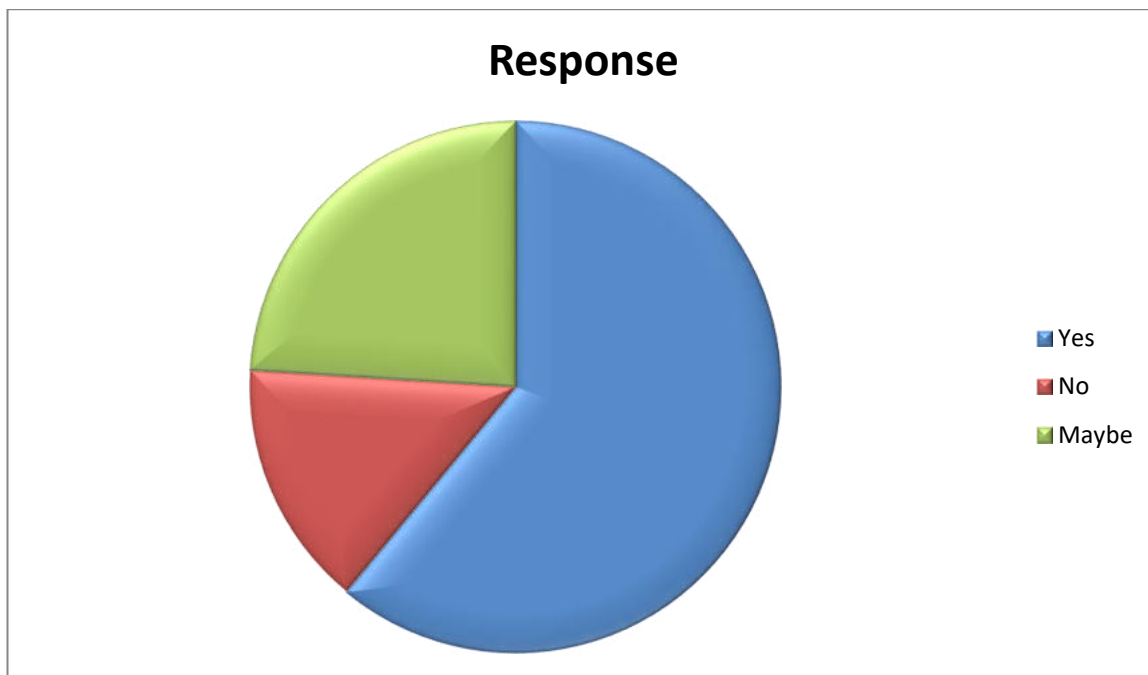
Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Highly satisfied	16	16%
2.	Satisfied	33	33%
3.	Neutral	31	31%
4.	Dissatisfied	10	10%
5.	Highly dissatisfied	10	10%
6.	Total	100	100%



Interpretation: From the survey is evident that maximum percentage of respondent are satisfied with the discount policy of Aquaguard and it is followed by highly satisfied, neutral, dissatisfied and highly dissatisfied.

Q12. Would you recommend Aquaguard to others?

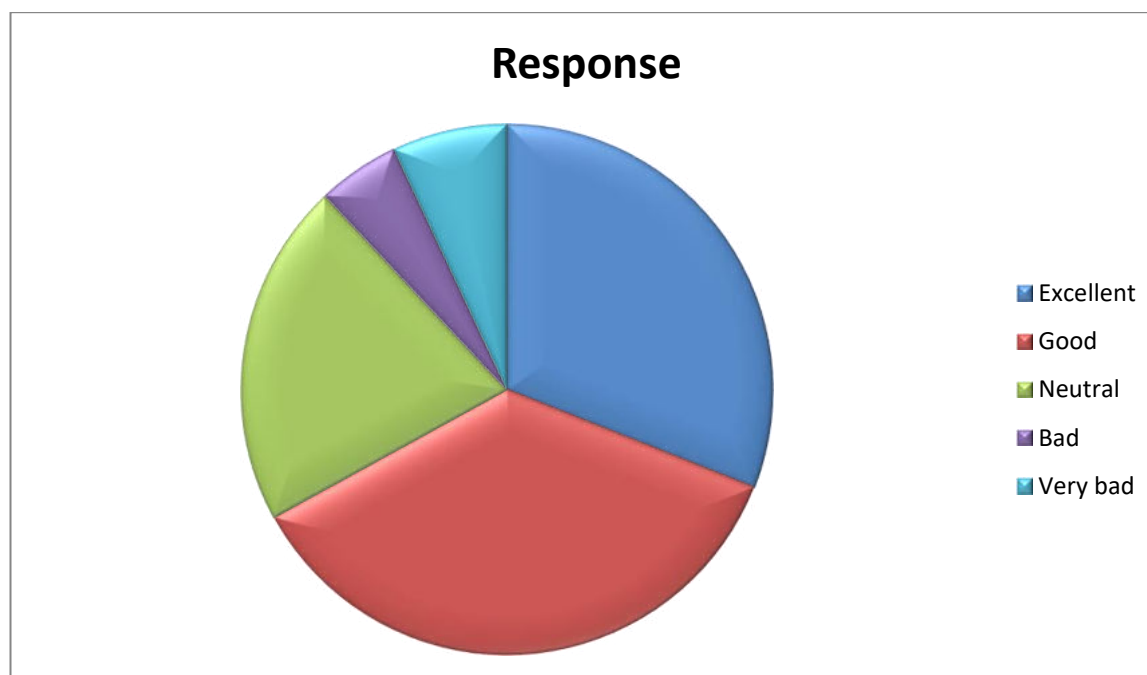
Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Yes	61	61%
2.	No	15	15%
3.	Maybe	24	24%
4.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of respondent are recommend to someone while others are don't.

Q13. At overall, how do you rate Aquaguard.

Sr. No.	Particulars	No. Of Respondent	Percentage (%) of Respondent
1.	Excellent	31	31%
2.	Good	36	36%
3.	Neutral	21	21%
4.	Bad	5	5%
5.	Very bad	7	7%
6.	Total	100	100%



Interpretation: From the survey it is evident that maximum percentage of respondent response good at overall rate of Aquaguard while others don't .

CONCLUSION AND LIMITATION

CONCLUSION

We had conducted the market survey in the Nagpur city .we had chosen our product as Aquaguard because people are very cautious about their health these days , and very particular about their drinking water . In such a scenario most of the people are using water purifier, the company which leads the market is Eureka Forbes .

We had chunk sampling method to do the protect survey under the city .The sample includes both higher and lower potential people. We had met different kinds of people, coming from different religion and stratas of the society in this areas. Thus we came to know about the different views of these peoples. After the survey we came to solution that the peoples of the city are very much aware of Aquaguard and maximum of them are satisfied with the product. We came across some people who are using Aquaguard for more than 3 years . Although maximum people are satisfied with the product but still there a pinch of dissatisfaction among some of the consumers but the ratio of these people are negligible .

It is the concluded that sales promotion is important to improve the sales of the company and to reach new customer. Each and every organization should have a good strategic plan for their promotion to with stand in the market with huge competition. The discounts and loyalty programmes in the company will improves the sales by attracting new customer. The best sales promotion will help the company to fulfil the organizational objectives. The sales promotion is must to improve their sales in every organizations. The sales is monitored based on the promotional activities practised by the organisation, the company should have better promotional activities practised in the organization to estimate the sales.

Therefore, the sales promotion plays a vital role in the organisation to fulfil the organizational goals and objectives. The company should frame the best strategic plan to meet the competition in the market and fulfil the customer needs. Many authors have proved that the sales promotion is the key that helps the company to achieve the sales. According to Philip Austin said that “

LIMITATIONS OF THE STUDY

- The study conducted may have information given from the customer.
- The time given to collect the sample was limited.
- The information was not filled properly by the respondents.
- Due to insufficient availability of data.
- Lack of previous studies in the research area.
- Due to less interest of respondents.
- Respondent may not honest while answering questions.

SUGGESTIONS AND RECOMMENDATIONS

SUGGESTIONS

- Eureka Forbes has improved its promotional platforms to improve to reach the new customer.
- Eureka Forbes has to keep the promises to its customer at the time of delivery.
- Eureka Forbes should keep their commitments and promise at the time of delivery and fulfil the customer expectation.
- Eureka Forbes should improve its efficiency and growth to withstand in the market.
- The company should focus on the sales by fulfilling the customers need.
- Eureka Forbes should provide good discounts and loyalty to the existing customers.
- The UV water purifiers and RO water purifiers should be targeted to different areas.
- Distribute discount coupons and free service coupons through newspapers.
- Send messages to existing customers about the new product or special offers.
- Free trial of newly launched products be provided during free service camps.
- Eureka Forbes should have good and sufficient customer relationship management to its customers.
- Eureka Forbes will have to improves its advertising mode and improve its strategy to attract new customers.

RECOMMENDATIONS

On the basis of this study, certain recommendations regarding sales promotion strategies by Eureka Forbes Aquaguard.

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APPENDICES

QUESTIONNAIRE

FOR CUSTOMERS

1. Name: -----

Age:

- a) 15-20
- b) 20-25
- c) 25-30
- d) Above 30

2. Do you use any kind of water purifiers at home?

- a) Yes
- b) No

3. Which water purifier do you use at your home?

- a) Kent
- b) Aquaguard
- c) Livepure
- d) Others

4. Who suggested you to use water purifiers?

- a) Relatives
- b) Friends
- c) Sales person
- d) Doctor

5. According to you, which sales promotional scheme is attractive?

- a) Exchange offers
- b) Gifts
- c) Price offs
- d) Others

6. What do you think of sales promotional schemes run by the Eureka Forbes Co.
 - a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly dissatisfied

7. Have you taken the benefits of sales promotional schemes run by the Eureka Forbes Co.
 - a) Yes
 - b) No

8. How attractive was the competition organized by Eureka Forbes Aquaguard?
 - a) Attractive
 - b) Neutral
 - c) Not attractive

9. How do you feel Aquaguard advertisement on the basis of attractive and ethics?
 - a) Excellent
 - b) Good
 - c) Neutral
 - d) Bad
 - e) Very bad

10. Do you get timely information of sales promotion methods from Eureka Forbes Co.
 - a) Always
 - b) Often
 - c) Sometimes
 - d) Rarely
 - e) Never

11. Are you satisfied with the free gifts provided by Aquaguard at the time of the delivery?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

12. How satisfied are you with discount policy Aquaguard?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

13. Would you recommend Aquaguard to others?

- a) Yes
- b) No
- c) Maybe

14. At overall, how do you rate Aquaguard?

- a) Excellent
- b) Good
- c) Neutral
- d) Bad
- e) Very bad

FOR COMPANY

1. Do you feel the need of sales promotion schemes to increase the sales of your company?
 - a) Yes
 - b) No

2. Who are targeted in implementation of sales promotion schemes?
 - a) Customers
 - b) Dealers
 - c) Salesmen
 - d) All of the above

3. What is the reason for using more sales promotion schemes in your company?
 - a) Increasing competition
 - b) Easy to measure effects
 - c) Customers numbers increase marginally only
 - d) All of the above

4. What is the objective for using sales promotion methods when advertising is a very effective promotional method is available?
 - a) To increase sales of slow moving products
 - b) To identify and attract new customers
 - c) To increase sales in off-season
 - d) To develop better relationship with salesmen & dealers
 - e) Others

5. What is the impact of sales promotion methods on sales of the company?
 - a) Immediate
 - b) Delayed
 - c) Both (a) and (b)
 - d) No impact

6. Are the sales promotion schemes implemented in your company?

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never