

## SUMMER PROJECT REPORT

“An Analysis of Potential Marketing Methods Adopted by Rathi & Co.”

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## CERTIFICATE



This is to certify that the investigation describes in this report titled “**An Analysis of Potential Marketing Methods Adopted by Rath & Co.**” has been carried out by **Ms.Nidhi Rajkumar Mundhra** during the summer internship project. This study was done in the organization of **Rath & Co.**, in partial fulfillment of the requirement for the degree of Master of Business Administration of **G.S College of Commerce & Economics (An Autonomous Institution) R.T.M. Nagpur University, Nagpur.** . This work is the own work of the candidate, complete in all respect and is to sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for the work are duly acknowledged.

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## *Rathi & Co*

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms **NIDHI R MUNDHRA** a student of MBA Sem-II, Department of Management Sciences & Research, G. S. College of Commerce & Economics, Nagpur has successfully completed her Summer Internship Program from **20<sup>TH</sup> Oct 2021** to **04<sup>th</sup> Dec 2021** under our guidance. During the period of his/her internship he/she was found punctual, hardworking and inquisitive.

We wish him/her every success in life.

For Rathi & Company

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Mr. Sampatmal Rathi  
Authorised Signatory  
(Proprietor)

## Acknowledgement

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## **Introduction**

### **What is Marketing?**

Marketing is the process of getting potential clients or customers interested in your products and services. The keyword in this definition is "process." Marketing involves researching, promoting, selling, and distributing your products or services.

This discipline centers on the study of market and consumer behaviors and it analyzes the commercial management of companies in order to attract, acquire, and retain customers by satisfying their wants and needs and instilling brand loyalty.

Marketing's principal function is to promote and facilitate exchange. Through marketing, individuals and groups obtain what they need and want by exchanging products and services with other parties. Such a process can occur only when there are at least two parties, each of whom has something to offer. In addition, exchange cannot occur unless the parties are able to communicate about and to deliver what they offer. Marketing is not a coercive process: all parties must be free to accept or reject what others are offering. So defined, marketing is distinguished from other modes of obtaining desired goods, such as through self-production, begging, theft, or force.

Marketing is not confined to any particular type of economy, because goods must be exchanged and therefore marketed in all economies and societies except perhaps in the most primitive. Furthermore, marketing is not a function that is limited to profit-oriented business; even such public institutions as hospitals, schools, and museums engage in some forms of marketing. Within the broad scope of marketing, merchandising is concerned more specifically with promoting the sale of goods and services to consumers (i.e., retailing) and hence is more characteristic of free-market economies.

Based on these criteria, marketing can take a variety of forms: it can be a set of functions, a department within an organization, a managerial process, a managerial philosophy, and a social process.

### **The evolving discipline of marketing**

The marketing discipline had its origins in the early 20th century as an offspring of economics. Economic science had neglected the role of middlemen and the role of functions other than price in the determination of demand levels and characteristics. Early marketing economists examined agricultural and industrial markets and described them in greater detail than the classical economists. This examination resulted in the development of three approaches to the analysis of marketing activity: the commodity, the institution, and the function.

Commodity analysis studies the ways in which a product or product group is brought to market. A commodity analysis of milk, for example, traces the ways in which milk is collected at individual dairy farms, transported to and processed at local dairy cooperatives, and shipped to

## **Roles of marketing**

As marketing developed, it took a variety of forms. It was noted above that marketing can be viewed as a set of functions in the sense that certain activities are traditionally associated with the exchange process. A common but incorrect view is that selling and advertising are the only marketing activities. Yet in addition to promotion, marketing includes a much broader set of functions, including product development, packaging, pricing, distribution, and customer service.

Many organizations and businesses assign responsibility for these marketing functions to a specific group of individuals within the organization. In this respect, marketing is a unique and separate entity. Those who make up the marketing department may include brand and product managers, marketing researchers, sales representatives, advertising and promotion managers, pricing specialists, and customer service personnel.

Finally, marketing is a social process that occurs in all economies, regardless of their political structure and orientation. It is the process by which a society organizes and distributes its resources to meet the material needs of its citizens. However, marketing activity is more pronounced under conditions of goods surpluses than goods shortages. When goods are in short supply, consumers are usually so desirous of goods that the exchange process does not require significant promotion or facilitation. In contrast, when there are more goods and services



than consumers need or want, companies must work harder to convince customers to exchange with them.

## **The marketing process**

The marketing process consists of four elements: strategic marketing analysis, marketing-mix planning, marketing implementation, and marketing control.

## **Strategic marketing analysis**

### **Market segments**

The aim of marketing in profit-oriented organizations is to meet needs profitably. Companies must therefore first define which needs—and whose needs—they can satisfy. For example, the personal transportation market consists of people who put different values on an automobile's cost speed, safety, status, and styling. No single automobile can satisfy all these needs in a superior fashion; compromises have to be made. Furthermore, some individuals may wish to meet their personal transportation needs with something other than an automobile, such as a motorcycle, a bicycle, or a bus or other form of public transportation. Because of such variables, an automobile company must identify the different preference groups, or segments, of customers and decide which group(s) they can target profitably.

### **Market niches**

Segments can be divided into even smaller groups, called subsegments or niche. A niche is defined as a small target group that has special requirements. For example, a bank may specialize

## **Marketing to individuals**

A growing number of companies are now trying to serve “segments of one.” They attempt to adapt their offer and communication to each individual customer. This is understandable, for instance, with large industrial companies that have only a few major customers. For example, The Boeing company (United States) designs its 747 planes differently for each major customer

### **Positioning**

A key step in marketing strategy, known as positioning, involves creating and communicating a message that clearly establishes the company or brand in relation to competitors. Some products may be positioned as “outstanding” in two or more ways. However, claiming superiority along several dimensions may hurt a company’s credibility because consumers will not believe that any single offering can excel in all dimensions. Furthermore, although the company may communicate a particular position, customers may perceive a different image of the company as a result of their actual experiences with the company’s product or through word of mouth.

## **Marketing-mix planning**

Having developed a strategy, a company must then decide which tactics will be most effective in achieving strategy goals. Tactical marketing involves creating a marketing mix of four

components—product, price, place, promotion—that fulfills the strategy for the targeted set of customer needs.

## **Product**

### **Product development**

The first marketing-mix element is the product, which refers to the offering or group of offerings that will be made available to customers. In the case of a physical product, such as a car, a company will gather information about the features and benefits desired by a target market. Before assembling a product, the marketer's role is to communicate customer desires to the engineers who design the product or service. This is in contrast to past practice, when engineers designed a product based on their own preferences, interests, or expertise and then expected marketers to find as many customers as possible to buy this product. Contemporary thinking calls for products to be designed based on customer input and not solely on engineers' ideas.

### **Packaging and branding**

Packaging and branding are also substantial components in the marketing of a product. Packaging in some instances may be as simple as customers in France carrying long loaves of unwrapped bread or small produce dealers in Italy wrapping vegetables in newspapers or placing them in customers' string bags. In most industrialized countries, however, the packaging of merchandise has become a major part of the selling effort, as marketers now specify exactly the types of packaging that will be most appealing to prospective customers.



## **Marketing a service product**

The same general marketing approach about the product applies to the development of service offerings as well. For example, a health maintenance organization (HMO) must design a contract for its members that describes which medical procedures will be covered, how much physician choice will be available, how out-of-town medical costs will be handled, and so forth. In creating a successful service mix, the HMO must choose features that are preferred and expected by target customers, or the service will not be valued in the marketplace.

## **Price**

The second marketing-mix element is price. Ordinarily companies determine a price by gauging the quality or performance level of the offer and then selecting a price that reflects how the market values its level of quality. However, marketers also are aware that price can send a message to a customer about the product's presumed quality level.

## **Place**

Place, or where the product is made available, is the third element of the marketing mix and is most commonly referred to as distribution. When a product moves along its path from producer to consumer, it is said to be following a channel of distribution. For example, the channel of distribution for many food products includes food-processing plants, warehouses, wholesalers, and supermarkets. By using this channel, a food manufacturer makes its products easily accessible by ensuring that they are in stores that are frequented by those in the target market. In another example, a mutual funds organization makes its investment products available by enlisting the assistance of brokerage houses and banks, which in turn establish relationships with particular customers. However, each channel participant can handle only a certain number of products: space at supermarkets is limited, and investment brokers can keep abreast of only a limited number of mutual funds. Because of this, some marketers may decide to skip steps in the channel and instead market directly to buyers through factory outlets, direct mail, and shopping via the Internet (a significant trend from the late 20th century).

## **Promotion**

Promotion, the fourth marketing-mix element, consists of several methods of communicating with and influencing customers. The major tools are sales force, advertising, sales promotion, and public relations

Sales force

## **Advertising**

Advertising includes all forms of paid non personal communication and promotion of products, services, or ideas by a specified sponsor. Advertising appears in such media

as print (newspapers, magazines, billboards, flyers), broadcast (radio, television), and Internet, including e-mail and various Web sites. Print advertisements typically consist of a picture, a headline, information about the product, and occasionally a response coupon. Broadcast advertisements consist of an audio or video narrative that can range from short 15-second spots to longer segments known as infomercials, which generally last 30 or 60 minutes. E-mail advertisements are similar in content to print advertisements and contain hyperlinks to the retailer of the product or service.

## **Sales Promotion**

While advertising presents a reason to buy a product, sales promotion offers a short-term incentive to purchase. Sales promotions often attract brand switchers (those who are not loyal to a specific brand) who are looking primarily for low price and good value. Thus, especially in markets where brands are highly similar, sales promotions can cause a short-term increase in sales but little permanent gain in market share. Alternatively, in markets where brands are quite dissimilar, sales promotions can alter market shares more permanently. The use of promotions rose considerably during the late 20th century..

## **Public Relations**

Public relations, in contrast to advertising and sales promotion, generally involves less commercialized modes of communication. Its primary purpose is to disseminate information and opinion to groups and individuals who have an actual or potential impact on a company's ability

to achieve its objectives. In addition, public relations specialists are responsible for monitoring these individuals and groups and for maintaining good relationships with them. One of their key activities is to work with news and information media to ensure appropriate coverage of the company's activities and products. Public relations specialists create publicity by arranging press conferences, contests, meetings, and other events that will draw attention to a company's products or services.

## **Marketing implementation**

Companies have typically hired different agencies to help in the development of advertising, sales promotion, and publicity ideas. However, this often results in a lack of coordination between elements of the promotion mix. When components of the mix are not all in harmony, a confusing message may be sent to consumers. For example, a television advertisement for an automobile may emphasize the car's exclusivity and luxury, while a Web-site advertisement may stress rebates and sales, clashing with this image of exclusivity. Alternatively, by integrating the marketing elements, a company can more efficiently utilize its resources. Instead of individually managing four or five different promotion processes, the company manages only one. In addition, promotion expenditures are likely to be better allocated because differences among promotion tools become more explicit. This reasoning has led to integrated marketing communications, in which all promotional tools are considered to be part of the same effort, and each tool receives full consideration in terms of its cost and effectiveness.

## **Marketing evaluation and control**

No marketing process, even the most carefully developed, is guaranteed to result in maximum benefit for a company. In addition, because every market is changing constantly, a strategy that is effective today may not be effective in the future. It is important to evaluate a marketing program periodically to be sure that it is continuing to achieve its objectives.

### **Marketing control**

There are four types of marketing control, each of which has a different purpose: annual-plan control, profitability control, efficiency control, and strategic control.

#### **Annual-plan control**

The basis of annual-plan control is managerial objectives—that is to say, specific goals, such as sales and profitability, that are established on a monthly or quarterly basis. Organizations use five tools to monitor plan performance. The first is sales analysis, in which sales goals are compared with actual sales and discrepancies are explained or accounted for. A second tool is market share analysis which compares a company's sales with those of its competitors. Companies can express their market share in a number of ways, by comparing their own sales to total market sales, sales within the market segment, or sales of the segment's top competitors.

Profitability control and efficiency control allow a company to closely monitor its sales, profits, and expenditures. Profitability control demonstrates the relative profit-earning capacity of a company's different products and consumer groups. Companies are frequently surprised to find that a small percentage of their products and customers contribute to a large percentage of their profits. This knowledge helps a company allocate its resources and effort.



## **Efficiency control**

Efficiency control involves micro-level analysis of the various elements of the marketing mix, including sales force, advertising, sales promotion, and distribution. For example, to understand its sales-force efficiency, a company may keep track of how many sales calls a representative makes each day, how long each call lasts, and how much each call costs and generates in revenue. This type of analysis highlights areas in which companies can manage their marketing efforts in a more productive and cost-effective manner.

## **Strategic control**

Strategic control processes allow managers to evaluate a company's marketing program from a critical long-term perspective. This involves a detailed and objective analysis of a company's organization and its ability to maximize its strengths and market opportunities. Companies can use two types of strategic control tools. The first, which a company uses to evaluate itself, is called a marketing-effectiveness rating review. In order to rate its own marketing effectiveness, a company examines its customer philosophy, the adequacy of its marketing information, and the efficiency of its marketing operations. It will also closely evaluate the strength of its marketing strategy and the integration of its marketing tactics.

## **Marketing audit**

The second evaluation tool is known as a marketing audit. This is a comprehensive systematic, independent, and periodic analysis that a company uses to examine its strengths in relation to its current and potential market(s). Such an analysis is comprehensive because it covers all aspects of the marketing climate (unlike a functional audit, which analyzes one marketing activity),

looking at both macro-environment factors (demographic, economic, ecological, technological, political, and cultural) and micro- or task-environment factors (markets, customers, competitors, distributors, dealers, suppliers, facilitators, and publics).



## **The marketing actors**

The elements that play a role in the marketing process can be divided into three groups: customers, distributors, and facilitators. In addition to interacting with one another, these groups must interact within a business environment that is affected by a variety of forces, including governmental, economic, and social influences.

## **Customers**

Often, individuals other than the user may participate in or influence a purchasing decision. Several individuals may play various roles in the decision-making process. In addition to knowing to whom the marketing efforts are targeted, it is important to know which products target customers tend to purchase and why they do so. Customers do not purchase “things” as much as they purchase services or benefits to satisfy needs. For instance, a conventional oven allows users to cook and heat food. Microwave oven manufacturers recognized that this need could be fulfilled—and done so more quickly—with a technology other than conventional

heating. By focusing on needs rather than on products, these companies were able to gain a significant share in the food cooking and heating market.

Customers can be divided into two categories: consumer customers, who purchase goods and services for use by themselves and by those with whom they live; and business customers, who purchase goods and services for use by the organization for which they work. Although there are a number of similarities between the purchasing approaches of each type of customer, there are important differences as well.

Consumer customers

### **Factors influencing consumers**

Four major types of factors influence consumer buying behavior: cultural, social, personal, and psychological.

#### **Cultural Factors**

Cultural factors have the broadest influence, because they constitute a stable set of values, perceptions, preferences, and behaviours that have been learned by the consumer throughout life. For example, in Western cultures consumption is often driven by a consumer's need to express individuality, while in Eastern cultures consumers are more interested in conforming to group norms.

#### **Social factors**

A consumer may interact with several individuals on a daily basis, and the influence of these people constitutes the social factors that affect the buying process. Social factors include reference groups—that is, the formal or informal social groups against which consumers

compare themselves. Consumers may be influenced not only by their own membership groups but also by reference groups of which they wish to be a part.

### **Personal factors**

Personal factors include individual characteristics that, when taken in aggregate distinguish the individual from others of the same social group and culture. These include age, life-cycle stage, occupation, economic circumstances, and lifestyle. A consumer's personality and self-conception will also influence his or her buying behavior.

### **Psychological Factors**

Finally, psychological factors are the ways in which human thinking and thought patterns influence buying decisions. Consumers are influenced, for example, by their motivation to fulfill a need. In addition, the ways in which an individual acquires and retains information will affect the buying process significantly. Consumers also make their decisions based on past experiences—both positive and negative.

### **Low-involvement purchases**

There are two types of low-involvement purchases. Habitual buying behaviour occurs when involvement is low and differences between brands are small. Consumers in this case usually do not form a strong attitude toward a brand but select it because it is familiar. In these markets, promotions tend to be simple and repetitive so that the consumer can, without much effort, learn the association between a brand and a product class. Marketers may also try to make their product more involving. For instance, toothpaste was at one time purchased primarily out of habit, but Procter& Gamble introduced a brand, Crest toothpaste, that increased consumer involvement by raising awareness about the importance of good dental hygiene.

## **Brand differences**

Variety-seeking buying behavior occurs when the consumer is not involved with the purchase, yet there are significant brand differences. In this case, the cost of switching products is low, and so the consumer may, perhaps simply out of boredom, move from one brand to another. Such is often the case with frozen desserts, breakfast cereals, and soft drinks. Dominant firms in such a market situation will attempt to encourage habitual buying and will try to keep other brands from being considered by the consumer. These strategies reduce customer switching behaviour. Challenger firms, on the other hand, want consumers to switch from the market leader, so they will offer promotions, free samples, and advertising that encourage consumers to try something new.

## **Marketing intermediaries: the distribution channel**

Many producers do not sell products or services directly to consumers and instead use marketing intermediaries to execute an assortment of necessary functions to get the product to the final user. These intermediaries, such as middleman (wholesalers, retailers, agents, and brokers), distributors, or financial intermediaries, typically enter into longer-term commitments with the producer and make up what is known as the marketing channel, or the channel of distribution.

## **Channel functions and flows**

In order to deliver the optimal level of service outputs to their target consumers, manufacturers are willing to allocate some of their tasks, or marketing flows, to intermediaries. As any

marketing channel moves goods from producers to consumers, the marketing intermediaries perform, or participate in, a number of marketing flows, or activities. The typical marketing flows, listed in the usual sequence in which they arise, are collection and distribution of marketing research information (information), development and dissemination of persuasive communications (promotion), agreement on terms for transfer of ownership or possession), intentions to buy acquisition and allocation of funds (risk taking), storage and movement of product (physical possession), buyers paying sellers (payment), and transfer of ownership (title).

## **What is Sales?**

Sales refers to the exchange of a product, commodity, service or delivery for money. It involves helping prospective clients or customers by listening to them and understanding their wants and needs to find them what they're looking for. Rather than persuading someone to purchase something, selling is focused on meeting the needs of the customer objectively.

**Sales** are activities related to selling or the number of goods sold in a given targeted time period.

The delivery of a service for a cost is also considered a sale

Sale is the process comprised of all the activities that a business performs to sell its product and service. Multiple parties involved in the sales process and they're as follows;

- Buyer. It's the person who wants to purchase.
- Seller. It's the person who wants to sell.
- Product/services. It's the commodity that brings buyer and seller at one platform.
- Sale process. The activities that a company or business performs to sell.

The sales staff of a company approach and contact those people who are interested in buying the product or service that you're offering. They may have contacted you on social media, liked your offer, downloaded the information, or visited your website.

The purpose of the contact to follow the lead that would probably be your target market, and they would buy your product or service. Sale is doing the transaction, it won't complete without the transaction.

### **Importance of Sales**

The success of any organization, business or company depends on its sales department, because it's the only unit of the organization that generates cash and money and brings it on the table.

The importance of sales as follows;

### **Business Growth**

Business would keep on growing if the sales associates are repeating the sales, and closing more deals over and over again. When the business has more money, then it would expand its business operations and growth continues.

### **Customers Retention**

If the sales associates are polite and have a kind attitude, then they would attract and retain more people. Customers usually like those sales personals who provide the exact information about what they are looking, instead of just focusing on selling their products.

## **Conversion**

Marketing and advertisements attract customers towards the company's product or service and then make them to demand it. Sale is the end of the marketing funnel that converts the prospects into actual customers.

Sales fill the gap between the customers and the company through product that can fulfill their needs. Often sales personals are dealing with prospects that are already aware of the products.

## **Types of Sales**

Here are some of the following types of sales are as follows;

### **Inside Sales**

Some sales associates prefer to approach and contact prospects remotely via emails, telephonic calls, text messages, and social media contact. Inside doesn't involve face to face and direct contact of buyer and seller.

### **Outside Sales**

There are those sellers who go out to do the fieldwork and make direct contact with prospective clients, and convert them into customers. Outside sales is the traditional type of selling that we can see it in the market, shops, and bazaar.

### **B2B Sales**

Business to business or B2B type of sales when a business sells its products and services to the other business for further reuse; the final product of one business is a raw material to the other business. One business doesn't sell its products to the end consumers.



## **B2C Sales**

Business to Sales or B2C type of sales, as the name implies, where businesses directly sell their products and services to the end consumers. B2C doesn't offer its product or service to the other businesses as a raw material for further reuse.

## **Product Sales**

Product sales involve sales of tangible and physical products that you can touch and feel its texture and surface. Like CDs, DVDs, clothes, and digital products like software.

## **Service Sales**

Service sales deals with the sales of an intangible and non-physical product like; plumbing, electrician, teaching, banking, consultancy, and development.

## **Affiliate Sales**

Affiliate sales are when a platform or business offers its platform to the other business to increase its sales, in exchange for a certain amount of commission per sale.

## **Online Sales**

E-commerce, online stores, sell it and Shopify falls in the category of online sales. Where you select something that you want, place your order, and the online store would send it to you on your address that you provide.

## **Offline Sales**

Offline sale is the traditional type of sales where you visit the shopping mall or supermarket and buy something from there.

## **Examples of Sales**

Buying something either from an online store or the store near to your house is an example of a sale. Where you ask for something, the seller provides you the answer. If you pay for the product and buy it, this transaction is the sale.

## **Common Sales Terms**

Here are some of the commonly used terms for sales as follows;

### **Sales Associate**

Sales associate also goes by many names like salesperson, sales rep, retailer, sales agent, or seller. It's the person who carries out all the operations relevant to the sales of products or services.

### **Prospect**

A prospect is the stage when the sales associate of the company makes a contact to sell product or service. The prospecting technique could be in the form of emails, calls, warning emails, or social media contacts. If any of those calling person shows interest in the company's product, then sales associates use various closing methods to convert prospects into actual customers.

### **Cold Calling**

Cold calling falls in the category of telemarketing or in-person door to door visits when the caller requests the potential customer who has no experience with any of the company's salesperson before. This marketing term is one of the old forms of marketing technique of seller.

## **Cross-Selling**

Cross-selling is when the seller offers the customer more products to buy after his shopping. In other words, it's the process of convincing the existing customer to spend more money on the additional relevant products. The most common example of cross-selling can be seen in the online stores, they offer items that are bought together. Customers who bought this item, they bought that item as well.

## **Sales Pipeline**

Sales pipeline means graphically representing all the steps involved in the sales process. It helps the sales associates to see and understand the phase where the prospects are in the sales cycle.

## **Sales Vs Marketing**

Sales and marketing are completely different things and they involve different processes. The activated involved in the marketing are as follows;

- Producing, developing and offering some valuable product or service to the customers.
- When the product is ready, then talking about it to your prospects and customers,
- If the customers like your product, then they would purchase it from you.
- You deliver the same product that you have offered.

Sales, on the other hand, is the process of transaction and selling your product and service to your potential customers. It's one small part of the whole marketing process.

## Difference between Sales and Marketing

Points	Sales	Marketing
Meaning	Sales refers to the process of selling, whereby product is offered for sale to the customer at a certain price and at a given period of time.	Marketing is understanding the requirements of the customers in such a way that whenever any new product is introduced, it sells itself.
Orientation	Product-oriented	Customer-oriented
Approach	Fragmented approach	Integrated approach
Focus	Company needs	Market needs
Related to	Related to flow of goods to customers.	Related to all the activities which facilitates flow of goods to customers.
Duration	Short-term	Long-term
Objective	To instigate shoppers in such a way that they turn out as buyers.	To identify the needs of customers and create products to satisfy those needs.
Scope	Selling of the product.	Advertisement, Sales, Research, Customer satisfaction, After sales services etc.

Strategy used	Push Strategy	Pull Strategy
Rule	Caveat Emptor	Caveat Vendor
Technique	Price promotion, Discounts and Special offers.	Customer relationship through integration of organization with the needs of customers.
Process	Involves exchange of goods for adequate consideration.	Entails identifying and satisfying customer's needs.



## **Company Profile**

### **The Indian Subcontinent**

Research indicates two early stages of agricultural development in South Asia. In the earlier stage, dating roughly from 9500 to 7500 BP, agriculture was being established in parts of Pakistan, in the north westernmost part of the subcontinent. At the ancient site of Mehrgarh, where the earliest evidence has been found, barley was the dominant crop and was apparently supplemented with some wheat. The barley found there is the well-developed domesticate, six-row barley. A small amount of wild barley and two-row domesticated barley have also been recovered, although archaeologists do not think that barley was independently domesticated in this region. Four types of wheat—einkorn, emmer, durum, and bread wheat—have also been found. All had diffused from Southwest Asia so it is thought that barley probably did so as well. However, the early barley and wheat in Mehrgarh have predominantly small spherical grains, indicating that varieties adapted to local conditions were developed there. No evidence of irrigation has been found. Goats and sheep were also raised at Mehrgarh at this time.

The second stage, dating to about 7000 BP at Mehrgarh, includes evidence of another crop, cotton. It is quite likely a local domesticate. Other important crops with histories in the Indian subcontinent are mung beans black gram horsegram and pigeon pea all of which appear after about 5000 BP. Rice is present by about 7000 BP (and possibly earlier), but in this early period its status as a cultigen is unclear; fully domesticated rice and little millet appear in the archaeological record about 4500 BP. Their appearance coincides closely with significant socioeconomic changes in the subcontinent.

Barley and wheat, supplemented by dates, sesame field peas, and lentils, were the primary crops. Goats, sheep, fowl, humped and humpless breeds of Indian cattle , and the Indian elephant had been domesticated. In addition to the domestication of a great variety of animals, fragments of dyed and woven cotton fabric attest to the antiquity of the cultivation of cotton plants and of the textile industry for which India was to become famous the world over.

Little archaeological or pictorial evidence of farm implements has survived. It has been surmised, however, that the cereals could have been sown in the fall, on inundated land after the annual flooding of the rivers had receded, and then harvested in spring. That system continues to be used into the 21st century; it involves minimal skill, labour, and equipment, as the land does not have to be plowed, fertilized, or irrigated.

The people of the Indus civilization were engaged in a great deal of commerce, and there is proof of river and sea traffic. There was a trading post at Lothal on the Gulf of Cambay with a brick dockyard and an elaborate channel and spillway. Two-wheeled bullock carts and light covered wagons—forms of transportation that remain common in the early 21st century—were used for local travel. Caravans of pack oxen were the principal mode of transportation over longer distances.

South India, centre of the later distinctive Tamil culture, constituted a second, initially independent agricultural region. Crops were being raised there during the first half of the 4th millennium BP. Two varieties of pulses and finger millet were cultivated there.

To the north and west of the Deccan plateau lay a third, intermediate area. There, at Lothal and Rangpur, has been found the earliest South Asian evidence of rice cultivation, in

the later Harappan period. Subsequently, wheat, cotton, flax, and lentils spread into the region from the Indus valley, and pulses and millets from the south.

## **Early development**

The development of agriculture involves an intensification of the processes used to extract resources from the environment: more food, medicine, fibre, and other resources can be obtained from a given area of land by encouraging useful plant and animals species and discouraging others. As the productivity and predictability of local resources increased, the logistics of their procurement changed, particularly regarding the extent to which people were prepared to travel in order to take advantage of seasonally available items. Group composition eventually became more stable, mobility declined, and, as a consequence, populations increased.

In terms of material culture, durable houses and heavy tools such as pestles, mortars, and grindstones, all of which had long been known, came into more general use. Although discussions of prehistoric cultures often imply a direct correlation between the development of pottery and the origins of agriculture, this is not a universal relationship. In some parts of the Old World, such as Southwest Asia, and in the Americas, pottery appears long after agriculture starts, while in East Asia, where the first pottery dates to as early as 13,700 BP, the opposite is the case.

## **The Mughal century (c. 1600 CE)**

At the climax of the Mughal Empire, with the arrival and presence of the Western powers, a commercial economy based on oceanic trade was evolving. But no technological revolution in cultivating tools or techniques had occurred since roughly the time of the Upanishads. The empire was broadly divided into rice zones and wheat and millet zones. Rice predominated in the



eastern states, on the southwest coast, and in Kashmir. Aside from its original home in Gujrat, it had spread also to the Punjab and Sindh with the aid of irrigation. Wheat grew throughout its “natural” region in north and central India. Millets were cultivated in the wheat areas and in the drier districts of Gujarat and Khandesh as well.

Cotton, Sugarcane, indigo, and opium were major cash crops. Cultivation of tobacco, introduced by the Portuguese, spread rapidly. The Malabar Coast was the home of spices, especially black pepper , that had stimulated the first European adventures in the East. Coffee had been imported from Abyssinia and became a popular beverage in aristocratic circles by the end of the century. Tea, which was to become the commoner’s drink and a major export, was yet undiscovered, though it was growing wild in the hills of Assam. Vegetables were cultivated mainly in the vicinity of towns. New species of fruit, such as the pineapple, papaya, and Cashew nut , also were introduced by the Portuguese. The quality of mango and citrus fruits was greatly improved.

Cattle continued to be important as draft animals and for milk. Land use never became as intensive as in China and East Asia, although, as noted by Megasthenes, double (and even triple) cropping was fairly common in regions favoured with irrigation or adequate rainfall. Though the population must have increased many times over since Mauryan times, in the 17th century virgin land was still abundant and peasants were scarce.

Irrigation, however, had greatly expanded. Well water, surface water, and rainwater were captured and stored in tanks, then distributed across the landscape by a network of canals. Some new water-lifting devices—such as the sakia, or Persian wheel, which consists of a series of leather buckets on an endless rope yoked to oxen—had been adopted. All these practices continued to be widely used in the 21st century.

The plow was the principal implement for tillage. Drawn by oxen, the traditional Indian plow has never had a wheel or a moldboard. The part that penetrates the soil is a wedge-shaped block of hardwood. The draft pole projects in front, where it is attached to the neck yoke of the bullocks. A short, upright stilt in the rear serves as a guiding handle. The point of the wedge, to which an iron share may or may not be attached, does not invert the soil. Some plows are so light that the cultivator can carry them daily on his shoulder to and from the fields. Others are heavy, requiring teams of four to six pairs of oxen. Levelers and clod crushers, generally consisting of a rectangular beam of wood drawn by bullocks, are used to smooth the surface before sowing. Among hand tools, the most common is the *kodali*, an iron blade fitted to a wooden handle with which it makes an acute angle.

Drill sowing and dibbling (making small holes in the ground for seeds or plants) are old practices in India. An early 17th-century writer notes that cotton cultivators “push down a pointed peg into the ground, put the seed into the hole, and cover it with earth—it grows better thus.” Another simple device was a bamboo tube attached to the plow. The seed was dropped through the tube into the furrow as the plow worked and was covered by the soil in making the next furrow.

Into the 21st century, reaping, threshing, and winnowing continued to be performed almost exactly as described in the Vedic texts. Grain is harvested with a sickle, bound in bundles, and threshed by bullocks treading on it or by hand pounding. To separate the grain from the chaff, it may be sieved with sieves made of stalks of grass or of bamboo, or it may be winnowed by pouring by hand at a height from a *supa* (winnowing scoop). The grain is then measured and

stored. The sickle, sieve, and supa have remained essentially unchanged over more than two millennia.

### **Cropping systems**

Olive groves and vineyards were permanent; grain and pulses were annuals. Although it was realized that different soils were better suited to some crops than to others, the same piece of land was used for all crops. A specific crop, however, was grown in alternate years in what is known as the two-field, or crop-and-fallow, system. The fallow land was plowed two or three times during the fallow year to kill the weeds, which typically accumulate where cereal crops are continuously cultivated. Wetland was drained by digging V-shaped trenches, the bottom of which, usually 4 feet (1.2 metres) deep, was paved with loose stones, willow branches, or bundles of brushwood placed lengthwise and covered with the replaced soil. Soil was judged by colour, taste, smell, adhesion to the fingers when rubbed, and whether it filled up a hole from which it had been dug or proved too loose.

### **Harvesting and processing**

The harvest was reaped with a curved sickle, a tool that has changed little since Roman times. In some places, the ears of grain were cut and carried in wicker baskets to the threshing floor. The straw was cut and stacked later. In other areas, the plant was cut lower down, and the grain was threshed from the straw. Another set of tools was used, consisting of a short-handled sickle held in the right hand, with the blade at right angles to the handle. A short-handled hook like implement held in the left hand was used to draw together enough grain to be cut at one stroke. In Gaul a reaper was used, a cart with an open back pushed by an animal reversed in the

shafts. On the edge of the back, a comblike device was fixed to tear off the ears as the vehicle was pushed through the crop. The grain was threshed in the long-established way, by animals treading it on a firm floor, or by an implement known as a *tribulum*, a wooden framework with bits of flint or metal fixed to the underside, hauled over the grain by an animal. Winnowing was still done by tossing in the air from a winnowing basket when there was a favourable wind to blow away the chaff.

Grain was ground with a quern, a hand implement made of two stones, a concave base with a convex upper stone fitted into it. Some querns turned in a circle, while others merely rubbed up and down on the grain. Though designed before the end of the Roman period, water mills were uncommon.

Some forage crops were necessary to feed the plow animals and the cattle, sheep, and pigs. Grass was cut for hay, and many hours must have been spent in the woods collecting acorns for winter feed for the swine. Alfalfa was the best fodder; it helped fertility as well. Lupines and a mixed crop of beans, vetch, and chickpeas and another mixture of barley, vetch, and legumes were also employed. Turnips were grown for human and animal consumption in some regions, notably Gaul.

## **Hand Tools**

Modifications, slight but important, had been introduced into the design of hand tools. A more effective ax made forest clearance easier and faster. The jointed flail supplanted the straight stick. The scythe was more frequently in use for mowing grass, reaping barley, and performing similar tasks. Wind power was applied to the grinding of grain by the earliest windmills. All

these changes and adaptations helped expand the cultivated area and supply food for the growing population.

### **Scientific agriculture: the 20th century**

Agricultural technology developed more rapidly in the 20th century than in all previous history. Though the most important developments during the first half of the century took place in the industrial countries, especially the United States, the picture changed somewhat after the 1950s. With the coming of independence, former colonies in Africa and Asia initiated large-scale efforts to improve their agriculture. In many cases they used considerable ingenuity in adapting Western methods to their own climates, soils, and crops .

### **Developments in power: the internal-combustion engine**

The internal-combustion engine brought major changes to agriculture in most of the world. In advanced regions it soon became the chief power source for the farm.

### **The tractor**

The first applications to agriculture of the four-stroke-cycle gasoline engine were as stationary engines, at first in Germany, later elsewhere. By the 1890s stationary engines were mounted on wheels to make them portable, and soon a drive was added to make them self-propelled. The first successful gasoline tractor was built in the United States in 1892. Within a few years several companies were manufacturing tractors in Germany, the United Kingdom, and the United States. The number of tractors in the more developed countries increased dramatically during the 20th

century, especially in the United States: in 1907 some 600 tractors were in use, but the figure had grown to almost 3,400,000 by 1950.

## **Unit machinery**

After World War II, there was an increase in the use of self-propelled machines in which the motive power and the equipment for performing a particular task formed one unit. Though the grain combine is the most important of these single-unit machines, self-propelled units are also in use for spraying, picking cotton, baling hay, picking corn, and harvesting tomatoes, lettuce, sugar beets, and many other crops. These machines are faster, easier to operate, and above all, have lower labour requirements than those that are powered by a separate tractor.

## **What is a V-Belt?**

A **v-belt** is a flexible machine element used to transmit power between a set of grooved pulleys or sheaves. They are characterized as belts having a trapezium cross-section. V-belts are the most widely used belt drives since their geometry causes them to wedge tightly into the groove as the tension is increased. As the belt wedges into the groove, friction between the surface of the belt is increased, allowing high torques to be transmitted. The increased friction minimizes the loss of power through slippage.

## **Overview of Belt Drives**

Before going deeper into v-belts, it is important to know an overview of belt drives. Belt drives are machine elements that are used to transmit power between two or more rotating shafts, usually with parallel axes of rotation. The belts are looped over pulleys attached to the driver and follower shafts. These pulleys are placed at a certain distance to create an initial tension on the belt. When in operation, the friction causes the belt to grip onto the pulley. The rotation of the

driver pulley increases the tension on one side of the belt creating a tight side. This tight side applies a tangential force to the follower pulley. Torque is then applied to the driven shaft. Opposite the tight side is the slack side where the belt experiences less tension.

The earliest type of belt drive uses a flat belt made from leather or fabric. Flat belts operate satisfactorily in low-power applications such as farm equipment, mining, and logging. At higher loads and speeds, they tend to slip on the surface of the pulleys and climb out of the pulley. Another early type of belt drive is a rope drive made from cotton or hemp. Rope drives are used on two pulleys with a V-shaped groove. This solved the problem of climbing out of the pulley enabling belt drives to be used over large distances. Later, this was developed into which are made from elastomeric materials such as rubber, nylon, or urethane. The development of these elastomeric materials also brought the progress of belt drive technology. Belts such as v-belts, ribbed belts, multi-groove belts, and timing belts were made to solve the problems of previous belt drives.

### **V-Belt Construction**

An entire v-belt can be regarded as a composite material composed of different types of rubber and reinforcements. In its usual application, a v-belt is subjected to combined tensile and compressive stresses. The top side of a v-belt is subjected to a tensile force directed longitudinally, while the bottom side is compressed due to the compression against the grooves and bending as a belt segment passes the pulley. Moreover, a different type of material is also needed at the surface of the belt. Ideal material for the surface must have a high coefficient of friction and increased wear resistance.

**Fabric Cover:** This part of the v-belt has higher abrasion and contamination resistance. The cover protects the internals of the v-belt from harmful external effects such as a chemical attack, corrosion, and temperature. The materials used for covers are patented by different manufacturers. An example of these materials is aramid or Kevlar fiber.

**Tension Cord or Member:** Tension cords are embedded into the rubber compound creating a composite structure. The tension cord or member is the main power transmitting component. The cords are positioned at the pitch diameter of the belt cross-section to increase its tensile strength. The tension cord is usually made of polyester, steel, or aramid fibers. In some v-belt constructions, the tension cord is bonded into the core by an adhesion rubber.

**Elastomer Core:** The elastomer core holds the components together and gives the v-belt its trapezium cross-section. This is usually made from an elastomer with good shock resistance, high flexural strength, and excellent temperature stability. Common elastomers used are neoprene, EPDM, and polyurethane. In some designs, the elastomer core is divided into two sections separated by the tension cord. Above the tension cord is the top cushion rubber while below is the compression rubber. These two sections are made from different types of rubber because of the distinct type of stresses experienced.

## **Types of V-Belts**

**Standard V-belt:** The standard v-belt, also known as classical or conventional v-belt, are the earliest forms of v-belts and are widely used in power transmission. Standard v-belts come with various dimensions designated as Y, Z, A, B, C, D, and E. When using DIN standards, their designation is denoted by numbers equal to the belt's top width in millimeters. All sizes have an included angle of 40° and a top width to height ratio of 1.6:1. The table below summarizes these designations.



- **Wedge V-belt:** Wedge belts are a type of v-belts that are primarily used for high power transmission with reduced space requirements. They can operate at 1.5 to 2 times the load of classical v-belts with the same top width. Because of the higher power rating, fewer wedge belts are needed to transmit the load. Like classical v-belts, the included angle of wedge belts is also  $40^\circ$ , but they have a different top width to height ratio of 1.2:1. They have better cord construction and placement which provides the highest strength while in motion. Wedge belts are designated as SPZ, SPA, SPB, and SPC.

**Narrow V-belt:** Narrow belts are similar to wedge belts. They are also used for transmitting larger loads in a smaller form. The designations used for narrow belts are 3V, 5V, and 8V. The numbers denote the top width of the belt multiplied in terms of  $1/8$  of an inch. Like other belt sections, its included angle is also  $40^\circ$ . Narrow belt sections are standardized and mostly used in the North American region. They partially conform to the profile of a wedge belt. Section 3V corresponds to SPZ and 5V to SPB. 3V and 5V belts can be used for SPZ and SPB pulleys, respectively. However, using SPZ and SPB pulleys on American standard pulleys is not recommended.

**Double or Hexagonal V-belt:** These are similar to two mirrored v-belts with their top sides as the adjoining side. The tension cord is placed between the two V-shaped sections. Double v-belts are used for drives with one or more reverse bends since the two compression cores allow the belt to be bent from either side. This property makes double v-belts suitable for drives with multiple pulleys that must be driven either clockwise or anti-clockwise. Double v-belt sections are designated as AA, BB, and CC.

- **Banded V-belt:** A banded belt is several v-belts joined together in parallel by a fabric cover or band at the top side. Each V-section can have the dimensions of classical, wedge, or narrow

belts. Banded belts are mostly used in high-power applications. They are designated by an H followed by the v-belt section number.

- **Fractional Horsepower V-belt:** These types of v-belts are used for light-duty applications. Examples of such applications are household appliances and machine shop equipment where the power requirement is about 1 horsepower or less. The number before the L denotes the top width of the belt multiplied in terms of 1/8 of an inch.

**Cogged V-belt:** As discussed earlier, these belts have cogs or notches at the bottom side which allows them to be bent at a smaller radius. They are not fully wrapped with fiber cover, unlike the previous types. Cogged belts can take the cross-section dimension of classical, wedge, narrow, banded, and fractional horsepower v-belts. Cogged belts are designated with an X after the v-belt section number, except for wedge belts. Example designations are ZX, AX, 3VX, 5VX, HAX, H3VX, etc. Cogged wedge belts are designated as XPA, XPB, and so on.

**Double Cogged V-belt:** This design has the combinations of principles behind a double v-belt and a cogged v-belt. They are used in applications that require high belt flexibility for a small pulley radius. The cogged construction at the top side of the belt allows it to be bent in a serpentine-like path. This is used for driving multiple pulleys. Double cogged v-belts dimensions depend on manufacturer standards.

- **Agricultural V-belt:** These are wrapped belts designed for more extreme abrasion from dust, sand, grains, and others. Also, they are exposed to rain and sunlight which can easily degrade ordinary rubber compounds. Because of these, agricultural v-belts are made of more durable polyurethane blends for the elastomer core and Kevlar fibers for the tensile cords. Some

manufacturers mix their specifications with classical, narrow, double, and banded section v-belts. When referring to ISO standards, agricultural v-belts are designated as HI, HJ, HK, HL, and HM.

- **Poly-V Belt:** Poly-V is the common market term for V-ribbed, multi-groove, or poly-groove belts. Unlike banded v-belts, they do not have the standard section dimensions of classical, wedge, and narrow v-belts. They have a more compact construction than banded v-belts. They have improved flexibility because of the reduced thickness which makes them suitable for driving multiple pulleys. Poly-V belts can take a serpentine path with the help of idlers. Poly-V belts are designated as PH, PJ, PK, PL, and PM.



**RATHI & COMPANY** commenced business in the field of agricultural belts and small industries belts in **1990**. Our aim is to satisfy all aspects of customer's requirement at affordable cost. The company is specialize in the wholesaling, retailing and distributing of V Belts, Rubber Belting, Timing Belts, Automotive Belts, Grease & Lubricants, etc.

### **Company Information**

<b>Legal Name</b>	<b>RATHI &amp; COMPANY</b>
<b>Incorporation</b>	<b>1990</b>
<b>Business Model</b>	<b>Wholesale, Retailing &amp; Distribution</b>
<b>Class Of Company</b>	<b>Proprietorship</b>
<b>Proprietor</b>	<b>Mr. Sampatmal Rathi</b>
<b>Products</b>	<b>V Belts, Rubber Belting, Grease &amp; Lubricants</b>
<b>Area Of Operations</b>	<b>Vidarbha</b>

### **Our Vision**

To be the leading supplier of Agricultural V Belts, Small Industries V Belts at affordable costs in Central India.

### **Our Mission**

Is to satisfy customer with wide ranges of V belts with excellent quality, timely delivery and close cooperation with our customers to provide better transmission solutions.

## **Terminology**

- Marketing
- Credit Limit
- Stock in Time
- Counter Sales
- Distribution
- Affordable

## **Objective of Study**

The Rathi&Co. is one of the leading companies in supply of transmission belts. We are also having clients not only in local areas but Vidharbha Region

The objective behind the study is explained as follows:

- To know about market of Agricultural belts
- To understand small industries requirements.
- To gain knowledge about how marketing is done.
- Learnt about how wholesale business is done and how stock is maintained.

## **Scope of Study**

Intenship at Rathi & Co. was my first experience in the marketing field. And there is a huge market not only in local areas but all across the Vidarbha Region.

- Knowledge about the types of belts used in different industries
- How marketing is done
- The belt market is a growing industry.
- How to sell products
- Convincing the customers to buy the product.

## **Need of Study**

- Good industrial relations
- To know more about this industry
- To understand more about retailing, wholesale and distribution
- Meeting with changing environment.



### Contribution during SIP

1 <sup>ST</sup> Week	Understanding their products
2nd week	Mocks and Training
3 <sup>rd</sup> week	Sales in Nagpur Market
4 <sup>th</sup> Week	Sales outside Nagpur
5 <sup>th</sup> Week	Marketing Awareness program
6 <sup>th</sup> Week	Marketing
7 <sup>th</sup> Week	Marketing
8 <sup>th</sup> Week	Follow up Customers

## **Limitations**

- There are many range of stocks because of which there can be dead stocks.
- Slow in payment recoveries
- This business is season based.
- When there is no season the sales is being affected
- There is a huge market competition because of which sales is being affected.

## **Findings**

- Most of the customers are from Rural region.
- There are many customers from Vidarbha region also
- In this company there are many varieties of machinery belts.
- The working of the organization is not very much complex.

### **Suggestion**

- Recovery is slow so they need to work on it.
- As the business is season based so they should try to bring some products similar to it.
- So that their business growth is high every time.
- It is better to not overload the stock and bring it as per the requirement.

## **Conclusion**

From the study I have concluded that

- There is a lot of competition regarding this product
- Their most of the work is done on credit basis.
- They don't have much complex business model.
- The business is season based.

The learnings from this organization is that I have learnt about marketing is done and how customer response regarding the product. I have also learnt about how bills are made and I have taken experienced of accounting work in the company and how to communicate with customers.

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