

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“TITLE”

**A STUDY ON EFFECT OF SALES PROMOTION OF PRODUCT ON
SALES OF GAUVARDAAN.**

SUBMITTED BY:

**SANDESH HIRAJI THIPE
B.COM (HONOURS) VI SEMESTER**

PROJECT GUIDE:

PROF PIYUSHA TELANG



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution



॥ Hare Krishna, Hare Ram ॥



NAVKANJ GAU VARDAAN DAIRY FARMS PVT. LTD.
Reg. Plot. No. 85, Baji Prabhu Nagar, Nagpur - 440010
GauthanAddress :- Kanholi - Dongargaon Rd. Dongargaon.

Date: 20/04/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sandesh Thipe**, a student of BCOM HONS SEM-IV, G. S. College of Commerce & Economics, Nagpur has successfully completed his Summer Internship Program from **"4th Mar. 2022"** to **"19th April. 2022"** under our guidance. During the period of his internship he was found punctual, hardworking and inquisitive.

We wish him/her every success in life.

For

Authorised Signatory

Neeraj Sanodia

Neeraj Sanodia

Business Development Head

Navkanj Gau-Vardaan Dairy Farms Pvt. Ltd.

Nagpur





Shiksha Mandala, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS

(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

Amravati Road, Civil Lines, Nagpur – 440 001


Fax : 2528747 | E-mail : gscollegenagpur@rediffmail.com | Website : www.gscen.shikshamandal.org | Phone : 2531760

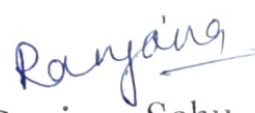
CERTIFICATE

This is to certify that the said internship project report titled “A Study on Effect of Sales Promotion of Product on Sales of GauVardaan” has been completed & submitted by **Mr. Sandesh Hiraji Thipe** as a part of partial fulfilment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Piyusha Telang.

Date: 12/04/23

Place: Nagpur


Prof. Piyusha Telang
Project Guide


Dr. Ranjana Sahu
Coordinator


Dr. S.S. Kathaley
Offg. Principal
Offg. Principal
G.S. College of Commerce
& Economics, Nagpur.



ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, **DR. S.S. KATHALEY** of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at Navkanj GauVardaan Dairy Farms Pvt Ltd. I am grateful to Mr. Shashi Lohia and Ms Bhawana Lohia Director, Navkanj GauVardaan Dairy Farms Pvt Ltd for considering me for the internship in her esteemed organization.


I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Navkanj GauVardaan Dairy Farms Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to **DR. RANJANA SAHU** (Coordinator of B. Com honors) for the guidance and teachings. I would like to thank **PROF. PIYUSHA TELANG** Assistant Professor, B. Com (Honors), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honors), G.S College of Commerce and Economics, Nagpur For helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12/04/2023

Place: Nagpur



Signature of Student

Name: Sandesh. Hirkaji Thipe.

Enrolment no.

Mobile no. 7768828228

Email: thipehsandesh123@gmail.com

INDEX

Chapters	Particulars	Page No
Chapter 1	Introduction 1.1 Topic Introduction 2.2 Sales Promotion 3.3 Pros & cons of Sales promotion. 3.4 Basic Sales Terms	2-8
Chapter 2	About Company	10-12
Chapter 3	Project overview 3.1 Objectives 3.2 Scope 3.3 Needs 3.4 Limitations	13-14
Chapter 4	Analysis outcome & Learnings as an intern. 3.1 Techniques, Importance, Types, Roles & Responsibilities, Benefits & Product Profile. 3.2 Selection Process 3.3 Interview 3.4 Training, Task and Learnings.	17-45
Chapter 5	Conclusion	46
Chapter 6	Suggestion	48-50
Chapter 7	References	52-53

CHAPTER-1

(INTRODUCTION)

INTRODUCTION

Many scholarly articles on the subject of sales promotions have been published over the past three decades in the fields of marketing, psychology, and economics. The application of and, in some cases, the extension of models developed by the academic community by practitioners and consulting organizations has advanced significantly. Consumer packaged goods (CPG) businesses devote more than 50% of their marketing budgets and 13% of their revenues to sales promotions, which can be partly ascribed to the rising management relevance of sales promotions (ACNielsen, 2002; Gómez et al., 2007). The increased accessibility of data, particularly point-of-sale (POS) data from supermarkets and other merchants, which has enabled academics and practitioners to analyze and optimize sales promotions, has also contributed to this expansion.

WHAT IS SALES PROMOTION?

In a sales promotion, a company will utilize brief-term campaigns to generate interest in and demand for a product, service, or other offers.

Sales promotions are typically used to spur an increase in short-term purchases or to urge consumers to make more purchases in order to meet a benchmark or objective. Although an increase in sales is a sales promotion's primary goal, developing a planned sales promotion approach with your marketing team has many other advantages.

In a sales promotion, a company will utilize brief-term campaigns to generate interest in and demand for a product, service, or other offers.

The Pros of Sales promotions-

1. Fostering brand loyalty and excitement
2. Increasing revenue and sales
3. Gaining insightful knowledge about consumer behavior and price sensitivity

Using sales promotions strategically can serve a range of business objectives and keep your current audience interested in your offers.

The drawback of sales promotions is that some companies suffer from relying too heavily on them to increase sales. They consequently struggle to plan for long-term objectives and growth and enter a fragile short-term marketing cycle.

Take the “sales promotion trap” as an example. If you consistently run promotions, your consumers may come to expect them and only buy products or services when they’re on promotion. This can work to:

Cons of Sales promotion.

- 1) Devaluation of brand
- 2) Make it difficult to sell products or services at standard price point.

A Few Basic Sales Terms

When a consumer purchases a good or service from any company for the first time, a customer profile—also known as an account—is created. These accounts provide crucial client data such as purchases, interactions, contact details, and preferences.

Business-to-Business (B2B)-Sales that take place between two businesses are referred to as B2B transactions. These exchanges might be made with clients, partners, distributors, or suppliers. Many B2B organizations also sell their products to individual customers, although they frequently have different departments for each due to the complexity and lengthier sales process of B2B sales.

Business-to-Customer (B2C) - Sales that take place between companies and particular consumers are referred to as Business-to-Customer (B2C) sales. B2C sales comprise the everyday items you buy from a variety of retailers, such as apparel, furniture, groceries, and other necessities. B2C sales are lower than B2B sales are usually more spontaneous and generate a lower profit per sale.

Lead

A lead is any prospective consumer who exhibits interest in the goods or services offered by your business. Depending on how the customer contacts you, a lead may be inbound or outbound (you reach out to them). Most businesses concentrate their efforts on generating outbound leads through marketing plans, social media sales, and advertising campaigns.

Prospect

A lead who has communicated with a member of your firm is a prospect. Your sales team may determine who needs initial outreach and who is formally at the start of the sales pipeline using this distinction. If you have trouble remembering, consider a prospect as a potential customer: a person in the store looking at products. Leads are outside the window thinking about coming in.

Sales metrics

Annual contract value (ACV)

The average annual revenue produced for a particular customer is known as Annual Contract Value, or ACV. ACV is typically utilized in B2B or subscription-based B2C enterprises, where customers make periodic, recurring transactions. Although ACV can be helpful in estimating projected annual revenue, it is most usually used to determine how long it will take to recoup the costs associated with acquiring that customer.

Annual recurring revenue (ARR)

The amount of money a company anticipates making from all of its customers, not just one, over the course of a year is known as annual recurring revenue (ARR). Future pricing considerations and precise long-term planning are both greatly aided by ARR. Keep in mind that ARR excludes new customers and only includes returning customers.

Churn rate

Churn rate is the proportion of customers who cease making purchases from your business in a specific amount of time. To compute this measure, the total number of customers at the beginning of the period is divided by the number of lost customers at the conclusion of the period.

Closing ratio

The closing ratio is a sales metric used to measure sales agent success. It compares the number of closed deals to the number of prospects the agent interacted with. A closing ratio can also be used to predict future sales or make strategy adjustments. For instance, if the best agents in the company are averaging a 5-percent closing ratio, it's probably not a reflection of their work ethic.

Conversion

Any prospect who advances to the following stage of the sales pipeline is considered a conversion. Conversions can also refer to prospects scheduling a meeting to talk about pricing. They can also allude to sales. In that situation, the conversion metric is the meeting.

Rate of conversion

The percentage of potential customers that took the intended action is known as the conversion rate. The conversion rate can be used to describe a sale, just like conversion. However, it can also describe a non-transactional procedure, like a potential customer signing up for a business's emails..

Customer acquisition cost (CAC)

The expense of obtaining a customer is referred to as the customer acquisition cost (CAC). The CAC covers marketing costs, commissions and salaries for sales representatives, as well as labour hours spent courting that client. A business needs to make more money from customers than it spends on marketing to them in order to be profitable.

Customer lifetime value (CLV)

Customer lifetime value (CLV) is a forecast of how much each individual customer will spend with your business over the course of their lifetime. CLV varies significantly between businesses because of turnover rate and average profit, price of goods, rate of repeat purchase, and length of the customer lifecycle.

Forecasting

Forecasting sales enables your business to plan its finances, sources of supplies, and marketing strategies. Forecasts are based on a number of variables, such as previous earnings, market trends, the state of the supply chain, and sales representative performance measures.

Key performance Indicators (KPIs)

Key performance indicators (KPIs) are quantitative evaluations of an organization's or a worker's performance. KPIs are typically stated as objectives rather than demands. Annual growth, conversion rates, the volume of cold calls, and the number of products sold are typical KPIs.

Profit margin

Profit margin measures a company's gross profit relative to its revenue. To calculate profit margin, divide your gross profit (sales minus all expenses) by your revenue for a given time period. Then, multiply that result by 100 to get a percentage. You want your profit margin to be high.

Quota

A quota refers to the number of sales a rep is expected to achieve over a specific time frame (usually a month). Quotas are used as ideal numbers for reps so they have a sales goal to work toward. However, it's rare for every sales rep to meet their quota, so it shouldn't be used as a marker for company profit.

Sales performance management

Sales performance management is a set of sales processes created for maximum efficiency. Good sales performance management involves understanding sales rep compensation, quotas, and lead delegation, and then using that knowledge to shape how the sales team works.

Sales pipeline coverage

Sales pipeline coverage is a ratio that measures how full the sales pipeline is compared to the quota you want to achieve at the end of a given time period. This gives reps and managers a

CHAPTER 2
















(ABOUT COMPANY)

About Company-

Navkanj GauVardaan Dairy Farms Private Limited is an 3 years and 10 months old private company and established on March 5, 2019. Nagpur, Maharashtra, India is where it has its registered office. The company is in an active state. According to MCA, it is a company limited by shares with an authorized capital of Rs. 5,000,000 and a paid-up capital of Rs. 5,000,000. There are two directors connected to the business. Directors, Shashi Lohia and Bhawana Lohia are currently working together. More than 1000 Gir Gauvansh are being bred in Nagpur by the company Gau Vardaan, which was formed and is run by Aayush Lohia. GauVardaan is making every effort to distribute its Gir Cow Milk, which is 100 percent unprocessed, raw, natural, and pure, to every nook and cranny of the city. At GauVardaan, the practice is to treat Gaumata as mother and seek her blessings to serve mankind with her milk which is truly 'Amrit', nectar of love from mother cow, in all ways. Gir cow's milk has many other nutrients. It is classified as non-Govt Company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 500,000 and its paid-up capital is Rs. 500,000. It is involved in Production, processing and preservation of meat, fish, fruit vegetables, oils and fats. Navkanj GauVardaan Dairy Farms Private Limited's Annual General Meeting (AGM) was last held on N/A and as per records from Ministry of Corporate Affairs (MCA); its balance sheet was last filed on N/A.



COMPANY PROFILE

 CIN/LLPIN/FCRN	U15134MH2019PTC322180
 Company Legal Name	Navkanj Gau Vardaan Dairy Farms Private Limited
 ROC Code	RoC-Mumbai
 Company No.	322180
 Company Category	Company limited by Shares
 Company Sub Category	Non-govt company
 Company Class	Private
 Authorised Capital	₹ 5.00 lakh
 Paid up Capital	₹ 5.00 lakh
 Incorporation Date	05 Mar 2019
 Date of AGM	-
 Date of Balance Sheet	-
 Listing Status	Unlisted
 Industry	Food And Beverages
 Company Size	-

TRADEMARK REGISTRATION OF GAU VARDAAN.

TITLE	DESCRIPTION
Brand Name	Gau Vardaan with Device of Cow
TM Application No.	4106438
Class	35
Goods & Service Details	[CLASS : 35] RETAIL & E-COMMERCE SERVICES RELATED TO MILK (A2 MILK); GHEE (A2 VEDIC BILONA CHURNED DESI GHEE).
Date of Application	04/03/2019
Trademark Office	MUMBAI
Trade Mark Type	DEVICE
Proprietor name	AAYUSH LOHIA
Proprietor Address	1ST FLOOR, PARAMOUNT HEIGHTS, 40 CEMENT ROAD, SHIVAJI NAGAR, NAGPUR -10, MAHARASHTRA, INDIA
Attorney Name	MAKHIJA & ASSOCIATES.
Attorney Address	OFFICE NO.1/1, 1ST FLOOR, A WING, SAI TIRTH TOWER, STATION ROAD,SIDDHARTH NAGAR,THANE (E)-400603
Publication Details	Published in Journal No. : Dated :
User Detail	
Certificate Detail	
Valid up to/ Renewed up to	

CHAPTER-3

(PROJECT OVERVIEW)

OBJECTIVE OF THIS STUDY:

- The objective of this research is to examine the effect of Sales Promotion on sales growth in Gauvardaan. The specific objective of the study are-:
- To determine how Sales promotion affects sales growth in Gauvardaan.
- To find out the effect of Sales promotion on customer satisfaction and retention.
- To determine how Sales promotion affects sales volume in GauVardaan .
- To identify the problems militating against sales promotion in Gauvardaan.

SCOPE

- Upgrade strategies for the betterment of consumer satisfaction
- Identify the consumer level of satisfaction & Dissatisfaction towards Sales Promotion.
- Evaluate the effectiveness of Marketing Strategies.
- Identifying the Challenges and opportunities.
- Examine the impact of marketing strategies on the sale and performance of Gauvardaan.

NEEDS

- 1.To easy brand promotion (as we understand consumer behavior).
- 2.To know various types of consumers.
- 3.To make changes / upgradation in customer approach.
- 4.Approaching customers Depending on their behavior.
- 5.To increase brand image.
- 6.To retain active potential customers.
- 7.To match the expectation and needs of the consumer.

LIMITATIONS

- 1.It was presumed that the respondent's information was genuine and to the best of their knowledge.
- 2.Some of the view given was completely viewed by customers as they were in a hurry and were not considered in the data analysis.
- 3.Time is also one of the important limitations of this projects.
- 4.Dull process and unwilling respondent also affected the result of the study.
- 5.Online access allows the possibility of any negative review or complaints to be visible to target customers affecting.

CHAPTER 4

(ALL ABOUT SALES PROMOTION)

Overview

Activities other than personal selling, advertising, and publicity that are intended to encourage customer purchase and efficient dealer selling are referred to as sales promotion. Free samples, premiums on purchases, dealer incentives, competitions, shows and exhibitions, public relations initiatives, etc. are all examples of sales promotion. In addition to advertising and direct sales, sales promotions can help to increase consumer demand. The sales promotion has a variety of significances, including: Information is spread, demand is stimulated, and customers are satisfied. -The volume of sales has stabilized. -Performance monitoring or marketing management Along with the numerous benefits, the various sales promotion strategies are also covered.

Advertising and public relations efforts that are intended to encourage customer purchase and efficient dealer selling are referred to as sales promotion. Free samples, a premium on purchases, dealer incentives, competitions, trade shows, public relations efforts, etc. are all examples of sales promotion. Sales promotions are those activities that, in addition to advertising and direct sales, increase market demand for a product. The main goal is to encourage immediate purchases from potential clients by offering them short-term rewards. These rewards are essentially one-time events with irregular frequency.

"Those marketing activities, other than personal selling, advertising, and publicity that encourage consumer purchase and dealer effectiveness, such as displays, show and exhibitions, demonstration, and various non-repeated non-routine selling efforts," says the American Marketing Association.

According to W.J. Stanton, "Sales promotion defined as demand stimulating devices to supplement advertising and facilitate personal selling."

Types of sales promotion-

1. Giveaways and contests

Customers can compete in social media challenges that entitle them to prizes or contests to see who can garner the most likes on a social media post that features your company. This is a great approach to draw attention to your company while also thanking customers for their enthusiastic brand advocacy.

2. A one-time price cut or flash sale

A flash sale is a type of sales campaign that lasts only a few hours to a few days and offers a discount, promotion, or rebate. Flash sales are effective at instilling a sense of urgency in customers, which may encourage them to make a purchase. Despite the narrow buying window, marketers can build interest ahead of time by sharing exactly when the flash sale will occur.

3. Bundling of products or services

Selling a product combination at a discount can help you boost total sales if your products have the ability to add more value when offered together than when sold separately.

Customers who were having trouble deciding between several of your goods or services and those of a rival can now purchase both (or many) at a reduced cost, which can be quite motivating.

4. No cost sample or demo

Free trials are a terrific approach to entice potential customers to test out your good or service with no cost or obligation to them. In reality, merchants may provide free samples at the point of sale, and B2B or B2C services may do the same. Trial or demo of their products or services so that their leads and potential customers can take the product for a spin.

To support conversion, consider pairing the free trial or demo with a limited-time discount.

6. Limited-time freebies

If you can't be flexible on price, you can still generate a sense of urgency by creating a limited-time offer for a free product added to an order.

For example, you could offer an existing product or service alongside a free bonus feature or add-on. This adds perceived value without hurting your bottom line or constraining your resources.

7. First purchase coupon

It could take some time for someone who associated with your company in a method other than through a transaction, like a free trial, to become receptive to paying for services.

Offer them a discount on their initial purchase to hasten the process. To show their appreciation for the new customer or lead joining their community, some brands even include discounts on initial purchases in their welcome emails. Keep the offer brief, no longer than a few days, for optimal effects. Even if they decide not to use the coupon, they might look through your offerings and discover more about your company.

8. Buy one, get one free

“Buy one, get one free” (also called BOGOF), or “Buy two and get the third free” are commonly-used sales promotion tactics. These campaigns are useful when you want or need to sell several products at once. This type of promotion can also work to build brand awareness, as your customer may share the extra items with a friend or family member

9. Coupon or voucher code-Coupons are versatile because they can be delivered in a variety of ways, such as via your website, social media, or print materials like on your receipts or product packaging. Coupons are a great way to thank current customers or incentivize first-time customers to return.

10. Tripwire (upsell)

Tripwire refers to the idea of offering an entry-level product or service to a potential customer. By doing this, your salespeople can get them into your ecosystem or sales CRM and begin nurturing them through the buyer's journey.

Once you build trust, you can show them why upgrading to a higher-priced offer is in their best interest.

11. **Recurring sale** - If it makes sense for your company, you might think about building a reputation for your one-time or twice-yearly offer. When a sale eventually occurs, consumers will be eager and ready to spend because of the anticipation that a periodic sale has helped to create.

12. **A portion of the transaction is donated to a good cause.**

A excellent strategy to increase sales is to run a campaign where you donate a portion of your purchase to a worthy cause or charity. By connecting your business with a worthy cause, your customers will feel good about their purchases, and you'll be able to improve the perception of your company. Additionally, it is simple to do this with leads who already support the cause in question. According to the 2018 Cox Business Consumer Pulse report, 71% of people said they would spend more at a small business if they knew it supported a social or environmental cause.



Techniques of Sales Promotion

1 Rebate: Under this policy, products are put up for sale at a discount in an effort to get rid of excess inventory. For instance, a car manufacturer might provide a temporary rebate in the amount of Rs100000.

2 Discount: With this strategy, clients receive things at a discount from the list price. Providing a 30% discount, as an illustration, on the purchase of Liberty Shoes similarly, the KOUTONS are providing a 50% + 40% discount.

3 Refunds: With this approach, the buyer receives a partial refund of the purchase price of an item upon presenting documentation of the transaction. For instance, if you display the empty package of a product that costs Rs100, you'll get a refund of Rs5.

4 Product Combination:

Under this method, along with the main product some other product is offered to the customer as a gift.

5 Quantity Gift:

Under this method, some extra quantity of the main product is passed on as a gift to the customers. For example, 25% extra toothpaste in a packet of 200 gm tooth paste. Similarly, a free gift of one RICH LOOK shirt on the purchase of two shirts.

6 Instant Draw and Assigned Gift:

Under this method, a customer is asked to scratch a card on the purchase of a product and the name of the product is inscribed thereupon which is immediately offered to the customer as a gift. For example, on buying a car when the card is scratched such gifts are offered – TV, Refrigerator, Computer, Mixer, Dinner Set, Wristwatch, T-shirt, Iron Press, etc.

7 Lucky Draw:

Under this method, the customers of a particular product are offered gifts on a fixed date and the winners are decided by the draw of lots. While purchasing the product, the customers are given a coupon with a specific number printed on it.

On the basis of this number alone the buyer claims to have won the gift. For example, 'Buy a bathing soap and get a gold coin' offer can be used under this method.

8 Usable Benefits:

Under this method, coupons are distributed among the consumers on behalf of the producer. Coupon is a kind of certificate telling that the product mentioned therein can be obtained at special discount.

It means that if a customer has a coupon of some product, he will get the discount mentioned therein whenever he buys it. Possession of a coupon motivates the consumer to buy the product, even when he has no need of it.

Such coupons are published in newspapers and magazines. Some companies distribute coupons among its shareholders. Sellers collect the coupons from the customers and get the payment from the company that issues the same.

9 Full Finance @ 0%::

Under this method, the product is sold and money received in installment at 0% rate of interest. The seller determines the number of installments in which the price of the product will be recovered from the customer. No interest is charged on these installments.

10 Samples or Sampling:

Under this method, the producer distributes free samples of his product among the consumers. Sales representatives distribute these samples from door-to-door.

This method is used mostly in case of products of daily-use, e.g., Washing Powder, Tea, Toothpaste, etc. Thus, the consumers willy-nilly make use of free sample. If it satisfies them, then they buy it and in this way sales are increased.

11 Contests:

Some producers organise contests with a view to popularizing their products. Consumers taking part in the contest are asked to answer some very simple questions on a form and forward the

same to the company. The blank form is made available to that consumer who buys the product first.

Result is declared on the basis of all the forms received by a particular date. Attractive prizes are given to the winners of the contest. Such contests can be organised in different ways.



Importance of Sales Promotion

Sales promotion acts as a bridge between advertising and personal selling. Due to the diversity of the market, the importance of sales promotion has increased tremendously. Sales promotion helps to remove the consumer's dissatisfaction about a particular product and manufacturer. It creates a brand image in the mind of the consumers and the users. Sales promotional devices are the only promotional devices available at the point of purchase. The sales promotional devices at the point of purchase stimulate the customers to make purchase promptly on the spot.

The importance of sales promotion in business organization can be briefly shown below:

1. Spreads information:

The first function sales promotion is to spread the important information about the availability, characteristics and uses of a particular product. Spreading the information about the product helps to do the marketing activities easily. It is important to provide the information about the product in the market.

2. Stimulates demand:

Sales promotion helps in stimulating the demand for the product in the market. Sales promotion activities are designed to create interest in new products and to persuade people to buy them.

3. Customer satisfaction:

Sales promotion helps in satisfying the consumers. In the promotion of selling activities, the new product is available in the market. The consumer has the desire to have a new product. If they consume the new product, they will get satisfied in it. The new product in the market provides satisfaction to the customer.

4. Stabilization of sales volume:

Sales promotion helps to stabilize the sales volume. It is an important purpose of sales promotion to help in establishing sales volume by reassuring the customers about the

quality and price of the product. It is possible that a customer using a particular brand may buy another because another brand is promoted in an effective manner.

Performance appraisal or marketing control:

Sales promotion helps in the marketing control too. It is important to have market control about the performance of the situation of the market. Performance in the market helps to raise the condition of the market which is approved by the customer.

Measuring Effect of Sales Promotion on Gauvardaan.

1. Determining the impact of a sales campaign is rather simple, but it necessitates a comprehensive examination of sales data both before and after the promotion. You must also keep track of any additional marketing and communication initiatives, as well as the associated financial investments, that your company is making concurrently with the sales campaign. Sales promotions may be counted in order to determine how many sales were generated as a result of them because they deal with physical items like redeemed coupons or cash refunds and rebates. Secondly, determine whether the promotion had an impact on sales by comparing those numbers to those your business had previously. Resulted in increased sales. To understand the true effect of the promotion, keep other media expenditures and types the same during the promotion as before. That way you are only measuring the effect of the sales promotion itself.

2. Effectiveness Vs. Goals

Depending on the objectives set, you can determine whether your marketing effort was successful. This varies depending on the campaign's initial plan. For instance, if the campaign's objective was to grow market share by 2 percentage points but produced 3 instead, it was a success. Yet the financial aspect of this must also be considered. The performance of the campaign was mixed if the price of gaining the extra market share was significantly higher than the amount allocated for the promotional push.

3. Short- Vs. Long-Term Impact

Although an effective sales promotion will increase sales in the short-term, generally there no longer-term impact. For established

brands, many customers will wait for the promotion to buy and to take advantage of the lower price. And, for many brands, most buyers were already familiar with the brand before the promotion. The promotion may have done little to attract new buyers or to encourage brand switching.

4. Sales Promotions in Highly Competitive Markets

Sales promotions have their place in marketing even though they tend to instill a higher degree of price sensitivity among consumers. For new product introductions in competitive markets where there is a need to familiarize a group of consumers with a new product, sales promotions are a highly effective tool. And, in established competitive markets where gains in market share count for the bragging rights the increased share might offer, sales promotions are also an effective method to increase sales volume.

The Effect of Sales Promotions on Gauvardaan.

1. Attract Customers

Sales promotions are frequently utilized as a price incentive to draw in budget-conscious customers who would not otherwise purchase things at full price. This happens frequently when businesses wish to establish a clientele, like at a grand opening, when a rival goes out of business, or in a highly competitive sector. A "price leader" or "loss leader" is a sales promotion for one product that is sometimes used to draw clients into the store so you may sell them other, more lucrative products.

Increased Revenue

Increasing revenue is a common goal for sales promotions. Often, sales promotions restrict your profit potential, but they allow you to generate more revenue in the short run due to increased sales volume. This also means more cash flow, which is why companies struggling to meet near-term financial obligations often turn to discounts. To realize greater revenue, you need more customers to buy more product at the reduced price.

2. Price Orientation

One of the more risky or negative effects of sales promotions is that they can lead to a price orientation amongst customers. This is especially true if you overuse them or maintain discounts for an extended period. Customers psychologically connect the promotion price with the value of the product, and a price hike down the road may not

work.

3.Inventory Reduction

Because buyers purchase more goods during effective sales promotions, inventories are reduced. In fact, this is the reason why businesses often hold them towards the conclusion of a shopping season. To make place on the shelves for other products, stores frequently offer discounts on Halloween decorations and candy after the holiday. Although if you frequently incur a gross loss on the extra inventory, at least you get some income as opposed to discarding expired or outmoded goods.

ROLES AND RESPONSIBILITIES-

1. Conducting market research to understand consumer preference and identify opportunities for the dairy farm to expand its product range and reach new customers.
2. Assisting with the development and implementation of marketing campaigns.
3. Developing Sales leads.
4. Analyzing sales data and market trends to identify areas for improvement and suggest new strategies to increase sales.
5. Helping to organize and coordinate events and other promotional activities to increase brand awareness and engage with customers.
6. Conducting customers surveys or focus groups to gather feedback and insight that can inform future marketing and sales strategies.

PROJECT STUDY

I represented NAVKANJ GAU VARDAAN DAIRY FARMS Pvt Ltd as an intern. GauVardaan Dairy Farms provides you the best range of diary cream, milk, almond butter, buffalo ghee and butter with effective and timely manner.

BENEFITS OF GAUVARDAAN PRODUCTS.

Milk from authentic Indian GIR cow is rich in Vitamins A, B, D, E and K, Omega III, VI, IX fatty acids and CLA, and also rich with A II protein. Super beneficial for pregnant women, growing children, youth and senior citizens as GIR Cow's milk is easily digested and boosts immunity.

GIR cattle are considered as one of the largest dairy breeds in India, hence has more value. High milk production capacity. Also the milk from the cow is considered to be of premium quality due to the presence of A-II beta casein protein substance.

गौ वरदान
Pure &
Raw Farm Fresh
Gau Vardaan

॥ हरे कृष्ण हरे राम ॥

Why Gau Vardaan Bilona Vedic Ghee ?

Medicinal Value :
Ghee pacifies pitta and vata and is acceptable, in moderation, for kapha.

A2 Milk :
A2 Protein is a A2 Beta-Casein protein having essential nutrients like CLA, multivitamins, Omega 3,6,& 9 Fatty Acids.

Bilona Vedic process :
Bilona Ghee is extracted by traditional Vedic Bilona process preserving whole fat and nutrition from milk.

Feed :
Our cows are fed with Green grass/fodder and combination of other nutritional feed intakes like jaggery, sugarcane, sea salt, (सिंच नमक) cereals like Jowar/Chana/Makka etc.

Ayurvedic :
Ghee is a yogavahi—a catalytic agent that carries the medicinal properties of herbs into the seven dhatus.

Indigenous Indian Cow :
Gir is best and healthiest milk producing cattle in terms of low fat and more protein.

• Buy Now •

Call +91 8055505111 | Mail www.gauvardaan.com

PRODUCT PROFILE

A2 milk

Our milk, purest and farm fresh, comes from our GIR govansh at our farms and truly in its natural form untied and free. Milked by human hands without the use of any machines hence no trauma to our cows and milking done with natural stimulation of cow's udder (m), Our milk is 100% natural without use of any chemical formulations, antibiotics, oxytocins or hormonal injections, etc. Our cows are fed with green grass/fodder and combination of other nutritional feed intakes like jaggery, sugarcane sea salt, (a) with combination cereals like Jowar/Chana/Makka etc. Hump on cow's shoulder have Surya-ketu Naadi (anged) that absorbs energy from the sun/moon rays that produces gold salt particles in the milk while digesting feed in its GI tract.

Rich in A2 Protein (AZ Beta-Casein protein) and possesses essential nutrients' Conjugated Linoleic Acid (CLA) multi-vitamins, Omega 3,6,& 9 Fatty Acids

supplements as remedy and recovery of various modern day ailments which are mostly triggered by consumption of A1 Milk (Milk from Jersey/HF/Cross-Breed cows, and packaged homogenised from multiple sources). • A2 Milk helps to maintain muscular strength, vitality, stamina, and boosts energy levels for an active human body. Extremely good for sports persons in general as it aids in muscle recovery and development.

- Regulates body's metabolism and improves immunity to fight with immunity related ailments. Fatty acids from A2 milk reduces LDL and increases HDL (good cholesterol) thus remedy for improving cardio-vascular diseases, Prevents hardening of arteries

A Bottle of Purity

Pure Indian Breed (GIR) of zebu origin
10000+ years old from GIR region



1st right of milk for calf, 2 थल for calf, 2 थल for humans



Green Grass, Jowar, Makka & day fodder fed



No machine milking, milking purely with human touch. Cows are free from any kind of trauma



No hormonal injections, oxytocin, antibiotics etc



Cows not tied at any point of time. Lives freely in natural habitat



Hump of GIR Cow has Surya Ketu Naadi which develops gold salts during digestion of grass

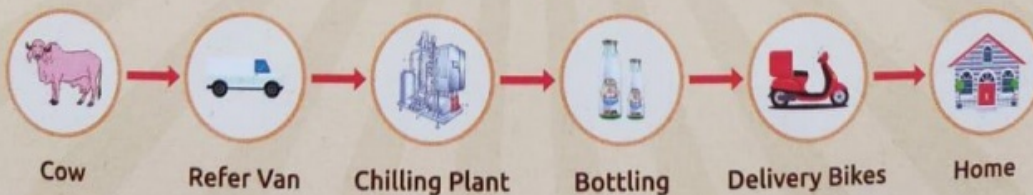


Delivered in glass bottles to maintain purity of milk



No processing of any form like homogenization, no additives, no preservatives, no chemicals used at any point of time

Our Delivery Process



Personalized Insulated thermal bag provided by Gau Vardaan for holding empty bottles and replacement with filled bottles. Maintains temperature for 2 hours.

What is Bilona Ghee?

Presently most of the Ghee (almost 100%) available in the market is from milk fat cream separated from regular processed milk. Firstly the milk in itself is homogenised with chemicals and in most cases At type, thus harmful, secondly on being treated and processed most of its nutrients are destroyed with the use of chemicals Bilona Ghee is extracted by traditional vedic bilona process from farm fresh and pure A2 Milk of GIR Cows thus preserving whole fat and nutrition from milk being also called DESi BILONA GHEE A2 Protein is a A2 Beta-Casein protein having essential nutrients the CLA, multi vitamins, Omega 3,6,& 9 Fatty Acids which makes the traditional Bilona Ghee nutritious and healthy GAU VARDAN follows below process for ghee making.

- 33 Liters of Milk is boiled (on wood/cow dung fire), cultured to form Curd (min 8 hours of culturing mostly overnight) in a clay pot.
- Cultured curd is churned with a wooden stick (Bilona) for a long time (2-3 hours depending on quantity of curd) to separate Butter Milk and Butter. Butter is then removed with a strainer and collected separately.
- Collected butter is wrapped in cotton cloth for 48 hours and allowed to discharge its inherent leftover buttermilk.
- Semi-solid butter is heated in a thick vessel on mild cow-dung fire to form Clarified butter



Benefits of A2 Milk & A2 Bilona Ghee (Milk Ghee is a boon to mankind)

- Improves digestion, cures constipation. Ghee secretes enzymes that digest food thus stimulates digestive system Acts at detox for the body and helps in rejuvenation. Drinking 1 cup of warm A2 Milk with tea spoon ghee before best will improve digestion cure bowel movement, and a remedy for must stomach related ailments.
- Strengthens immune system and vitality Ades muscular strength and reduces joint pain 1 glass A2 Milk wing for sports persons preferably after a good game/run/gym with 1 teaspoon of Bilona Ghee will lubricate joints and build muscle strength and aid in muscle recovery too.
- Cures sinusitis, aids in recovery of neurological disorders and regeneration of nerves, aids in recovery of brain stroke
- Cures migraine and other recurring headaches.
- Normalises vatta, pitta and kaff which are key essential reasons for most of the human body ailments.
- Cures thyroid dysfunction
- Contains Conjugated Linoleic Acid Omega 3, 6 & Fatty Acids being key fatty acids with following properties:
 - Anti-Cancer Fights growth of cancer cells and harmful radiation hazards.
 - increases plasma-C reactive protein, reduces serum adiponectin concentration thus reducing inflammation in body parts
 - improves metabolism, increases energy levels.
 - Reduces triglycerides prevents blood clots.
 - Fatty acids from A2 mill reduces LDL and increases HDL (good cholesterol) thus remedy for improving cardio-vascular diseases, Prevents hardening of arteries.
 - increase insulin level thereby helps in fighting Diabetes (majorly caused by A1/Packaged Milk) by reducing blood sugar levels and aiding in gradual cure from diabetes over long term consumption
- Helps pregnant women delivery smoothly thus promoting high chances of normal delivery process. Bilona Ghee also nourishes womb's brain development due to CLA and Omega 9fatty acids.

- A excellent medium for massage to tourish the human body on a whole thereby boosting immunity and natural body strength as warm ghee is well absorbed in the body during massage process
- Essential dietary ingredients for people of all ages to improve general body immunity and strength

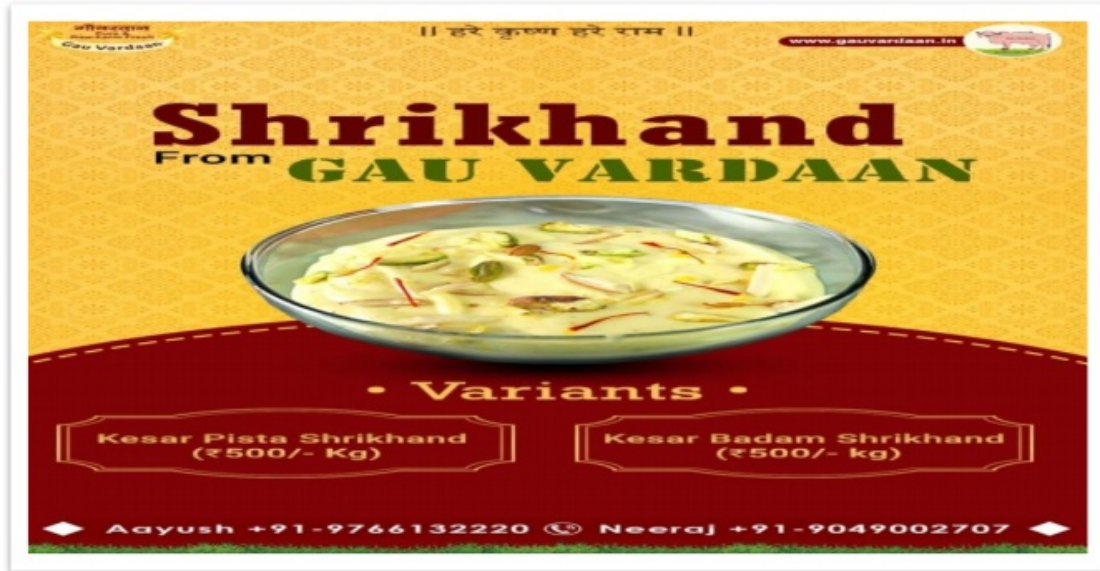
How to use Bilona Ghee

- 2-3 drops of warm ghee in each nostril (Nasya) with 10-15 mins of Rat laying on bed (without pillow) can cure sinusitis, migraine, headache, and nerve related neurological disorders/pains. Preferred to use before sleep. Can be applied 2-3 times daily in case of extreme disorders.
- Daily consumption of 1 tsp (teaspoon) in warm milk (1 glass) can be remedy for all disorders. Boosts immunity, cures cough cold, detoxifies, increases metabolism and body strength, etc.
- Key cooking medium (replacement to refined oils) specially as addition in Rice, Dal for absorption of all nutritional benefits.
- Apply on face (before sleep) for anti-ageing mechanism, clearing of dark spots, acne, etc.
- Apply on Hair (with hair city for improving hair health



Products of Gauvardaan .

1. Shrikhand.



Rs 500/kg

2.Milk



RS85/Kg

3.Ghee



Rs650/kg

SELECTION PROCESS-

- 1) Reviewing the internship Description and requirement- As a perspective intern at Gauvardaan dairy farm, We Carefully reviewed the internship description and requirement to ensure that my qualification and interest aligned with the position.
- 2) Registration for Internship- After reviewing the internship description, We registered for the internship through Gauvardaan dairy farm website.
- 3) Telephonic Interview-After registering, We was contacted for a telephonic interview with the HR department. During the interview, the hiring manager asked me question to my educational background, Skills, work experience, and interest in the dairy industry and sales and marketing field.

- 4) Shortlisting-Based on the telephonic interview, We was informed that We had been shortlisted for the sales and marketing internship at Gaurvardaan dairy farm. We was thrilled to have been chosen for the internship and looked forward to the opportunity to learn more about the dairy industry and gain valuable experience in sales and marketing.

ORIENTATION

The HR Head of this internship project was Mr. Neeraj Sanodia. After completion of the interview process Mr. Neeraj Sanodia introduced us from the co-workers and the workers of the company.Mr. Neeraj Sanodia welcomed us with all his gratitude and further explained that GauVardaan was just not a company but was a temple to worship.



WEEKLY TASK

WEEK 1

WEEK 1 was a very different experience for me because during the starting period of the internship I didn't have any idea regarding the working habits of the co-workers including the internship owner. A new experience was at waiting for me and I have to perform it very well. After having a well introduction with my working partners we went to a survey in the market to analyze the position of dairy products available in the market and their price range including their purity. Analysis includes one-to-one conversation with the distributors of the products, product availability in that particular area and a proper channel of distribution where every single item was delivered on time to the customers.



FIG 1 TEAM MEMBERS

WEEK 2

WEEK 2 was a better experience than WEEK 1. After gathering the market information, we distributed ourselves into 5-6 groups and went to have a talk with the general customers and noted their preference items in which they were interested. It was a difficult task for our team

because the price range of the products was very high and that bothered the customers to purchase it. But until and unless we didn't give our best try we couldn't get productive customers. At last, we gained the customers trust and placed many orders with our surrounding area. The one point at which the customers trusted our product was the purity and farm freshness of that product.

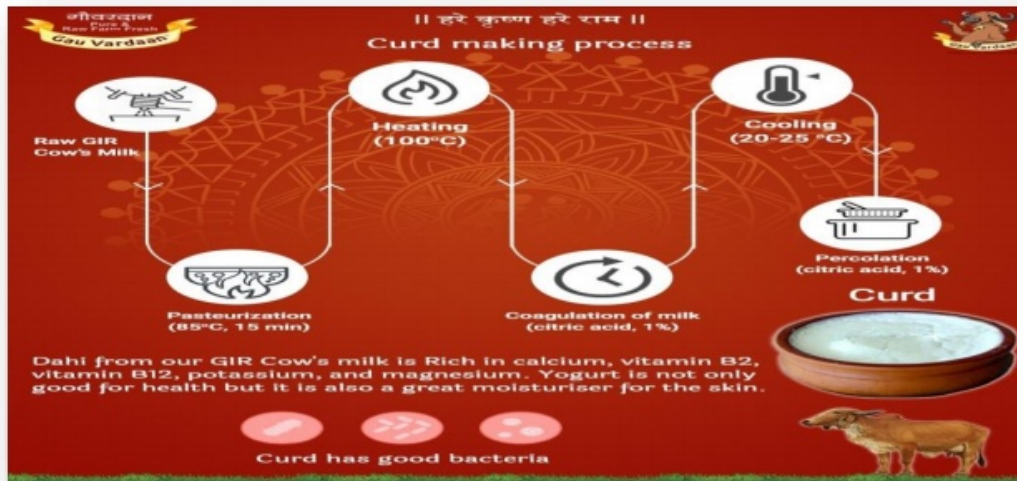


FIG 2 CURD MAKING PROCESS

WEEK 3

WEEK 3 was a very interesting week because we got the opportunity to visit the farm where all the Gir cows were nurtured. There was an additional unit which takes care of the cows, feeds them and also provides proper vaccination. The farm laborers take proper care of the animals including weekly checkup and vaccination. They also take care regarding the breeding of the animals and their offspring's.



FIG 3 GIR COWS FARMS

WEEK 4

Coming in the end of WEEK 3 everything was going fine but at a point the order ratio was declining at a slower rate. The main reason behind this state was that customers were a little bit confused about the process of the milk production. They thought that unlike other products, Gau Vardaan also used chemicals or preservatives to sustain the shelf-life of the product.

So, we planned and gave a trip visit to the customers in our production area where the milk and remaining products were produced. We also explained them that we didn't use any

preservatives and the items were pure. Unlike other dairy products, Gau Vardaan used glass bottles to store the milk and further distribution.



FIG 4 BOTTLE

WEEK 5

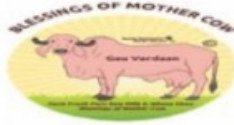
WEEK 5 was a next level tour because after visiting the farm and having a look to the working nature we finally gone through the production unit where the milk was collected into the glass bottles. Every unit was a systematic and well performed working area. Most of the customers which we acquired were from the area Dharampeth, Gokulpeth and many more parts of Nagpur. Customers liked every single product because it was farm fresh, pure and healthy for their body.



FIG 5 MACHINES

WEEK 6

Finally in the last week my internship study came to an end in which we collected the bills of the products from the customers. The billing was made on online mode which was also an initiative from our team members because we needed proper billing details so they decided not to collect cash but collected on online payment modes.



NAVKANJ GAU VARDAAN DAIRY FARMS PVT. LTD.
 Reg Address :Plot no 85,Baji Prabhu nagar, Nagpur - 440010
 Gauthan Address :- Kanholi - Dongargaon Rd. Dongargao
 For Billing Related Query, Pls. Contact Neeraj - 9049002707
 Subject to Nagpur Jurisdiction



HARE KRISHNA | | HARE RAMA

COMMERCIAL TAX INVOICE April/22 Milk/Paneer/Ghee Supply																																			
Invoice No. : 2223/SM/000404						Invoice Date : 30/04/2022																													
To :- DHERAJ SHAH																																			
Sr. No.	Date	Description of Goods	Milk 1Lt	1Lt Rate	Milk 500ML	500ML Rate	Paneer	Paneer Rate	Oth Qty.	Oth Rate	Amount																								
1	07/04/2022				1	43.00					43.00																								
2	08/04/2022				1	43.00					43.00																								
3	09/04/2022				1	43.00					43.00																								
4	10/04/2022				1	43.00					43.00																								
5	11/04/2022				1	43.00					43.00																								
6	13/04/2022				1	43.00					43.00																								
7	14/04/2022				1	43.00					43.00																								
8	15/04/2022				1	43.00					43.00																								
9	16/04/2022				1	43.00					43.00																								
10	17/04/2022				1	43.00					43.00																								
11	18/04/2022				1	43.00					43.00																								
12	19/04/2022				1	43.00					43.00																								
13	20/04/2022				1	43.00					43.00																								
14	21/04/2022				1	43.00					43.00																								
15	22/04/2022				1	43.00					43.00																								
16	23/04/2022				1	43.00					43.00																								
17	24/04/2022				1	43.00					43.00																								
18	25/04/2022				1	43.00					43.00																								
19	26/04/2022				1	43.00					43.00																								
20	27/04/2022				1	43.00					43.00																								
21	28/04/2022				1	43.00					43.00																								
22	29/04/2022				1	43.00					43.00																								
			0		22		0.00		0.00		916.00																								
1	1/5/2022				1	43.00					43.00																								
2	2/5/2022				1	43.00					43.00																								
3	3/5/2022				1	43.00					43.00																								
4	4/5/2022				1	43.00					43.00																								
5	5/5/2022				1	43.00					43.00																								
6	6/5/2022				1	43.00					43.00																								
7	7/5/2022				1	43.00					43.00																								
					7		0.00		0.00		301.00																								
Total :											1247.0																								
IN WORDS :Twelve Thousand Forty Seven Only.											Round Of :-	0.00																							
<table border="1"> <thead> <tr> <th rowspan="2">GST Rate %</th> <th rowspan="2">TAXABLE</th> <th colspan="2">SGST</th> <th colspan="2">CGST</th> <th rowspan="2">Total Tax</th> </tr> <tr> <th>%</th> <th>VALUE</th> <th>%</th> <th>VALUE</th> </tr> </thead> <tbody> <tr> <td>0%</td> <td>1247.0</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.0</td> </tr> <tr> <td>Total</td> <td>1247.0</td> <td></td> <td>0.00</td> <td></td> <td>0.00</td> <td>0.0</td> </tr> </tbody> </table>							GST Rate %	TAXABLE	SGST		CGST		Total Tax	%	VALUE	%	VALUE	0%	1247.0	0.00	0.00	0.00	0.00	0.0	Total	1247.0		0.00		0.00	0.0	Bank Details Name :- Kotak Mahindra Bank Ltd. A/C No. :- 5490107311 IFS Code :- KKBK0001835 Google Pay : 9766132220 <small>For pay only source</small>		Net Amount :- 1247.00 Advance Amount 0.00 PREVIOUS OUSTANDING 0.00 NET OUSTANDING 1247.00	
GST Rate %	TAXABLE	SGST		CGST		Total Tax																													
		%	VALUE	%	VALUE																														
0%	1247.0	0.00	0.00	0.00	0.00	0.0																													
Total	1247.0		0.00		0.00	0.0																													
payment details																																			
Please Share Payment Screenshot with your Name on same no. Jay Gaumata, Jay Gopal. (BY WISH ONLY) : We welcome your participation in Gauseva by contributing Rs. 500/- to Rs. 5000/- as per your choice, your contribution would be used for feeding cows with high quality green fodder & dry feed (Bata mixture of grains & cereals).											For, NAVKANJ GAU VARDAAN DAIRY FARMS PVT. LTD. Authorised Signatory																								

FIG 6 BILL

LEARNINGS:

- Gained understanding of the concept of Sales Promotion.
- Got to know about Need, objectives, Types, Importance, Scope of Sales promotion.
- Impact of Sales Promotion on business.
- Learn to conduct Market research.
- Helped to Improve Communication & Presentation Skills.

Positive Reviews:

1. Families praising the quality and variety of products.
2. Restaurants commenting on the freshness and convenience of the products.
3. Grocery stores commending the products for their affordability and variety.
4. Cafes and coffee shops praising the range of interesting options.
5. Schools and universities commenting on the convenience of having access to dairy products.
6. Caterers praising the ease of use and affordability of the products.
7. Health care facilities commending the nutritional value of the products.
8. Specialty food shops praising the unique flavours and textures of the products.
9. Delicatessens commenting on the variety of options available.
10. Food services distributors praising the convenience of having access to dairy products.

Negative Reviews:

1. Families criticizing the taste, texture, or quality of the products.
2. Restaurants complaining about the freshness or convenience of the products.
3. Grocery stores expressing dissatisfaction about the prices of the products.
4. Cafes and coffee shops complaining about the lack of interesting or unique options.
5. Schools and universities criticizing the cost or availability of dairy products.
6. Caterers expressing dissatisfaction about the ease of use or affordability of the products.

7. Health care facilities expressing concern about the nutritional value of the products.
8. Specialty food shops criticizing the flavours or textures of the products.
9. Delicatessens complaining about the limited range of options available.
10. Food services distributors expressing dissatisfaction about the convenience of having access to dairy products.

Results of Sales Promotion in Gauvardhan:

Sales Promotion can be an effective tool for dairy companies to increase sales and build customer loyalty. It can help the company to identify and target customers, build relationships, and create a personalized experience for customers. Benefits of personal selling for dairy companies include:

1. Increased sales: Sales Promotion allows the company to connect directly with potential customers, which can lead to more sales.
2. Improved customer loyalty: Through Sales Promotion, the company can create a more personal connection with customers, which can lead to increased customer loyalty.
3. Increased brand awareness: Sales Promotion can help the company to spread the word about their products, which can lead to increased brand awareness and more sales.
4. Improved customer service: Sales Promotion allows the company to interact directly with customers and provide personalized service, which can lead to increased customer satisfaction.
5. Increased market share: Sales Promotion can help the company to target new customers and increase their market share.

In summary, Sales Promotion can be an effective tool for dairy companies to increase sales and build customer loyalty. It can help the company to identify and target customers, build relationships, and create a personalized experience for customers.

CHAPTER 5

(CONCLUSION)

CONCLUSION

1. From this 45 days experience in a Gau vardaana, I got a good exposure about what really the Sales Promotion It's waking along with targets and mind stresses. The person who can manage these target and stress are shining in those fields.
2. From my experience of sales promotion I think that Sales Promotion is not everyone's cup of tea but if one set his target high and continuously strive towards that, nothing is impossible. The only thing required in this field is the right attitude or a positive attitude towards attaining One's goal.
3. By going 45 days in to company I came to know various things about the organization, employees, customers, workers, and about the marketing field.
4. All the employees are also happy from last 35 from our company because company is providing lots of facilities to the employees, they had taken all the employees on the permanent basis in that time, but thing is that till this time they are not giving lay off, or early retrenchment in recession also. So, we are getting good production i.e., product whatever & whenever we want it.
5. The other thing is that we reached to the customer expectation in regarding to the product quality, price, and timeliness of the order, so the clients of company are going to increase, the marketing dept performing good role with all the clients.
6. I realized the deficiency of co-ordination, but the company is right now working on that problem, & I hope this problem will come under control in forthcoming days.

CHAPTER – 6

(SUGGESTION)

SUGGESTIONS

After working for 45 days in the company. I have learned a lot about the working style. The employees here are very hard working and dedicated towards their work, but still there are some changes that they should take to make performance better.

I would like to make suggestions which I think will be of great importance for the company and their management.

- Pricing is a major issue and it should be taken well care for the purpose of getting the clients back and generating more clients as well.

- The Quality of milk and other products is good but many people are complaining of price of the products
- Although people are satisfied with the Quality of the products but they find the price of the product quite high
- The Hotels and Restaurants prefer those products in which they get high margin. So company should also increase their percentage of margin, as there are many competitors who are offering the same product but with higher percentage of margin.
- The company should also start advertising their products with the help of Digital Marketing, it would be a good platform for the company to attract more and more potential customers by promoting the products there.
- In certain areas we found the problem that company's sales representative does not visit on regular basis, so after observing this problem, this was very important point to be taken into considerations as it spoils the name of the company and also effects its growth.

- The company should also provide some special incentives to customers who buy our company's products.
- If an employee is doing hard work and putting his efforts for the company, so it is the duty of the top management to take care of the appreciations, promotions and salary. They should also provide some rewards for better achievements because this thing helps to motivate the employee.



CHAPTER 7

(REFERENCES)

REFERENCES

- ❑ <https://www.shopify.com/in/retail/sales-promotion>
- ❑ <https://sendpulse.com/support/glossary/sales-promotion>
- ❑ <https://www.wordstream.com/blog/ws/2020/10/13/sales-promotion-examples>
- ❑ <https://www.indeed.com/career-advice/career-development/sales-promotion>
- ❑ <https://www.feedough.com/sales-promotion-definition-examples-types/>
- ❑ https://en.wikipedia.org/wiki/Sales_promotion
- ❑ <https://byjus.com/commerce/what-is-sales-promotion/>
- ❑ <https://www.infolio.co/use-cases/sales-team-management/6-tips-to-make-your-sales-promotion-work-template>
- ❑ https://link.springer.com/chapter/10.1007/3-540-28433-8_22
- ❑ <https://smallbusiness.chron.com/consumer-sales-promotion-techniques-1035.html>
- ❑ <https://open.lib.umn.edu/principlesmarketing/chapter/11-7-sales-promotions/>
- ❑ <https://hbr.org/1990/09/the-double-jeopardy-of-sales-promotions>
- ❑ <https://sproutsocial.com/insights/what-is-digital-marketing/>
- ❑ <https://marketinginsidergroup.com/content-marketing/10-digital-marketing-tricks-used-by-famous-business-brands/>
- ❑ <https://blog.hubspot.com/marketing/digital-marketing-tips>
- ❑ <https://emotive.io/blog/11-essential-digital-marketing-tips>
- ❑ <https://www.techtarget.com/searchcustomerexperience/definition/digital-marketing>

