

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

**A STUDY ON IMPACT OF MARKETING STRATEGIES FOR PROMOTION OF A
LOCAL BRAND**

(WITH SPECIAL REFERENCE TO GAU VARDaan)

SUBMITTED BY:

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B.com (Honours) VI Semester

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Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

CERTIFICATE OF INTERNSHIP

	<p>॥ Hare Krishna, Hare Ram ॥</p> <p>NAVKANJ GAU VARDAAN DAIRY FARMS PVT. LTD. Reg. Plot. No. 85, Baji Prabhu Nagar, Nagpur - 440010 GauthanAddress - Kanholi - Dongargaon Rd. Dongargaon.</p>	
<p>Date: 20/04/2022</p>		
<p><u>TO WHOMSOEVER IT MAY CONCERN</u></p>		
<p>This is to certify that <i>Mr. Vishwajeet kartar</i>, 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.</p>		
<p>We wish him/her every success in life.</p>		
<p>For Authorised Signatory</p>		
		
<p>Neeraj Sanodia Business Development Head Navkanj Gau-Vardaan Dairy Farms Pvt. Ltd. Nagpur</p>		

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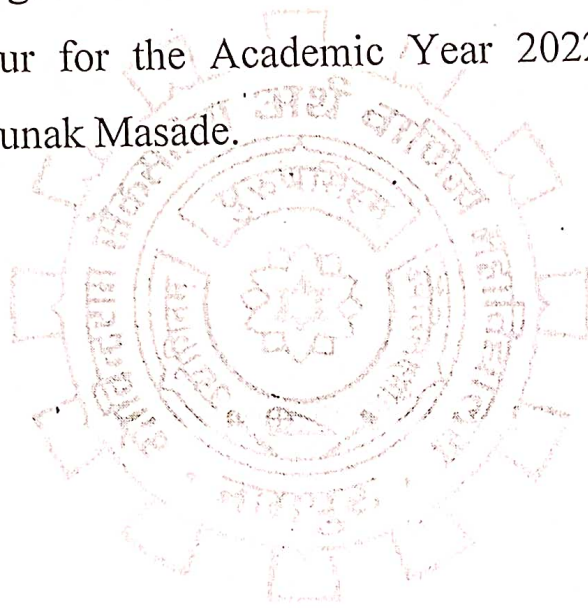


CERTIFICATE

This is to certify that the said internship project report titled “A study on Impact of Marketing strategies for promotion of a local brand with special reference to Gau Vardaan” has been completed & submitted by Mr. Vishwajeet Kartar 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. Shaunak Masade.

Date: 12/04/23

Place: Nagpur



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CERTIFICATE

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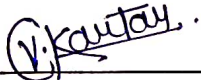
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Navkanj GauVardaan Dairy Farms Pvt. Ltd. for giving me an exposure to learn and grow on a platform.

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INTRODUCTION

Introduction:

Marketing is the process of identifying, anticipating, and satisfying customer needs and wants through the creation, promotion, and distribution of products or services. It involves a variety of activities, such as market research, product development, pricing strategies, advertising, sales promotion, and customer relationship management.

The ultimate goal of marketing is to create value for both the customer and the organization by meeting customer needs and generating profits for the business. Marketing is essential for the success of any business, as it helps to identify and understand customer needs, create products or services that meet those needs, and communicate the benefits of those products or services to the target market.

Effective marketing requires a deep understanding of the target market and the ability to develop strategies that will resonate with customers. It also involves staying up-to-date with trends and changes in the market, as well as constantly refining and improving marketing strategies to ensure maximum effectiveness.

Marketing can be divided into various types, such as digital marketing, social media marketing, content marketing, and email marketing, among others. Each type of marketing has its own unique strategies and tactics, but they all share the same goal of reaching and engaging with customers in a meaningful way.

Marketing is a critical function for any organization, as it plays a central role in creating, promoting, and delivering products or services that meet the needs and wants of customers. Effective marketing helps organizations to understand their target market, develop products or services that meet customer needs, and communicate the benefits of those products or services to the target audience. In this way, marketing is a key driver of business success, as it enables organizations to generate revenue and build a loyal customer base.

The concept of marketing has evolved over time, from a focus on simple product sales to a more holistic approach that considers the needs and wants of customers at every stage of the product life cycle. Today, marketing is a complex and

multifaceted field that involves a range of activities, such as market research, product development, pricing strategies, advertising, sales promotion, and customer relationship management.

Market research is a crucial aspect of marketing, as it helps organizations to understand their target market and identify customer needs and preferences. Through market research, organizations can gather information about customer demographics, behaviors, and buying habits, as well as gain insights into market trends and competitors. This information can then be used to develop products or services that meet customer needs, and to develop marketing strategies that resonate with the target audience.

Product development is another critical aspect of marketing, as it involves creating products or services that meet customer needs and preferences. This can involve everything from designing and testing new products to refining existing products to better meet customer needs. Effective product development requires a deep understanding of the target market and the ability to translate customer needs into product features and benefits.

Pricing strategies are also a key component of marketing, as they determine the value proposition of a product or service in the eyes of the customer. Pricing strategies can vary widely depending on factors such as the target market, the competitive landscape, and the cost of production. Effective pricing strategies balance the need to generate revenue with the need to provide value to customers, and can include strategies such as discounts, bundling, and value-based pricing.

Advertising and sales promotion are essential elements of marketing, as they help to communicate the benefits of a product or service to the target audience. Advertising can take many forms, such as television commercials, print ads, online ads, and social media ads, and is designed to create awareness and interest in a product or service. Sales promotion, on the other hand, is designed to encourage customers to make a purchase, and can include strategies such as discounts, coupons, and loyalty programs.

Customer relationship management is another critical aspect of marketing, as it involves building and maintaining relationships with customers over time. Effective customer relationship management involves understanding customer needs and

preferences, providing excellent customer service, and developing strategies to retain customers and build loyalty.

In summary, marketing is a multifaceted field that plays a critical role in the success of any organization. Effective marketing requires a deep understanding of the target market, the ability to develop products or services that meet customer needs, and the skill to communicate the benefits of those products or services in a compelling way. By leveraging these skills and strategies, organizations can build strong customer relationships, generate revenue, and achieve long-term success.

What is Marketing?



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What Includes in Marketing Strategies?

In essence of marketing strategy generally marketing strategy play an important role in the promotion of brand product marketing help to introduce the product in the market.

Generally, it Includes: -

1.Target Audiences

Generally, a brand needs to target is Pacific audience which have the utility for the product. A branded to identify it product based on the market and analyze its product scope. If the brand finds the whole factor which are relevant to target a customer it will increase its sales.

2. Value Proposition

Generally, the value proposition is addressed to the company's target customers or target market segment. The proposition takes the form of a short, clear, and concise

statement of the tangible and intangible benefits that will benefit to the company delivered to customers. The perfect proposition must quickly transmit the values to potential customers without the need for further explanation. Each proposition

must be unique, as it is a method to communicate the differentiation points of a company to the target customers.

3. Product Mix

Product Mix are the different line of Products which are offered by the brand for their Market Expansion. it's a different line of product offered by the Brand to the Specific customer. It gives a choice to the customer and they get selected a product According. By producing the different products it's will Increase its sales but also create a competition with different rivals of the Business. That's why a brand tend to spread their business in different Sectors to make and large number of Market Share.

4. Brand Messaging

Brand messaging is the set of practices that define how a company will deliver its value proposition and communicate its business values. Based on the tone of voice, language, and core message, companies can define a specific way to convey their ideas to the public. Brand messaging is the way your brand communicates its unique value proposition and personality through its verbal and nonverbal messaging. Your messaging can inspire and motivate them, making them want to buy your product. It's how your consumers can have a relationship with your brand.

5. Promotional Initiatives

Promotional activities are techniques that marketing teams use to increase awareness of their brand, products and services. This can help them attract new customers, retain current customers and increase their company's revenue. Generally Promotional Activities are done by brand to increase its product demand in the Market by Promoting Activity new customer will be added to the brand and increase its sale.

6. Content Marketing

Content Marketing is the marketing strategies used to attract audience by creating Article, video, podcast, other media Sources it will Increase the brand products Awareness among Consumer and make a specific identity in the Market . Content Marketing Strategy generally apply by new to make a good Identity in the Market it will Increase its sale and attract Customers.

4Ps of Marketing

The 4Ps, the Most Important component to consider in your marketing Strategy are Product, Place, Price and Promotion. These 4 steps are most Important for a brand. These four elements determined the value of the Product in the Market.

1. Product

This refers to the physical or intangible goods or services that a company offer to its customers. This includes the design, packaging, features, and branding of the product.

2. Place

This refers to the amount of money customers are willing to pay for the product. Companies must consider the cost of production competition, and the perceived value of the product when setting the price.

3. Price

This refers to the marketing activities that a company uses to communicate with customers and persuade them to buy its products. This includes advertising, sales promotions, public relations and personal selling.

4. Promotion

This refers to the distribution channels through which the product is made available to the customer. This includes the physical location of the business, the type of retail outlets used, and the, method of transportation used to deliver the product to customers.



Diagram of 4ps of Marketing.

Marketing Strategy for Small Business.

The success of a small business has a lot to do with its marketing plan. Marketing is used to attract the customers needed to keep a business viable and operational. Marketing strategies are used to help a business achieve sales goals and branding initiatives. Through a variety of tactics, marketers work to attract the right customers to the business.

When business owners sit down to write their marketing plan, they need to consider what makes sense for their small business.

Marketing strategies to set your small business up for success.

1. Establish a Brand

For a small business's customers and potential customers to know what their company is, does and stands for, they need to have a clear brand identity. Once they have decided on their company's identity, they need to match it with a suitable name, logo, colors and imagery that conveys their brand to customers.

Small business owners might decide to establish a brand look with the help of a freelancer or by collaborating with an established agency. This process can be costly but, in the end, it is worth it. Think about the recognition of established brands like

McDonalds or Starbucks and how that recognition is tied to their brands, logos and colors.

Once a company has its logo, it should put it on everything: advertising, business cards, website, envelopes, and email signatures.

2. Know your customer

There is no such thing as a one size fits all marketing strategy. Each business caters to a different niche in the market and therefore each company requires a marketing plan is specific to their goals and needs.

3. Create a website

Websites are the modern-day business card. It is the first thing potential customers see when the Google company name and the first chance a company to make an impression. A website is the foundation of a marketing plan. Companies can use their website to provide their customers with more information, grab free traffic via search engines, drive people to their social media and establish themselves as an authority in the marketing through helpful content.

4. Use the Power of SEO

The most prevalent way traffic is directed to a website is through Google searches. As Google algorithms change, a company needs to make sure to keep their page keywords optimized to make sure they are ranking high on Searches. Having a site show up on the first page of results hugely increases the chances of that website getting clicked on, so a company should do everything in their power to make sure that's where they are in a Google search.

5. Get listed on Google

A useful tool for local businesses with local customer bases is Google My Business. When people in the same area as a company search on Google for a product or service the company provides, the company will appear in the top searches. When potential customers see a business's profile and it is accompanied with a good review or finds

the listing at the top of their list, the business gains credibility and people will be more willing to trust the business.

6. Advertise on Facebook

One of the best ways to target a specific group is using Facebook Ads. A business can focus their advertising on demographics such as age, sex, location, interests, online habits, and more.

Setting up advertising on Facebook is easy and relatively inexpensive. It is a great way for a business to reach a maximum number of potential customers in a short amount of time.

7. Email Customers and Potential Customers

There are many advantages of using email as a marketing strategy. It is easy to do, can be automated, provides instantaneous communication, costs very little, and can reach a large number of potential customers.

Once email addresses are added to an email list, it is important that a business provides interesting, valuable, and relevant content to their list so the emails get opened and not just merely diverted to spam mail.

8. Use Google AdWords

Remember, the key is for people to find you when they search on Google, and by using Google AdWords, you can greatly increase your chances of people seeing your name. Google AdWords is more expensive than other marketing tactics we have discussed here but should still be considered as it is a powerful marketing tool. The key is for people to find you when they search on Google and by using Google AdWords, a business can greatly increase the chance of people seeing their name.

Types of Marketing Strategies

1. Social Media Marketing Strategy

Today, social media marketing is a huge part of any business's marketing plan as it's a hugely compelling way to drive traffic, build brand awareness, and take advantage of the social selling revelation that's taking over online marketing. According

to recent data, around 54% of social media users use social platforms to research brands and products, and 89% of consumers who follow a particular brand will purchase from that brand.

2. Email Marketing Strategy

Anyone who's ever told you "Email is dead" is dead wrong. Capturing your customers' emails and browsers should be an essential part of your marketing strategy and is an excellent way to continue a conversation with people who have expressed interest in your brand. There are loads of email marketing tools available to help you in this area. However, you still need an effective email marketing strategy to produce consistent, compelling emails that convert readers into buyers.

3. Inbound Marketing Strategy

An inbound marketing strategy is all about pulling customers in and driving traffic to your website or products. Rather than using "disruptive" marketing techniques (like TV advertising), inbound marketing is about lead generation using people who have shown interest in your products, services, or brand as a whole.

4. Content Marketing Strategy

A content marketing strategy is likely to overlap with an inbound marketing strategy, but it is more specific. With content marketing strategies, you focus on content creation that will draw people in and build interest. This is likely to cover blog posts and white papers and can even overlap with your social media marketing.

Effectively, any part of your marketing campaigns that require content will require an effective content marketing strategy.

5. Editorial Strategy

Taking an editorial approach is a particularly vital marketing strategy for advertising companies as it highlights the content formats, workflows, and channels you'll be utilizing to hit your marketing goals. It's similar to the sort of marketing strategies you would expect to see in a news or media organization and can be

6. Digital Marketing Strategy

Digital marketing probably doesn't need much introduction... This marketing strategy will encompass all your online marketing, SEO, social media lead generation, performance marketing, and more Effectively, if it's online, it should be covered by your digital marketing strategy.

7. Internal Marketing Strategy

Although internal marketing will be less vital for SMBs, it can be a vital part of the marketing efforts for large companies. A good example of an internal marketing strategy would be an internal email that lets employees know they're eligible to become shareholders or asks existing shareholders to support a new initiative. Internal marketing can also cover more mundane issues, such as keeping staff up to date on any changes to the company, branding, or internal procedures.

8. Public Relations Strategy

If you're in business, you'll probably know how complicated PR strategies can be. Not only does getting PR right ensure you keep your customers happy, but it's also vital for protecting your brand image in the eyes of your stakeholders, the media, and even governmental bodies or other influential institutions.

Any large business should have a dedicated PR team in charge of the brand's public image. In addition to protecting it, good PR can also offer invaluable word-of-mouth advertising.

9. SEO Strategy

SEO should form part of all the different marketing strategies. Still, you may find it beneficial to have some of your marketing efforts explicitly dedicated to SEO, as this is likely to be your primary source of lead generation. SEO (or Search Engine Optimization) is pretty much what it says on the tin: the art of using keywords and phrases to boost your visibility when users search for relevant terms on the internet. Getting SEO right is arguably the best way to drive traffic to your website and should be front of mind in all your digital marketing and content marketing strategies.

Naturally, SEO goes beyond just keyword optimization and considers a plethora of other aspects to help you rise on those search engine results pages (SERPs). So, it's a good idea to have at least one marketing team member dedicated to the latest SEO trends so you can rank #1 on Google.

Advantages of Marketing

Marketing has many advantages for businesses and organizations, including:

1. Increased brand recognition and Awareness

Marketing activities can help build brand awareness and recognition among potential customers, which can lead to increased sales and customer loyalty.

2. Targeted messaging

By understanding your target audience, you can create targeted messaging that resonates with them and increases the chances of converting them into customers.

3. Competitive edges

Effective marketing can help businesses stand out from their competitors, by showcasing their unique value proposition, differentiating themselves in the market, and highlighting their competitive advantages.

4. Better market understanding

Through marketing research and analysis, businesses can gain a better understanding of their target market, customer needs, and preferences, which can inform their business strategies and decision-making.

5. Improved product Development

By understanding customer needs and preferences, businesses can improve their product development processes, creating products that better meet customer needs and preferences.

6. Build Relationship

Relationship between brand and customer is a unique one that can have positive for both parties. Customer develops relationship with the brand and think of them as partners. Brand become more human to the customer and obtain meaning and value.

Market Analysis

Market analysis is the process of evaluating the current state and trends of a particular market to determine its potential for growth, profitability, and competitiveness. It involves collecting and analyzing data related to the market's size, demand, supply, competition, and other factors that affect its performance. Market analysis is an essential tool for businesses and investors who want to make informed decisions about entering or expanding in a particular market. It helps them understand the dynamics of the market, identify opportunities and threats, and develop effective strategies to achieve their goals.

The process of Market Analysis typically involves the following steps:

1. Define the market:

This involves identifying the specific industry, product or service that you are analyzing.

2. Gather data:

This includes collecting data from various sources such as government reports, trade publications, industry experts, and competitors.

3. Analyze data:

This involves using statistical and analytical tools to analyze the data and identify trends, patterns, and relationships.

4. Identify opportunities and threats:

This involves evaluating the strengths, weaknesses, opportunities, and threats (SWOT) of the market.

5.Develop a strategy:

Based on the findings of the analysis, businesses and investors can develop effective strategies to enter or expand in the market.

Overall, market analysis is a critical tool for businesses and investors looking to make informed decisions about entering or expanding in a particular market. It provides valuable insights into the market's performance, trends, and opportunities, allowing them to make data-driven decisions and achieve their objectives.



Importance of Market Analysis in Business Growth.

Market analysis is such a crucial process while launching a product or improving existing outcomes. Further, it keeps you ahead in the competition from others. Likewise, it provides the customers with all the relevant information for making the right business decisions. Company research is the process of collection of data to choose whether the product will exist in the market or not. Useful research is getting valuable insights into the trends, demographics, and traits of customers.

1. Identifying Market Opportunities :

Conducting a market analysis helps businesses identify untapped market segments, new market trends, and customer needs, which can be used to develop new products

and services or expand existing ones. This helps businesses grow their customer base, increase revenue, and gain a competitive edge in the market.

2. Understanding Customer Needs :

Market analysis enables businesses to understand the needs, preferences, and behavior of their target customers. This information can be used to tailor marketing campaigns, improve customer service, and develop products that meet the needs of customers. By delivering a better customer experience, businesses can build brand loyalty and increase customer retention, leading to sustained business growth.

3. Competitive Analysis :

A market analysis helps businesses understand their competitors, their strengths and weaknesses, and their market share. By understanding the competition, businesses can differentiate their products and services, set competitive prices, and develop effective marketing strategies. This helps businesses stand out in the market, attract new customers, and grow their market share.

4. Risk Mitigation :

Conducting a market analysis can help businesses identify potential risks and challenges, such as changes in customer preferences, market saturation, or regulatory changes. By anticipating and mitigating these risks, businesses can avoid costly mistakes and make informed decisions about their growth strategies.

5. Strategic Decision Making :

Market analysis provides businesses with valuable insights that can be used to make strategic decisions, such as entering new markets, developing new products, or

investing in new technology. By making informed decisions, businesses can maximize their resources and grow their business sustainably.

Overall, market analysis is a critical tool for businesses looking to grow and succeed in the market. It helps businesses understand their customers, competition, and

market trends, enabling them to make informed decisions, mitigate risks, and capitalize on new opportunities.

For the Successful Running of business , the Company needs to understand it's Competition.

What is Competition ?

Competition refers to the rivalry between businesses or organizations that operate in the same market or industry, offering similar products or services to the same target customers. Competition is a natural and fundamental aspect of any market economy and is driven by the principle of supply and demand. In a competitive market, businesses must strive to differentiate themselves from their competitors by offering superior products or services, better prices, or more effective marketing strategies.

Type of Competitions :

There are several types of competitions that businesses can face in the market.

Here are some of the most common types of competition:

1. Direct competition:

This type of competition refers to businesses that offer similar products or services to the same target customers. For example, two pizza restaurants in the same neighborhood are direct competitors.

2. Indirect competition:

Indirect competition refers to businesses that offer similar products or services, but target a different segment of customers. For example, a luxury hotel and a budget hotel are indirect competitors.

3. Substitute competition:

Substitute competition refers to businesses that offer products or services that can be used in place of another product or service. For example, a car rental company and a taxi company are substitute competitors.

4. Potential competition:

Potential competition refers to businesses that are not yet operating in the market, but have the potential to enter and become a competitor. For example, a new startup that plans to enter the market and offer a similar product or service.

5. Monopolistic competition:

This type of competition refers to a market structure where there are many small businesses competing with each other, but each business has some degree of control over the price of their product or service. This is often seen in industries such as retail, restaurants, and service businesses.

6. Oligopolistic competition:

Oligopolistic competition refers to a market structure where a small number of large businesses dominate the market. These businesses often collude with each other to control prices and market share. This is often seen in industries such as telecommunications, banking, and airlines.

Understanding the type of competition that a business faces is essential for developing effective marketing and growth strategies. By understanding the strengths and weaknesses of their competitors, businesses can differentiate themselves, improve their offerings, and better serve their target customers.

Identifying Current Competition

To identify the current competition the business needs to do some research about their competitor and analyze what its weaknesses and advantages are. Generally all business organizations do competitor research to overtake their competitor. By identify the competitor the business get advantage over them and they mix changes in our product so that they can better than the rival product. In all the businesses there are a healthy competition between all the players in the market it will create new things that can benefit the customer. Generally competition produce new variety of product services introduce new technology which can bring changes in the market.

Here are some way to Identify the Competitors.

1. Market Research

Research : Conduct market research to understand the current players in your industry. Look at their product offerings, pricing strategies, target customers, and marketing campaigns.

2. Online Searching

Searches : Conduct online searches using keywords related to your business to identify similar companies. Look at their websites, social media profiles, and customer reviews to gain insights into their strengths and weaknesses.

3. Industry Report

Reports : Consult industry reports and analysis to gain insights into the competitive landscape. These reports typically provide information on market share, revenue, and growth rates for different players in the industry.

4. Networking:

Attend industry events, conferences, and trade shows to meet other players in the industry. This is an opportunity to learn about their businesses and establish potential partnerships or collaborations.

5. Customer feedback:

Pay attention to customer feedback and reviews to identify businesses that are providing similar products or services. This can also help you understand what customers are looking for in your industry and how you can differentiate your business from competitors.

Developed Strategy to Overtake the Competitors

Generally all businesses make the strategy to overtake its competitors. By making strategy to overtake the competition give benefit to the business in long run every business have adopted different strategies to overtake each other and capture large number of Market.

Business create it's own Strategy that have unique features according to their need.

Overtaking competitors in business can be challenging, but here are some general strategies that may help:

1. Differentiate your offering:

Identify what makes your business unique and use that to differentiate yourself from your competitors. This could be a unique feature or benefit of your product or service, a better customer experience, or a different pricing strategy.

2. Focus on customer service:

Providing exceptional customer service can set your business apart from competitors. Respond quickly and effectively to customer inquiries, complaints, and feedback. Build a relationship with your customers and make them feel valued.

3. Invest in marketing:

Develop a strong brand and marketing strategy to increase visibility and attract new customers. Utilize digital marketing tools such as social media, search engine optimization, and email marketing to reach a wider audience.

4. Innovate and adapt:

Stay up-to-date with the latest trends and technologies in your industry and innovate accordingly. Adapt your business model to changing customer needs and preferences.

5. Collaborate or acquire:

Consider collaborating with or acquiring complementary businesses to expand your offerings and customer base. This can also help you gain new skills or resources that can give you an edge over competitors.

6. Offer better value:

Look for ways to offer better value to your customers. This could include offering more features or benefits at a competitive price or providing a better overall experience.

It's important to note that the best strategy to overtake competitors will depend on your industry, market, and specific business. A thorough analysis of your competitors and market will help you identify the most effective strategies for your business.

What is Brand ?

A brand is a symbol, name, design, or any other feature that distinguishes one product or service from another. It is a unique and identifiable entity that represents a company, organization, or individual and communicates their values, personality, and offerings to their target audience. A brand is more than just a logo or a tagline; it encompasses the entire customer experience, including the quality of the products or services, the level of customer service, the company's reputation, and the emotional connection that customers have with the brand. A strong brand can create customer loyalty, enhance a company's reputation, and increase its profitability.

Key Element that Includes in Branding.

Branding is a comprehensive process that involves various components. Here are some of the key elements that are included in branding:

Brand Identity:

This refers to the visual and verbal representation of the brand, including the brand name, logo, colors, fonts, tagline, and overall design.

1. Brand Positioning:

This involves identifying the unique value proposition of the brand and how it is different from competitors.

2. Brand Personality:

This refers to the characteristics and attributes that the brand represents, such as its tone of voice, style, and attitude.

3. Brand Promise:

This is the commitment that the brand makes to its customers, such as providing quality products or services, excellent customer service, or a unique experience.

4. Brand Story:

This is the narrative or history of the brand, including its origin, values, and mission.

5. Brand Associations:

These are the emotions, attitudes, and perceptions that consumers have about the brand based on their experiences, interactions, and exposure to the brand.

6. Brand Experience:

This refers to the overall experience that customers have with the brand, including interactions with the products, services, employees, website, and other touchpoints.

7. Brand Strategy:

This is the overall plan and approach for building and managing the brand over time, including the marketing and communication strategies, brand guidelines, and performance metrics.

Overall, branding is a complex and multifaceted process that involves many different elements. By effectively managing and leveraging these elements, companies can create a strong brand that resonates with consumers and drives business success.

Brand Adds value in Consumer's life

1. Consistency:

Consistency is key to creating a strong brand identity. Your brand should be consistent across all channels and touchpoints, including your logo, messaging, and visual design.

2. Convenience:

Brands that offer convenient products or services can add value to consumers' lives by saving them time and effort. For example, a meal delivery service can make it easier for busy consumers to eat healthy meals without spending time shopping and cooking.

3. Personalization :

Brands that offer personalized products or services can add value by making consumers feel special and catered to. For example, a customized skincare brand can offer products tailored to individual consumers' skin types and concerns.

4. Emotional Connection:

Brands that create an emotional connection with consumers can add value by making consumers feel good about themselves or their choices. For example, a socially conscious brand that donates a portion of its profits to a cause can make consumers feel like they are making a positive impact by purchasing from that brand.

5. Innovation:

Brands that offer innovative products or services can add value by providing consumers with new and exciting experiences. For example, a technology brand that offers cutting-edge features or functionality can make consumers feel like they are on the cutting edge of the latest trends and developments.

By adding value to consumers' lifestyles, brands can build stronger relationships with their customers and create more loyal followings.

Brand Creates Difference between their Product and local brand Product.

A strong brand can create a significant difference between its products and local brand products in several ways. Here are some of the ways:

1. Consistency:

Established brands typically have standardized production processes and quality control measures in place to ensure consistency across their products. This consistency can lead to a more predictable and reliable experience for the consumer, which may be lacking in local brand products.

2. Innovation:

Established brands often have greater resources and research and development capabilities than local brands, which allows them to innovate and introduce new products and technologies more quickly. This can give established brands a competitive advantage over local brands that may not have the same level of resources.

3. Brand Recognition:

Established brands often have a recognizable logo, slogan, or marketing message that consumers can easily identify. This brand recognition can create a sense of trust and familiarity with consumers, which may be lacking in local brands that do not have the same level of visibility or marketing efforts.

4. Distribution:

Established brands usually have a wider distribution network, which means their products are available in more places and are easier to find. Local brands may have limited distribution networks, which can make it difficult for consumers to access their products.

In summary, a strong brand can create a difference between its products and local brand products by offering high-quality, consistent, innovative products with strong brand recognition and wider distribution. These factors can lead to increased

consumer trust, loyalty, and a willingness to pay a premium price for the brand's products.

Brand Promote their Products on large scale



Promoting a brand on a large scale requires a well-planned and comprehensive strategy. Here are some steps that brands can take to promote their products on a large scale:

1. Identify your target audience:

The first step to promoting a brand is to identify the target audience. Brands need to understand who their ideal customer is, their demographics, interests, and preferences. This will help in creating a focused and effective marketing plan.

2. Develop a marketing plan:

A marketing plan outlines the steps a brand will take to reach its target audience. This includes choosing the right marketing channels, creating compelling content, and setting clear objectives for each campaign.

3. Utilize social media:

Social media is an essential tool for promoting brands on a large scale. Brands need to create engaging social media content that resonates with their audience, build a strong social media presence, and leverage social media advertising to reach a larger audience.

4. Use Influencer marketing:

Influencer marketing is a great way to promote a brand on a large scale. Brands need to identify influencers who resonate with their target audience, partner with them to create engaging content, and leverage their following to promote the brand.

5. Invest in advertising:

Advertising is a crucial part of promoting a brand on a large scale. Brands need to identify the right advertising channels, create compelling ads, and track the effectiveness of their campaigns.

6. Offer promotions and discounts:

Offering promotions and discounts is a great way to attract new customers and keep existing ones engaged. Brands need to create offers that resonate with their audience and leverage various marketing channels to promote them.

7. Measure success:

Brands need to track the effectiveness of their marketing campaigns regularly. This includes monitoring social media engagement, website traffic, sales, and other key performance indicators (KPIs). By measuring success, brands can refine their marketing strategies to achieve better results.

In conclusion, promoting a brand on a large scale requires a well-planned and comprehensive marketing strategy. By understanding their target audience, leveraging

social media, influencer marketing, advertising, promotions, and discounts, and measuring success, brands can effectively promote their products and reach a larger audience.

COMPANY PROFILE

COMPANY INTRODUCTION

GAUVARDAAN



About Gau Vardaan :

Navkanj Gau Vardaan Dairy Farms Private Limited is a 3 years 10 months old Private Company incorporated on 05 Mar 2019. Its registered office is in Nagpur, Maharashtra, India.

The Company's status is Active. It's a company limited by shares having an authorized capital of Rs 5.00 lakhs and a paid-up capital of Rs 5.00 lakhs as per MCA.

2 Directors are associated with the organization. Shashi Lohia and Bhawana Lohia are presently associated as directors.

Gau Vardaan, a brand being founded and managed by Aayush Lohia, is breeding more than 1000 Gir Gouvansh in Nagpur and is making every possible attempt to reach out to every corner of the city with it's Gir Cow Milk which is 100 percent non-processed, raw, natural and pure. At Gau Vardaan, 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.

Navkanj Gauvardaan Dairy Farms Private Limited is a Private incorporated on 05 March 2019. It is classified as Non-government 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 paneer, Ghee

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.

Vision and Mission of Gauvardaan

Vision Statement of Gauvardaan

1. Total Quality
2. Honesty
3. Discipline
4. Cleanliness
5. Transparency
6. Sincerity and Dedication

Respecting each other's opinion, ideas and feelings.

Mission Statement of Gauvardaan :

Gauvardaan is committed to provide maximum possible price for the milk supplies by its members and provide necessary inputs to enhance milk production while ensuring economic viability of company and is also committed to provide quality milk products to consumers and emerge as one of the top most milk and milk products Companies.

Function of Gauvardaan :

The Main function of Gauvardaan is to produce milk from our mother Gau Mata and take good care of them. To promote the benefits of milk and milk products and the quality.

To make Gauvardaan as a part of daily life.

To look after the production process and Sale and advertise the milk and milk products.

Objectives of Gauvardaan :

Providing hygienic and quality milk to the consumers.

To eliminate middlemen in the business so that the milk producers receive their appropriate share of bread.

To see that every citizen become healthy by consuming good quality milk.

Gauvardaan conducts various Awareness campaigns to give knowledge to people toward their Product.

- **Awareness Campaigns**
- **Conducting Sessions**
- **Mass Campaigns**

- **Door to Door campaigns**

AWARENESS CAMPAIGNS:

Awareness campaigns are the campaigns organized by the Gauvardaan for promoting the Milk and Milk Products. The awareness campaigns are organized by the marketing department of the company in which the company officials try to make the consumers aware about the products available. Also the officials try to convey the parameters which have to be looked at while purchasing the milk and milk products.

The consumers are given knowledge of the steps taken.

In total the awareness campaign never forces the consumer to purchase Milk products but helps them in decision making by comparing Gau Vardaan products with that of other brands.

Usually this kind of awareness campaign is organized in developing markets and in the areas where the sales are less, and in the area where the comparatively less educated people are there. Because the less educated consumers are weak in decision making so these campaigns give them a platform to think and decide.

There are two types of awareness campaigns practiced by the company. They are:

DOOR TO DOOR CAMPAIGNS:

The door to door awareness campaigns are done in the area where there are less existing customers and more potential customers are observed. Here, the company officials personally visit every house and provide the information to the individual households. Generally, it is carried over in such a place where the customers need detailed knowledge about the products.

These door to door campaigns are too time consuming and also need to incur more expenses. But the results are more favorable.

MASS CAMPAIGN:

Mass campaigns are carried over where there is a crowd. In such areas the officials take the opportunity to make the crowds understand about the quality of the product, the factors to be looked after while purchasing the milk products. And also educate the crowd about the product mix of Gau Vardaan.

This type of campaign are organized by the company to understand the value of Natural dairy product and aware people about its benefits in day to day life.

Compared to door to door campaigns the mass campaigns are less expensive and less time consuming. But the results of mass campaigns are not as favorable as door to door campaigns.

CONDUCTING SESSIONS :

Generally Gauvardaan conducts various sessions regarding their products. By conducting their session they give knowledge to the people towards their product and add some value in their life that session can help people to understand the thinking of Gauvardaan. People attended the session and were aware about the dairy products that the use and consume. The session that is conducted by Gauvardaan and team give a brief review about their product and explain the advantages of consuming their product. The products which are produced by Gavardaan are natural and 100% pure.

Promotion activity carried by gauvardaan

Instagram Account



2. Facebook page



Gau Vardaan

1K followers • 13 following

Message

Follow

...



Brouchers



गौ वरदान
Pure &
Raw Farm Fresh
Gau Vardaan

Boosts Digestion

Improves Immunity

Strengthens Bone

Improves heart health

Balance Hormones

Helps in weight loss

Pure A2 Bilona Vedic Ghee

FOR SUBSCRIPTION PLEASE VISIT : www.gauvardaan.com | +91 8055505111

Gau Vardaan

Available on the App Store

GET IT ON Google play

गौ वरदान
Pure &
Raw Farm Fresh
Gau Vardaan

Everyone's first choice
Gau Vardaan
A2 PANEER

FOR SUBSCRIPTION PLEASE VISIT : www.gauvardaan.com | +91 8055505111

PROJECT OVERVIEW

OBJECTIVES OF THE STUDY

The objectives of a study on the impact of marketing strategies for the promotion of a local brand "Gau Vardaan" may include:

- To identify the target audience for Gau Vardaan and understand their needs, preferences, and behavior.
- To evaluate the current marketing strategies used by Gau Vardaan and determine their effectiveness in reaching the target audience and achieving marketing objectives.
- To research the competitive landscape and analyze the strengths and weaknesses of Gau Vardaan compared to its competitors.
- To identify potential gaps in the current marketing strategy and suggest new marketing initiatives that can enhance brand awareness, attract new customers, and increase sales.
- To determine the most effective marketing channels for promoting Gau Vardaan, such as social media, email marketing, search engine optimization, or traditional advertising.
- To assess the return on investment (ROI) of the marketing initiatives and provide recommendations for optimizing future marketing efforts.
- To gather feedback from customers and stakeholders on their perception of Gau Vardaan and its marketing efforts.

Overall, the study aims to help Gau Vardaan optimize its marketing strategy to better reach and engage with its target audience, increase brand awareness, and ultimately increase sales and revenue.

SCOPE OF THE STUDY

A study on the impact of marketing strategies for promoting a local brand like Gau vardaan can cover a wide range of topics related to marketing and branding. Some possible areas of focus for such a study could include:

- **Brand positioning:** This involves identifying and defining the unique characteristics and benefits of the brand, and developing a strategy for communicating these to the target audience.
- **Target audience:** Understanding the demographics, psychographics, and behavior patterns of the target audience is essential for creating effective marketing campaigns.
- **Marketing mix:** This includes the four Ps of marketing - product, price, place, and promotion. The study could evaluate the impact of different marketing mix strategies on the brand's sales and market share.
- **Advertising and promotion:** This involves creating and executing advertising campaigns, sales promotions, and other marketing communication tactics to reach and persuade the target audience.
- **Digital marketing:** With the increasing importance of digital channels in marketing, a study could also focus on the impact of social media, search engine optimization, and other digital marketing strategies on the brand's performance.
- **Brand equity:** This refers to the value that a brand adds to a product or service. A study could explore the impact of marketing strategies on building and maintaining brand equity for Gau vardaan.

Overall, a study on the impact of marketing strategies for a local brand like Gau vardaan would be valuable in identifying effective marketing approaches for promoting local brands and generating insights that could be applied to other similar brands.

LIMITATIONS OF THE STUDY

There are several limitations that can arise in a study on the impact of marketing strategies for promoting a local brand. Some of the common limitations include:

- **Limited Generalizability:** The findings of the study may not be applicable to other local brands in different regions or countries due to differences in consumer behavior, market characteristics, and cultural factors.
- **Small Sample Size:** The study may have a small sample size, which can limit the statistical power of the analysis and reduce the reliability and validity of the findings.
- **Self-Report Bias:** The study may rely on self-reported data from consumers, which can be subject to response bias and social desirability bias, where respondents may provide answers that they believe the researchers want to hear rather than their true opinions.
- **External Factors:** The study may not account for external factors such as economic conditions, political stability, or technological advancements that may impact consumer behavior and marketing effectiveness.
- **Limited Data Availability:** The study may face limitations in accessing relevant data for analysis, such as sales figures, consumer demographics, and marketing spending.
- **Lack of Control:** The study may not have control over all variables that may influence marketing effectiveness, such as competitor strategies, pricing, and distribution channels.
- **Time Constraints:** The study may be limited in the amount of time available to collect and analyze data, which can impact the depth and scope of the study.

Overall, it is important to consider these limitations when conducting and interpreting the findings of a study on the impact of marketing strategies for promoting a local brand.

ANALYSIS / OUTCOME &
LEARNING AS AN INTERN

SELECTION PROCESS AT GAUVARDAAN.

Step 1. Registration for Internship

Gauvardaan provides Registration form to the interested one who wants to become an intern in the company.

Step 2. Telephonic Interview

After Registering I was shortlisted for the Telephonic Interview the company HR made a telephonic interview session with the intern and asked various questions regarding the Marketings , Brand Promotion Strategy. The HR gave a brief view about the Gauvardaan company. And give a review about the dairy industry the teach me about how the company was work and competes with the competitors in the market and than after the told about the different role performance in the Gauvardaan such as marketing team and Sales team production team. The session was very interesting I ask various question to the HR about the brand Gauvardaan.

Step 3. Short listing

After giving the telephone interview I was shortlisted by the company and became an intern in the company and I was very excited. The manager of Gauvardaan gave me a role to do Marketing strategy for the company. I became part of the marketing team of the company. After becoming part of the marketing team I learned various new things regarding marketing and get a idea that how a brand does his marketing and competes with his competitor.

INTERNSHIP TASKS

Week 1

In my first week of internship the manager of Gauvardaan understands the different roles which are performed in the company and they understand the company goal, purpose, vision & ethical standard. In the first week of training the manager gave a brief review about the brand. It was the interesting part to understand. The manager told me about how the brand was started and the purpose of the brand.

The purpose of the brand Guardian was to provide a quality dairy product to the society & the people. which are 100% natural and chemical free.

Week 2

In the second week of training the manager understands the different varieties of products which are produced by the company. It may include milk, cheese, curd, Paneer, lassi etc.

The manager understands us to promote the product at different places and target the customers according to their taste and preferences. In the second week I was able to learn that there are different people who like to consume dairy products. The manager teaches us how to do marketing of a product and promote their product on a large scale so that more customers will attract towards their product and it will increase the sales of the brand.

Week 3

Third week of training I was able to learn many things. The manager of the company was teaching different methods of marketing and brand promotion techniques to promote their product. The marketing and promotion techniques which I learned was able to target the audience and it helped me to understand the marketing in detail. I was able to understand the different types of marketing and it help to target the customers.

I used this type of Marketing Strategy to promote the product.

1. Social Media Marketing
2. Email Marketing.
3. Direct Mail
4. Print Marketing

Week 4

In week 4 the manager gives some tasks to perform. They give some targets to sell the product. The manager told us to sell different dairy product which are produced by Guardian. I was successfully able to target some people to buy the product of Guardian I am able to sell the milk. After the selling of milk, I get confidence to sell different product between people. It was a totally different experience because it was my first task that I was perform well and it will increase my confidence.

Week 5

Week 4 was spent well and the 5th week started. This week is different because all the training was not in the workplace. The manager took me outside of the company.

The manager gives knowledge to sell products in the open market where different competitors are also present. The manager told them to target the new people and convince them to buy Guardian product. It was a difficult task to convince the people and explain the brand details to the new people. In the fifth week we learn how to target the new audience and convince them to buy the product.

Week 6

Now the sixth week and the final week of the internship has started. I learned many things in the past weeks.

The manager and the co-worker help me a lot to understand the company goals and objectives. It was a different experience for me to understand the business deeply. In past few weeks I learned and did many things that helped me become a good Intern. In

these few weeks of training, I was able to understand the Marketing techniques, Brand Promotion techniques and how to target the Customers.

LEARNING

As an intern in Govardhan I was able to learn marketing strategy for a brand.

I was able to learn different types of marketing strategy which was used in the business to target the audience. It was a different experience for me to explore new things that can change my perception. Not only marketing strategy, I was able to understand how the business worked. It is a difficult part to run a business successfully because you need to understand different things.

As an intern I was able to communicate with different people with different mindset and I work with different departments of the company and interacted with my co-workers.

By interacting with different people, I was able to learn many things that can help me to enhance my skills. As a part of marketing team, you need to develop the communication and the marketing skills that can help you to target the customers.

As an intern I am able to interact with different people from different departments and I was able to develop my communication skills with the customers co-worker that are present in the company. As part of a Guardian, it is my duty to learn every aspect of business that can help me to develop my thinking towards the business.

SUGGESTIONS

As an intern working of the Project, I propose the following approach to conduct the study of marketing strategies that can help to promote the sale of Guardian.

Before developing any marketing strategy, you need to understand the company's previous strategy that are followed by the company to target the customers. If you understand the strategy well you need to discuss your plan with your manager and co-workers.

Develop an approach to understand the strategy of the business before applying anything new. Sometimes the strategies that you make are not able to perform well so you need to understand the business structure. By understanding the business structure, you need to able to develop the strategy according to the needs of the Business.

You need to analyze the past data of the company that may include primary data and secondary data and after analyzing the data you're able to understand the position of the company and according to that you make the strategy. Past year data help you and give a brief review of the company.

It is important to develop a research hypothesis to understand every expectation of business. By doing research on business, you discover many things that can help you to enhance the brand performance.

By analyzing the business performance, the marketing strategy gives us a positive impact on the company performance. By applying the marketing strategy Guardian increase in sales and get a good review from the customers. Marketing strategy plays an important role in product formation because if a brand does a good marketing strategy, they capture a large amount of the market. Marketing strategy helps the company to expand its customer base and increase brand awareness.

CONCLUSIONS

Based on the current information that the marketing strategies create a positive impact on the promotion of Guardian.

The marketing strategies which I have learned Guardian may create an impact in the company sales ratio because of the proper marketing strategy the company sale was increased and they are able to target the new audience. Marketing strategy are important for a brand to grow in the market because of the marketing the people are aware of the brand.

Marketing creates a positive image of a brand in the consumer mind. By applying marketing strategies, consumers were able to remember Guardian Brand as long. Marketing and promotion strategy it's the consumer mine and I think I should buy the product.

Further the study describes that the marketing strategy increases the sale of the brand. Not only will it increase the sale but it also creates a good image of the brand in the market and people remember Guardian.

As a Marketing Intern to develop the Marketing Strategies for Guardian it's a difficult part because you need to understand the brand from the scratch and you need to understand the Market, competitors, product Variety of Brand and According to that I am able to Develop the Marketing Strategies.

ANNEXURE

- <https://www.revuze.it/blog/competitive-product-analysis/#:~:text=Competitive%20product%20analysis%20is%20the,strategies%20to%20outperform%20your%20competitors>
- <https://www.revuze.it/blog/competitive-product-analysis/#:~:text=Competitive%20product%20analysis%20is%20the,strategies%20to%20outperform%20your%20competitors>
- <https://www.conductor.com/academy/identify-competitors/>
- <https://www.businessnewsdaily.com/15770-local-marketing-strategies-for-small-business.html>
- <https://www.outbrain.com/blog/brand-marketing-the-full-story/>
- <https://www.freshbooks.com/hub/marketing/marketing-strategies-small-businesses>
- <https://www.instagram.com>
- <https://www.facebook.com>
- <https://www.slidshare.net>
- <https://core.ac.uk>