

A Study on Arsh Marketing A FMCG Based Marketing and Distribution Company

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Abstract: Arsh marketing is a FMCG based marketing and distribution company. Providing customized & measurable to address brands marketing objectives. Our experienced team comes from a diverse background of marketing, advertising, FMCG, and telecommunication, sales, digital and retail. They have remarkable talents in marketing services and are professional in every way.

Arsh marketing based in Karnataka and was established in the year 2011 started with bhadsha masala proprietor name was Anand Holkudi. We are leading distributors, institutional sales and exporter of Fastmoving consumer goods (FMCG) products ranging from house hold products, personal care, home care products, confectionery products, food products and beverages. He was Starting turnover 15000 per month with one company products and now it is increased to 18,00,000 turnover per month. Now it was increased around 15 to 20 company products. under that one single company around 100 to 150 different products and in this Arsh marketing there are 2000+ different products is to provide with their customers. They are distributing only interworking in Kalaburagi in urban areas only. in this Gulbarga around 1500 outlets in urban city. It is classified as non -govt company and is registered at registrar of companies Karnataka. We are a reliable organization engaged in wholesalers a qualitative range of industrial products. We are also leading companies of this highly commendable range of products. Our team of experts maintain a quality of the products. Every single piece of work ensured with proper quality assurance.

We are continually improving our quality to serve our clients better. use of modern technology, industry standards, timely and quality deliveries, experienced workforce. The current status of this company is active.

Keywords: Fastmoving consumer goods (FMCG), modern technology, marketing, distribution company

INTRODUCTION

Marketing

Marketing is a called social process by which individuals and groups obtain what they need and want through creating offering, and freely exchanging products and services of value with others.

Marketing management

Marketing management is the process of planning and executing the conception, pricing, promotion and distribution of idea, goods and service to create exchanges that satisfy.

Market potential

Market potential is the valuation of the sales revenue from all the supply channels in a market. Market potential is the population that is interested in the product/service that is being made or offered by an organization. In other words, market potential is the potential money-making capability of a firm if it capitalizes all advantages and everything goes its way. It is usually measured in sales units/sales volume or the potential revenue.

The market forecast shows expected market demand, not maximum market demand. For the later, we have to visualize the level of market demand for a very high level of industry marketing expenditure, where further increases in marketing effort would have little in stimulating further demand. Market potential is the limit approached by market demand as industry marketing expenditure approach infinity.

Definition

Market potential is the entire size of the market for a product at a specific time. It represents the upper limits of the market for a product.

Important of market potential

It is very important for a new business to know and determine the market potential of the product of service being offered. If the market potential is very low then there is no point spending a lot of money on market potential is the amount of business a product can generate in future as compared to day. Companies can also evaluate the market share of companies in the market.

The most relevant question is the target market growing for the offering. Market potential helps business plan better and launch their products and services with better preparation. Depending upon the overall market potential, companies can identify the sales potential, or the amount of sales they would be doing in that identified market.

Factors for calculating market potential

1. Total size of the market

This means the total value of customers or clients for the particular offering. Higher the number better it is.

2. Return on investment

A market which would give a good return on the costs incurred would only lead to good business today as well as in future.

3. Growth rate of the market

A target market may be good today in terms of size and ROI but is it going to be rising in future the growth rate and trends are very important for determining the market potential.

4. Category competition

The competition would determine on the market potential. More would be the number of competitors, less would be the share the new organization would be able to take.

5. Entry barriers

Are there any real barriers to entry into the existing market.

6. Political environment

In international markets, the political environments form a very important factor in determining the market potential.

7. Internal environment

Overall, the market potential may be very good but the question arises that are we strong enough to compete in the market with suitable offerings, cost, competition.

Steps to market potential**Step 1. Verify market size:**

The basis for determining the market potential is to examine its size, which can be done in two ways with respect to the volume or overall value of the market. Volume means the total number of potential consumers, who can make transactions on a given market. The overall value of the market should be interpreted as the total financial value that consumers are able to pay for market products.

Step 2. Market growth:

The market size does not give full information about its potential. The development trends should be carefully analyzed the factors such as short- term and long-term forecast, number of companies, risk of stunted development and the current market trends are taken into account. It is worth tracking financial analysis from a few years back and determined its growth dynamics and factors that is stimulate the market.

Step 3. competition:

When analyzing the possibility of entering a new market you cannot forget about competition a large number of competing companies does not necessarily mean less potential.

Step 4. Consumers:

The profile of potential consumers, their preference and behavior give another piece of important information that should be examined at the stage of accessing market potential. Each industry is characterized by specificity. It is among others about the way of communication with the client or possible ways to reach them.

Step 5. Profitability:

It is a potential chance of profit from investment. The amount of work and potential profit will also give answer about its potential. Using the available statistical data, this analysis carried out without any problem.

Supply chain management

A supply chain management is an entire system of the production and delivering a product or service from the very beginning stage of sourcing the raw materials to the final delivery of the product or service to end users.

The supply chain lays out all aspects of the production process, including the activities involved at each stage, information that is being communicated, natural resources that are transformed into useful materials, human resources, and other components that go into the finished product or service.

2.2 LITERATURE REVIEW WITH RESAECCH GAP

1. According to Martin 2011:

Therefore, academic literature is examined around terms such as opportunity analysis, market evaluation, market segmentation, and market expansion. market segmentation and selection is based on the determination of the international market potential. In the early stage of international marketing research, the term international opportunity analysis or evaluation model was used rather than market potential.

5. According to Shriram and Gopalkrishna 1991:

Evaluated the similarities of 40 countries for international advertising campaigns in terms of economic, cultural, media, accessibility, and media usage. As a result of the research, it ids suggested the international advertisement should b standardized considering cultural and media.

6. according to Helsen, Jedidi and Desarbo 1993:

The dimension of mobility, personal consumption, health and education, trade and city life. At macro level were reduced to sub-dimension by factors analysis and clustering analysis was performed with the obtained factors loading.

7. According to Luqmani, yavas and quraeshi 1994:

Examined countries within macro and micro factors. GDP per capita, political system, geographical region and energy consumption and macro factors, the structure of the product is divided according to the purchase orientation of the consumers.

8. According to Manraj et al 2001:

They investigated the potential of countries in terms of distribution and promotion. Cluster analysis was carried out in two stages, firstly according to economic development and then distribution and promotion. Three clusters were formed to the attractiveness of countries for marketing.

9. According to Tararynowicz et al 2015:

Globalization has demanded that no organization can be closed system and in relation to supply chains, logistics activities inherent in SCM demand that coordination be present to ensure effective supply chains. logistics is one of the key elements of SCM and its functional efficiency may well affect the level of success of a firm.

10. According to Bowersox et al 2013:

The increasing complexity of supplying to businesses and shipping out products in an increasingly globalized supply chain, the scope of logistics widens to the business processes level rather than just the functional level. Those involved in logistics understand that supply chain operations have the tendency to expand as well as engaged in many SCM activities and responsibility.

11. According to Simon 2015:

The success of supply chain integration is indirectly derived from the integration of logistics, business process or activities and companies, within a company as well as companies.

12. according to sibihi & Eglese 2009:

The logistics activities include measuring the business impact of different distribution strategies, reducing the energy usage in logistics activities, reducing waste and managing its treatment. From the sustainable development point of view business logistics can be defined as, producing and distribution goods in a sustainable way taking the social factors.

RESEARCH DESIGN**3.1 STATEMENT OF THE PROBLEM**

They are trying to create a logistics business that carries towards the states that tends to be out of the way places. The present study is to find out the different and possible methods to attract the customers towards the organization.

3.2 NEED FOR THE STUDY

The study will help the retailer as well as customer how the organization performing on product logistics business Arsh marketing private limited has own image in the market sector and its leading in the marketing industry. They have a variety of products in different company.

3.3 OBJECTIVES

- To examine the service provided by the Arsh marketing.
- To study the potential market in logistics business.
- To study customer satisfaction of Arsh marketing.
- To identify the uses of market potential.

3.4 SCOPE OF THE STUDY

Scope is to increase the sales through distribution in rural areas because the rural retailers are buy the products weekly once or once in a 15 days this situation may affect the sales in the organization should logistics the products to the rural and urban areas at weekly once to maintain and increase the sales.

3.5 RESEARCH METHODOLOGY

- ✓ Sample size is a respondent.
- ✓ Sample elements are customers.
- ✓ Sampling area is Kalaburagi city.

The study has prepared by using the primary and secondary data.

Primary data

The primary data was collected by interviewing the regional proprietor of the company and through retailer customers by using questionnaire.

Secondary data

The secondary data will be collected through the books, journals and internet magazines etc.

ANALYSIS AND INTERPRETATION

4.1 ANALYSIS AND INTERPRETATION OF THE DATA

Generally, the research consist of two parts, namely gathering the data and analysis of the data. Gathering through the information sophisticated tools however valid reliable and adequate the report, it is very carefully edited systematically classified, analyzed intelligently. The analysis and interpretation of the object material in the possession of the research and subjective reaction and deserves to drive from the data, the inherent reactions and among variables pertaining to the problem. Analysis and interpretation are application of deductive and inductive to the research problem.

Analysis

Analysis it means breaking down the complexity of the structure with simple elements and to gathering new combinations or pattern to discover the new relationship or factors. These can be achieved only by viewing data from different angles and depression the data.

Mode of analysis

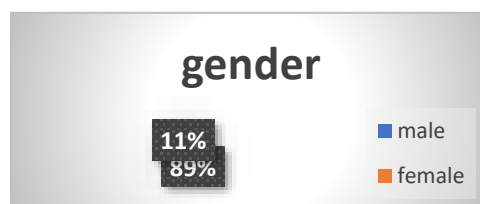
- Collecting the data in terms of responds.
- Examine the statement of the problem in marketing.
- Analysis various experts into their statistical tools.
- To think new technical skills in the various solutions.

The nature of analysis most commonly used by the data analysis in statistically are frequency distribution, the research of this study has used the variable graphical represent for analysis.

4.2. COLLECTED WITH RELEVANT TABLES AND GRAPHS.

This table showing the gender of respondents.

Gender	Respon dents	Percentage
Male	89	89%
Female	11	11%
Total	100	100%



Interpretation:

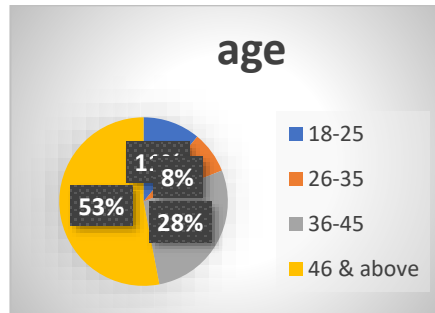
From the table above it has been noticed that out of 100%, it is found that 89% of respondents are male and 11% are female.

Analysis:

According to the above data it is clearly shows the maximum respondents are male will be dominating the market.

This table showing the age wise of respondents

Age	No. of respondents	Percentage
18-25	11	11%
26-35	8	8%
36-45	28	28%
46 and above	53	53%
total	100	100%



Interpretation:

From the above it has been noticed that out of 100%, 11% of respondents are under the age of 18 – 25 years, 8% respondents are under the age group of 26 – 35 years, 28% respondents are under the age group of 36 – 45 years and 53% respondents are under the age group of 46 and above years.

Analysis:

According to the above data is clearly shows the maximum respondent’s area above 46 age groups, youngsters are not involved the market place. they are using the new technology in the environment.

Table no: 1

Showing the sales person approach to your store.

Sales person	No. of respondents	%
Once in a week	62	62%
Monthly once	24	24%
Monthly twice	9	9%
Monthly thrice	5	5%
total	100	100 %

Interpretation:

From the above it has been noticed the sales of 100%, 62% respondents under the table is once in a week, 24% respondents are monthly once, 9% respondents are monthly twice, 5% respondents are monthly thrice.

Analysis:

Here the above data shows the maximum sales person approach their stores is once in a week they are not take much time to approach a customer.

Table no: 2

Showing the time to delivery of products after ordering.

delivery	No. of respondents	%
One day	56	56%
One -two days	22	22%
Two - seven days	15	15%
More than a week	7	7%
Total	100	100 %



Interpretation: From the about table have noticed of 100%, 56% respondents are one day, 22% respondents are one-two days, 15% respondents are two-seven days, 7% respondents are more than a week to delivery the products.

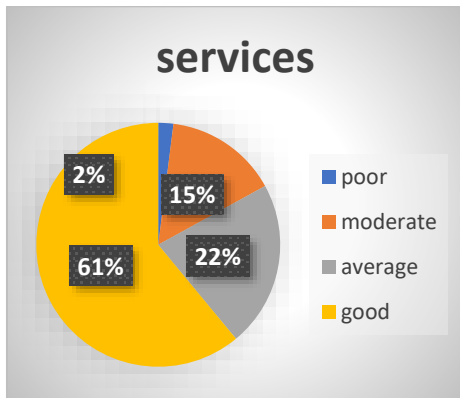
Analysis:

According to the above the maximum respondents are one day deliver and transport the product according to the distance.

Table no: 3

Showing the services of Arsh marketing.

Services	No. of respondents	%
Poor	2	2%
Moderate	15	15%
Average	22	22%
Good	61	61%
Total	100	100 %



Interpretation:

From the above noticed the respondents 100%, 2% respondents are poor, 15% respondents are moderate, 22% respondents are average, 61% respondents are good.

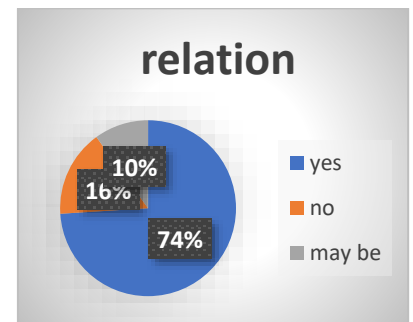
Analysis:

According to the data the maximum respondents are good, some respondents are average, some respondents are moderate and poor.

Table no: 4

Showing the good relation with the customers to their services.

Relation	No. of respondents	%
Yes	74	74%
No	16	16%
May be	10	10%
Total	100	100%



Interpretation:

From the above noticed the relation of 100%, 74% respondents are yes, 16% respondents are no, 10% respondents are maybe.

Analysis:

According to the data the maximum respondents are yes relation with the customer, some respondents no and some respondents are may be..

FINDINGS, CONCLUSION & SUGGESTIONS

Findings

- ❖ 10% of respondents are not selling the products because no availability some products which they need.
- ❖ The sales person approach to the customers once in a week and making the orders to get the information.
- ❖ The customer is given a rate of the service providers is good and some are given the average.
- ❖ The customers are agree to satisfied the products and the services of Arsh marketing.
- ❖ Sales person is visiting the customer to increase the sales to attracting the presences and performance.
- ❖ 80% respondents are selling the products for the demand.
- ❖ Time taken for the delivery of goods to their distance.
- ❖ The customer is using their products and services in these logistics in potential market.
- ❖ Maximum customer by seeing their quality, price and quantity.
- ❖ 51% respondents are agree, 11% respondents are dis agree, 38% respondents are neutral, which They provide products and services out there using the potential marketing in the business of customers.
- ❖ The Customers respondents are services is good.
- ❖ The marketers are storage of good in warehousing and selling the products to their profit.
- ❖ The providers are facing the challenges in logistics business to there over burden, technology insufficient, networks and the fuel prices.
- ❖ The main motivation of potential market is better customer services, cost and time savings, and overall performance of the logistics.
- ❖ Arsh marketing used the performance optimization of the market potential.

Suggestions

- There are few customers are not selling these products to focus on retail store.
- Sales person will maintain good relation with the customer to get the orders more.
- The marketers should increase the sales of FMCG products to the availability of customer.
- To improve the services to maintain the stock in logistics.
- Train the representative to attract the customers and their orders.
- The marketer should focus on FMCG products.

Conclusion

Finally, it is concluded that the report is that the logistics business plans use more potential in the market. It is very important role in delivering its products as well as value to the customers. So, the great has been taken towards the logistic business of the market place. The overall profitability, name of marketer place in Kalaburagi, it starts begins from the logistics business only and storing the goods in one place is a warehousing.

The customers are happy with the price, quality of the FMCG products and the market should make some improvements in these products to increase the sales. The delivery system is average and satisfied the good

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