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MARKETING MANAGEMENT IN INDIA

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ABSTRACT

Marketing Management is the Organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firms marketing resources and activities. Marketing management employs tools from economics and competitive strategy to analyze the industry context in which the firm operates. These include porter's five forces, analysis of strategic groups of competitiors. value chain analysis and others. In competitior analysis, marketers build detailed profiles of each copetitor in the after the firms strategic objectives have been identified, the target market selected, and the desired positioning for the company, p[roduct or brand has been determined, marketing managers focus on how to best implement the chosen strategy. Traditionally, this has involved implementation planning across the 4 Ps. product management, Pricing (at what price slot does a producer position a product, e.g. low, medium or high price).

Introduction :

Mening Maket : it is a pLace where buyers and sellers sales and buys from producers. Marketing : it is a process or system of buisness activity designed to plan promote and distribute the want satisfiying goods and services to target market. Markeing menagement : if can be defined as an art and science of choosing target Volume and getting keeping and growing customer to create delivering and communicating superior customer value.

Definations according to american marketing association marketting is the activity, set of instittion and processes for creating. Communication, delivering and exchanging offering that. have value for customers, clents partners and society at large. Accroding to Dr. Philip Kotler defines marketing as the science and art of exploring, creating and delivering value of satisfying the needs of target market at a profit. Marketing identitfies unfulfilled needs and desires. If definers measure and quantifies market and profit potential.

A Brand audit usually focuses on a business's strengths and resource capabilities because these are the elements that enhance its competitivencess. A business competitive strengths can exist in several forms. some of these forms include skilled or pertinent experties, valuable physical assets, valualbe human assets, valuable organizational assets, valuable inangible assets, competitive capabilities, achievements and attributes that position the buisness into a competitive advantage, and alliances or cooperative ventures.

Algorithm :-

Conceptually, a merge sort works as follow :

1. Divide the unsorted list into n sublists each contaning one element (a list of one element is considered sorted)
2. Repeatedly merge sublists to product new sorted sublists untill there is only sublist remaning. This will be the some list.

Top-down implementation :-

Example C-like code using indices for top-dowin merge sort algorithm that recursivel splits the list (Called runs in the example) sublists untill sublist size is 1, then merges those sublists to produce a sorted list. The copy back step is avoided with alternating direction of the merge with each level of recuirsion (except for an initial one-time co that can be avoided too). To help understand this, consider an array with two elements.

Marketing strategy :-

Two Customer segments are often selected as targets because they score highly on two dimensions :

1. The segment is attractive to serve because it is large, growing, makes frequent purchases, is not price sensitive (i.e. is willing to pay high prices), or other factors : and
2. The company has the resources and capabilities to complete for the segments business can meet their needs better than the competition, and can do so profitably.

Brand audit :-

A Branch audit is a through examination of a brand current position in an idnustry compared to its competitiors and the examination of its effectivencess. when it comes to brand auditing six questions should be carefully examined and assessed.

Implementation Planning :-

If the company has obtained an adequate understanding of the customer base and its own competitive position in the industry, marketing managers are able to make their own key strategic decisions and develop a marketing strategy designed to maximize the revenues and profits of the firm. The slected strategy may aim for any of a variety of specific objectives, including optimizing short-term unit margins, revenue growth, markets share, long-term profitability, or other goals.

Project, Process and vendor Management :-

More broadly, Marketing managers work to design and improve the effectivencess of core marketing processes, such as new product veleopment, brand management, marketing communication and Pricing Marketers may employ the tools of business process re-engineering to ensure these processes are properly designed, and uses a variety of process management techniques to keep them operating smoothly.

Effective exccution may require management of both internal resources and a variety of external vendors and service providers, such as the firms advertising agency. Marketers may therefore coordinate with the companys purchasing department on the procurement of these services. Under the area of markeing agency management. (i.e. working with external marketing agencies and suppliers) are techniques such as agency performance evaluation, scope of work, incuentive compensation : ERFxs and storage of agency information in a supplier database.

1. Financial institutions provide long term fincance which are not provided by commercial banks.
2. The funds are made available even during periods of depression when other sources of finance are not available.
3. Obtaining loan from financial instutitions increases the goodwill of the borrowing in the capital market. consequently

Regulation :-

Financial Institutions in most countries operate in a heavily regulated environment because they are critical parts of countries economies, due to economies dependence on them to grow the money supply via fractional reserve banking. Regulatory structures differ in each country, but typically involve prudential regulation as well as consumer protection and market stabilityuy. some countries have one consolidated agency that regulates all finacial institution while others have separate agencies for different types of institutions such as banks, insurance companies and brokers.

Countries that have separate agencies include the united states, where the key governing bodies are the federal financial institutions Examination Council (FFIEC) Office of the comptroller of the Currency – National Banks, Federal Deposit Insurance corporation (FDIC) state Non-Member Banks, National Credit Union Administation (NCUA) Credit Union, Federal Reserve (Fed) – Member Banks.

Conclusion :-

Financial Instutition is very essintial part of financial system . Financial Institution play a vital role in economic development – Inmdian financial institutions are very strong but its operation is very poor quality we indian make very good plan but in implication we are lacking in somewhere.

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