

एचएमटी (इंटरनेशनल) लिमिटेड
एचएमटी लिमिटेड के संपूर्ण स्वामित्वाधीन अनुषंगी
भारत सरकार का उपक्रम
एचएमटी भवन
59, बेल्लारी रोड
बंगलौर 560 032 भारत

HMT (INTERNATIONAL) LIMITED
(A wholly owned subsidiary of HMT Limited)
A Government of India Undertaking
HMT Bhavan
59, Bellary Road
Bangalore - 560 032, India

HRM/SI/2017-18

02.05.2018

CERTIFICATE

This is to certify that **Mr. ABDUL MATEEN RAZAK** (USN 1AY16MBA01), an MBA student of ACHARYA INSTITUTE OF TECHNOLOGY, affiliated to Visveswaraya University, Belgaum and approved by AICTE has carried out his Project Work in our organization and has prepared a report titled "**A Study on Marketing Strategies adopted at HMT (International) Limited, Bangalore**, during the period from 15.01.2018 to 24.03.2018.

The conduct and behavior of **Mr. ABDUL MATEEN RAZAK**, was good during the above referred period.

We wish him all success.

For HMT (International) Limited,



(JEROME KUJUR)

For JOINT GENERAL MANAGER (HR)

JEROME KUJUR / जेरोम कुजुर

Joint General Manager (HR)
संयुक्त महा प्रबंधक (म.प्र.)




ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

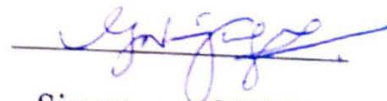
Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Abdul Mateen Razak** bearing USN **1AY16MBA01** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Marketing Strategies Adopted at HMT (International) Ltd.**” at **Bangalore** is prepared by him under the guidance of **Prof. Arundathi K L** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.


28/05/18

Signature of Internal Guide



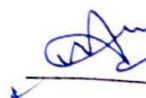
Signature of HOD

Head of the Department

Department of MBA

Acharya Institute of Technology

Soladevanahalli, Bangalore-560 107


28/05/18

Signature of Principal

PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY

Soladevanahalli Bangalore-560 107

DECLARATION

I, Abdul Mateen Razak, hereby declare that the Internship report entitled "A Study on Marketing Strategies adopted at HMT(I) Ltd" prepared by me under the guidance of Prof. Arundathi K L Faculty, M.B.A Department, Acharya Institute of Technology and external assistance by Mr. Jerome Kujur, Joint General Manager(HR), HMT(I) Ltd.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: *Bengaluru* .

Date: *28/05/18*


Signature of the student

ACKNOWLEDGEMENT

I deem it a privilege to thank our Principal, Dr. S.C. Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my external guide Mr.Jerome Kujur, Joint General Manager(HR), HMT(I) Ltd and my internal research Guide, Prof Arundathi K L, for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY

The main aim of this project is to understand the significance of Marketing Strategies and to know whether marketing strategies has an impact on positive sales . The study on how marketing strategies has an influence was conducted at HMT(International) Ltd, which is a wholly owned subsidiary of HMT Ltd.

The survey included certain parameters such as knowing the business, market share of the company and strategies implemented by the organization. The study mainly tested the marketing strategies and the influence of it on sales. All relevant conceptual information and literature reviews on marketing strategies helps in understanding the need and importance of Marketing strategies.

A proper research design was undertaken with structured questionnaire, and a survey of 100 sample size was conducted with respect to its working environment and export business.

When the Data was analysed and interpreted it was found that there is a significant association between effective marketing strategies and sales and the result was positive.

HMT(I) has a effective marketing department and has very good customer database.

CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION

It was an incredible open door for me to do my internship in HMT(International) Ltd. The duration was of 10 weeks from January 15 2018 to March 24 2018. On the main day of the temporary job, HR officer obviously guided me with the principles, controls and teach to be followed in the organization premises. Amid the initial 2 weeks I comprehended the structure, culture and working of the association, I likewise examined the matter and administrations of the organization. The Internship was to open myself to the working society of the association and apply hypothetical ideas, all things considered, circumstance at the work put for different elements of the association.

It was a delight understanding to meet the different departments of the organization which helped me in upgrading my insight about the working of the organization. As my topic of study was marketing strategies adapted by the organization I understood the different marketing strategies implemented by the organization and how the marketing team works so that they bring success and revenue to the organization and also I became acquainted with the different advantages of HMT(I) which spurs representatives to build their profitability and furthermore enhancing turnover .

Marketing Strategies is the plan of action that helps an organization to understand its core strengths and to make an impact by them and improvise them. Marketing Strategies is the requirement of any organization which is planned considerately where marketing needs reach marketing wants. Generally marketing strategies are done with regards to 3-5 years in mind which has a specific action to be taken in the current year . This also involves examining both internal and also external surrounding which are summarized within a SWOT analysis.

Overall it was an incredible experience to go into such organization and understanding that it is one of the most established presumed government organizations.

1.2 INDUSTRY PROFILE

Indian export framework is exceedingly managed by government associations like Ministry of Commerce and Industry, Product board, Export Inspection Council, Export promotion councils, Public sector trading houses, and counsel bodies.

After globalization universal exchange has picked up a ton of significance and the nation is understood the significance of fare advancement and export promotion and is finding a way to enhance the marketing framework has built up the export trading development houses for the improvement of export.

It is this situation that HMT (I) was set up to handle the issue of market exercises. The association was built up with a rationale in being a worldwide specialist for extensive variety of the authoritative item and furthermore for other Indian items. It was against this scenery that HMT (I) was set up in 1974 and had a sizable offer of engineering exports.

TRADING HOUSE (TH) are autonomous organizations staffed by worldwide exchange sends out. They are business go-betweens amongst makers and outside purchasers or customers of products and ventures, trading houses fare, import and take part in third nations trading of merchandise and enterprises delivered by different organizations by going about as:

- International dealer who purchase and offer the items for their own particular record.
- Export specialists who follow up in the interest of other individuals are paid on interest/commission basis.
- Export administration organizations who take care of a segment of the parent organization's export and can supervise in oppose exchange, if important.
- Purchasing offices which supply foreign organizations.

In the prevailing context of an increasingly global company and with strong foreign competition on international and domestic markets. Trading house and their understanding of foreign markets play a more important role. Trading house handle over 50% of exports to destination outside.

Knowledge in International markets:

By exporting with a export house, the manufacturers can use the help and benefit of this houses as they have a very good knowledge and scope in the international market.

A key driver for expanded engineering exports is the pattern towards promoting worldwide assembling bases to countries like India where there is low expenses but best in class engineering ability. This pattern is traded to proceed and help exports of engineering products from India throughout the following 5 years. As per Engineering Exports Advancement Council(EEPC), Engineering exports could touch US \$200 billion by 2017-18. In such a situation, India, driven by the engineering division, will develop as a key worldwide assembling center point and also emerge as a key global manufacturing hub.

INDUSTRY GROWTH:

Indian engineering exports are from US\$ 33.7 billion out of 2007-08 to US\$ 56.7 billion out of 2012-13, building and marking a increase of 11%. Similarly, manufacturing exports showed a increase of 14.72 percent in November 2013 over the comparing month of 2012.

The US and Europe together documented for about 60 percent of India's combined engineering exports The US import of engineering merchandise starting India remained at US\$475million in Nov 2013.

Indian manufacturing exports to Saudi Arabia, Thailand, and Netherlands, Malaysia, Czech republic, Bangladesh and Egypt have moreover observed striking incline among the period 2011-12 to 2013-14 The engineering exports Compound Annual Growth Rate records to 10.8 percent and the slow increments of exports from the money related year 2008 was US \$33.7 billion and in the year 2014 it came up to US \$62.3 billion

1.3 COMPANY PROFILE

HMT (International) Limited is a wholly owned subsidiary of HMT (I) Ltd, a multi-product, multi-location Engineering Giant and has been contributing easy and consistent access to reliable technology since its inception in 1974. As one of India's foremost export houses, HMT (I) markets a wide variety of products and services from agricultural produce to engineering and IT solutions. With technical expertise in Machine Tools technology, HMT (I) gradually started implementing Turnkey projects like Technical Training Centers, Vocational guidance Centers, Information Technology Centers and remaining for Ministry of External Affairs(Govt of India), Government of India in several nations.

As one of the alleged manufacturers and exporters in the nation, HMT (I) guarantee its customers with the world's wide choice of technology and engine tools like CNC Machines, Metal Cutting appliance & Tools, Lathes, Milling machinery, Cutters and grinders, Metal Forming machinery, automatic Presses & Press Brakes, Automats Special Purpose machines, Printing equipment, Watches, Tractors, bearing, etc.

Encouraged by its parent organization HMT who has enough skill and experience in Global promotion. Therefore, HMT (I) is rising as an worldwide medium for a extensive selection of excellence Indian goods. Today, more than 78000 HMT machines are helping businesses, counting 18000 that have been exported to more than 80 nations till date.

HMT (INTERNATIONAL)

HMT ranges of goods are presented worldwide be its auxiliary, HMT (I) Ltd. HMT (I) also exports engine apparatus and additional manufacturing goods contrived by added alleged firms in India backed by efficiency after-sale service. HMT (I) international set of connections extend over 38 nations with relation to services to its customers Worldwide. Support by HMT's efficient industrial support and redoubtable possessions. HMT (I) recognized as a reliable source for development skill in a range of manufacturing field, casing developed, upholding and teaching and skill projects. HMT (I) also provides a inclusive enclose of consultation industrial and manufacturing services from thought to

commission on turnkey base. Its track proof include projects from Algeria, Indonesia, Kenya, Malaysia, Mauritius, Tanzania, U.A.E., Maldives. HMT (I) has been renowned as “MINIRATNA” by govt of India for its continuous superiority in selling overseas concert.

HMT(International) is an entirely claimed backup of HMT Ltd, a Govt of India venture under the section of profound commerce, Ministry of Heavy Industries and Public Enterprises. HMT is a multi-innovation mind boggling, identical with mechanical brilliance in India from side to side improvement of a variety of assembling arrangements and items. The imposing quality of significant specialized aptitude gathered throughout the existence, has helped mechanical upheaval in India.

HMT(I), a Miniratna renowned organization, Govt of India Undertaking, an ISO 9001:2015 Organizaton was set up amid the year 1974. One of India's driving exporters, advertises an extensive variety of items and administrations from farming manufacture to building and Information Technology arrangements. Superiority, Dependability and Assurance have been the fundamental precepts of vocation and industry culture at HMT(I) since commencement. Today, HMT (International) has developed as the worldwide course for a broad exhibit of Indian items in addition to administrations.

With specialized mastery in Machine Tools innovation, HMT(I) step by step began executing turnkey ventures like Technical Training Centers, Vocational Training Centers, Information Technology Centers and others for Ministry of External Affairs (MEA), Government of India in different countries. HMT(I) has set up various abroad activities to enable creating nations to saddle the accessible labor and talent.

These ventures have been built up to prepare several young in each extent of designing exercises. The preparation covers essential aptitudes, propelled abilities, supervisory aptitudes and hands-on preparing for careful introduction is likewise given.

HMT(I) is beneficiary of in excess of 50 Export grants started with Manufacturing Export Support Council (MESCC), Govt of India, division of Industries and export of different state governments and different organizations. Today, HMT(I) remains at the zenith of accomplishment while moving towards a opportunity, brilliant by guarantee.

NATURE OF THE BUSINESS CARRIED

The idea of business conveyed implies what precisely business is doing and what is the administration/items offered by that organization. It depicts what sort of business it is and furthermore why things occur at that business.

The unique selling proposition of HMT and HMT (I) are as

- Advanced Superiority/Quality & Roughness of goods
- Knowledgeable and devoted labor force
- International set of Connections
- Well-timed deliverance & after-sale services

1.3.1 PROMOTERS

Sadasivan Girish Kumar	Chairman
Sridhar Govindaraja Sanji	Director
Shri. Vishvajit Sahay	Director
Shri. Bhupinder Singh Bhalla	Additional Director
Shr. Ravi Capoor	Director

1.3.2 VISION

“To be the top international Manufacturing and Engineering Organization focused on Customer fulfillment of needs in our fields of Endeavour”

1.3.3 MISSION

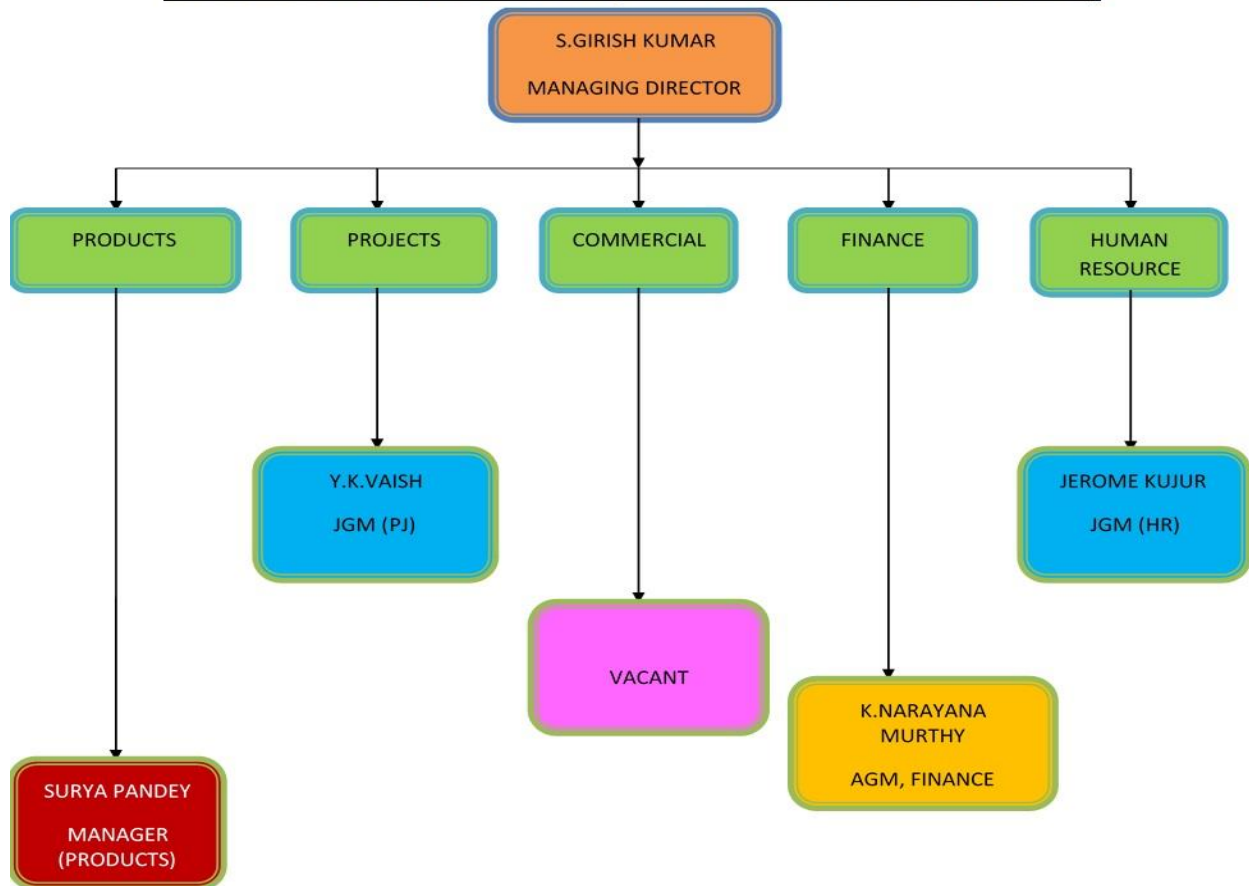
- To be established as the global major organization in the engineering turf this possesses high level of global connections.
- To be business leader in the country by providing products and services of Global competency.
- To ensure the shareholders that there is improving growth.

1.3.4 QUALITY POLICY:

To always uphold the quality headship in all goods and services. Complete consumer happiness throughout excellence in goods and services, Assurance of administration to quality and Total quality through performance leadership.

The company is certified ISO 9001-2008 UNIT. The company is also recognized by various International organizations like UNDO, UNDP, ADDB, AFDB and WORLD BANK. The quality policy of the company is to devise, assemble and promote, at cutthroat prices. This consequences in consumer happiness, excellence status and marketplace management. Painstaking attention to detail, continuous quality checks at process lines, and performance tests of products all add up to placing HMT Machine Tools among the best in the world.

ORGANIZATION CHART (TOP LEVEL MANAGEMENT)



1.3.5 PRODUCTS AND SERVICES PROFILE

INDUSTRIAL MACHINE

As they are the well known name in the market, they have managed to provide the customers with a broad range of machines that are utilized in the organization. They are more known for the quality assured in their products.

Lathe Machines



Drilling Machines



Milling Machines



CNC Machines



PRINTING MACHINES

They are exporters of an extensive variety of products which incorporate Printing Machines, for example, One Color Sheet bolstered Offset Printing machinery, Two Color Sheet nourished Offset Printing apparatus, Four Color Sheet-encouraged Offset Printing Machines and Programmable decapitate Shears.

One Color Sheet Fed Offset Printing Machines



Two Color Sheet Fed Offset Printing Machines



Four Color Sheet Fed Offset Printing Machines



Programmable Guillotine Shears



MACHINE & EQUIPMENTS

Food Processing Machinery & Equipments



PROJECTS & SERVICES

With specialized mastery in Machine Tools innovation, HMT (I) step by step began actualizing turnkey ventures like setting up of technological guidance Centers, Skill development Training Centers, Information Technology(IT) Center and others for Ministry of External Affairs (Govt of India). HMT (International) has started various abroad activities to enable creating nations to tackle the accessible labor and ability. These undertakings have been set up to prepare several

adolescent in each range of designing exercises. All of this projects are started to help, train and guide hundreds of youngsters in all the manufacturing and engineering activities. The training includes several activities where starting from basic to advanced skills are taught.



REMANUFACTURING SERVICES



Remanufacturing Retrofitting Services

With broad years of involvement in the business, we can give Remanufacturing Retrofitting Services. We have group of exceptionally gifted and very much experienced faculty who are well adroit and able to give brilliant substitution and re-produce administrations. We made utilization of premium review materials and high review apparatuses and hardware to give the request and needs of our customers.

Features:

- Identifying unproductive machines
- Re-engineering to enhance longevity and productivity
- Make the machine near to original accuracy

ENGINEERING COMPONENT

We are a leading Exporter of Engineering Components from Bangalore, India.

- Engineering Components



1.3.6 AREAS OF OPERATION

HMT(I) corporate office is in Bangalore, but it has established many subsidiaries in various cities:

MACHINE TOOLS

- Ajmer
- Hyderabad
- Kalamassery
- Pinjore
- Bangalore

PROJECTS : TRAINING CENTERS

- Indonesia
- Mauritius
- Malaysia
- Senegal Maldives

FOOD PROCESSING PROJECTS

- Cashew nut processing units in Tanzania
- Fruit processing plant in Tajikistan

AGRICULTURAL PROJECT IN SENEGAL

1.3.7 INFRASTRUCTURAL FACILITY

HMT (I) is hearty, best in class framework spreads over a wide plot region and envelops all the imperative hardware and creation innovation vital to the generation of its items. To guarantee that the whole thing is completed in a efficient way, HMT (I) has isolated its whole set up interested in various segments, producing unit, innovative work labs, quality testing division and a substantial distribution center. Every one of these entity is administered by experts with enormous information and involvement in their particular and particular domain.

1.4 COMPETATORS INFORMATION

The main and major competitors of HMT (I) Bangalore Ltd.

1. Perfect machine tools, pune.
2. Parishudh Sadhna Yantra, Ghaziabad.
3. Jyoti machine tools, Baroda.
4. Parishudh machine Ltd. Ghazibad.
5. Mysor Kirloskiar, Harihar.

There are foreign competitors also which are also which are as follows:-

1. Landies machine, Switzerland
2. Hartex, Germany
3. Cincinnau, USA

All these are the competitors, who are competing with HMT in different Marketing Segments, HMT (I) has a plus point in fighting with domestic companies that is HMT (I) technology as compared to these companies

It faces competition from both open area and private part organizations however Bayerische Flugzeugwerke is the biggest machine devices maker in the private segment joint effort with German machine tool manufacturing organization.

1.5 SWOT ANALYSIS

STRENGTHS

Products

- Backed up by HMT (I's) solid innovative base and impressive assets throughout the years, the Company has come to be perceived as a dependable hotspot for Machine Tools.
- Wide involvement in export since three decades.
- Exported in excess of 18500 machine instruments, 2000 tractors and 14 lakh watches
- Market set of connections in 40 nations and exports to further than 75 nations
- Products depend on specialized know-how obtained from world pioneers
- Executed major Agricultural Development Project
- Keeping in see the technological trend, the Company has been ceaselessly enhancing its exercises. The business portfolio has been extended to incorporate PC frameworks and IT administrations.
- Faster after-sales service and spare supply.

Projects & Services

- Proven experience in range of manufacturing field, casing industrialized, upholding and execution of turnkey project in the international market. The Backed by technical and skilled manpower from the Group Companies of HMT.
- Successfully executed projects in areas not entirely within HMT (I)'s domain (Fruit Processing, Dairy, Cashew nut processing, manufacture of Water Meter and Welding Rod).
- Center proficiency in execution of Training and Skill development Projects
- Technically qualified & experienced team for execution of projects

CONSTRAINTS

Products

- Market reach is restricted by assets.
- Lack of focused edge versus ease nations (China, Taiwan)

- Free access to universal market specifically by producers and different merchant's increments aggressive weights because of specialized progressions.
- More reaction time for enquiries and tenders because of complex buy strategies.

Projects and Services

- Company's center qualities and core strengths not known satisfactorily abroad.
- Company's system of abnormal state Industrial/business contacts not sufficient.
- Mainly reliant upon MEA ventures.
- Lack of forceful operators in numerous nations.

OPPORTUNITIES

Products & Projects

- New opportunities in engineering and services exports have opened up through globalization
- Enormous occasion in Africa for middle expertise and goods to replace best technology goods
- Presence of Indian managers helps in promotion of Indian exports
- As protective trade tariffs come down, new opportunities will open up in export of non-traditional goods and services such as machine tools.
- Stress on industrialization in developing countries opens up marketplace for sell abroad of equipment, manufacturing and technological services.

THREATS

- Prices and deliverance are less competitive make a threat to uphold international customers.
- Unwieldy procedures make decision making a difficult and time consuming process.
- Emergence of China and East European manufacturers with aggressive marketing is a major threat to company's exports.

1.6 FUTURE GROWTH AND PROSPECTS:

HMT (International) will be a premium player of Engineering product, projects and services and trading through strategic initiatives on specific thrust areas covering core competencies of HMT (I). Its future growth opportunities are limited except for projects and services department and engineering products. It's losing demand for watches and also tractors. But project department is doing well for HMT (I) and they have many projects and there are expectations that many will come in the future. Thus they have a great future opportunity in project sectors. Engineering components like ferrous and non-ferrous casting , forging machine components, pressed components, sheet metal parts etc. Of HMT (I) are also having good demand so future prospect is good in this sector.

1.7 FINANCIAL STATEMENTS

Balance sheet as of 31-3- 2017

(Rs. In lakh)

	As of 31-03-2017	As of 31-03-2016
ASSETS		
A Non-current assets		
Property, Plant and Equipment	499.87	508.30
	499.87	508.30
B Current assets		
a) Inventories		
b) Financial assets		
i) Trade receivables	1,397.40	917.23
ii) Cash and cash equivalents	1,578.15	2,130.89
iii) Loans	430.00	510.00
iv) Other Financial Assets	841.24	333.49
c) Other current assets	642.41	360.76
	4,889.20	4,252.36
C TOTAL ASSETS (A + B)	5,389.07	4,760.66
EQUITY AND LIABILITIES		
A Equity		
a) Equity share capita	72.00	72.00
b) Other equity	3,160.80	3,179.57
Total equity	3,232.80	3,251.57
B Liabilities		
Non-current liabilities		
a) Provisions		
i) Provision for Employee benefits	13.09	23.62
b) Deferred tax liabilities (net)	85.66	75.13
Total Non-Current Liabilities	98.75	51.51
Current liabilities		
a) Financial liabilities		
i) Trade payables	911.49	672.02
Other Current Liabilities	1,068.05	606.38
b) Provisions		
i) Provision for Employee benefits	73.05	137.43
c) Current Tax Liabilities (net)	4.93	41.73
Total Current Liabilities	2,057.52	1,457.57
Total liabilities	2,156.27	1,509.08
C TOTAL EQUITY AND LIABILITIES (A + B)	5,389.07	4,760.66

Statement of Profit and Loss for the year ended 31 March 2017 (Rs. In lakhs)

Particulars	31-Mar-17 INR Lacs	31-Mar-16 INR Lacs
CONTINUING OPERATIONS		
a) Revenue from operations	2,397.61	3,390.74
b) Other income	306.51	279.75
Total Income	2,704.12	3,670.49
EXPENSES		
a) Cost of Goods Traded, Service and Works	2,046.31	2,776.72
b)(Increase)/decrease in inventories of finished goods and stock in trade	-	3.53
c) Employees' benefits expense	384.87	555.97
d) Depreciation and amortization expense	13.75	13.55
e) Other expenses	233.32	230.29
Total expense	2,678.25	3,580.06
Profit/(loss) before exceptional items and tax from continuing operations	94.87	90.43
Share of (profit)/loss of an associate and a joint venture	-	-
Profit/(loss) before exceptional items and tax from continuing operations	94.87	90.43
Exceptional items	-	-
Profit/(loss) before tax from continuing operations	94.87	90.43
(1) Current tax	4.93	41.73
(2) Adjustment of tax relating to earlier periods		
(3) Deferred tax	14.46	-9.52
Income tax expense	19.39	32.21
Profit for the year from continuing operations	75.48	58.22
DISCONTINUED OPERATIONS		
Profit/(loss) before tax for the year from discontinued operations	-	-
Tax Income/ (expense) of discontinued operations	-	-
Profit/(loss) from discontinued operations	-	-
Profit/(loss) for the year	75.48	58.22

CHAPTER – 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND

‘MARKET’ DEFINITION

Market is a place where product is presented by the manufacturer’s organization in front of consumer to purchase it, by the motive to sell the product.

This is the place where one must be buyer and the other must be seller and some dealings and transaction should be going between them.

Different approaches to market.

An organization that wants to operate in a wide market understands that it is difficult to interact and provide services to all its customers in the place so the seller can take three approaches to a market which are as follows:

Mass Marketing: Under this mass production and mass distribution of one product is done to draw all kind of buyer.

Merchandise range Marketing: This approach aims to offer various products to its end consumers .This is done to strengthen the customer base.

Board Marketing: This approach offers to differentiate the special groups that build a market to widen matching goods and marketing mix for each one of board market.

Today seller is adopting target marketing as it is helpful in spot marketing opportunity and increasing pleasing products and market mixes. The key steps in board marketing are market Marketing Segmentation, Targeting of market and product positioning.

MARKETING:

The American Marketing Association(AMA) gives the following definition: “Marketing is an company function and also a complete set of processes to create,communicate and deliver value to all its customers and also to manage and build relationships with customers in such a way that it brings goodwill and benefit the stakeholders and the organization”.

MARKETING MIX:

It is the most vital factor to any organization to know its marketing mix and also to build and improve it. Marketing Mix is related with the 4 P's i.e, the price, product, promotion and place.

PRODUCT: Product is viewed the same as a thing that fulfills what is required by the purchaser requests. It can be a touchable or an intangible product. Touchable items are those that have a free material presence. Some examples of tangible objects are the pen and paper. Whereas a intangible product can be copywrites trade names etc

All the products have a span called as life-cycle of products. This life cycle has a starting phase as Growth stage and when the product is valued high by the customers than it reaches the superior stage called as maturity stage and eventually a stage where the product declines. The marketers and analysts carefully examine all this stages and analyse how to maintain focus of customers on the product and save it from declining. They also focus their attention on various other challenges that starts as the product moves.

PRICE: The sum a client pays for the item. The cost is critical as decides the organization's benefit and subsequently, endurance. Modifying the price extremely affect the marketing strategies, and relying ahead the price elasticity of product, regularly it will manipulate the request and deal too. The marketer should set a price that will supplement other workings of the promote blend and market mix.

When launching a product the organization should and must be aware of the customer perception interpretation on the product. The three usual pricing strategies adopted by any organization before launching any product is whether they should select skimming market pricing or penetration pricing or have a neutral pricing.

PROMOTION: The different methods utilized by the organization to promote a product that can be through advertising, promotional tactics, sales promotion and also sales organization is done in the promotion part. Promotion include any idea that covers the paid part . It can be done by means of radio, television, digital marketing, social media marketing etc. Advertisements are usually done for a large set of people . This are done in such a way that it stimulates the public and create a desire to the people to purchase that product. Now a days the promotion part of any organization has very creative people as even individual promotion techniques are used to show priority to the customers.

PLACE: This refers to a place where the customers can easily access the product anytime and anywhere. Making the product available is the most critical stage. As if the customers are promoted regarding a product then the people are really excited towards a product and if the product is not available than its of no use of marketing mix. Thus place is a very important entity of marketing mix.



MARKETING STRATEGIES:

Definition: "The marketing strategy positions out target market and its approach for connecting individuals and motivating and transform those individuals into potential clients of the particular product that the business provides. and the value proposition that will be offered based on an analysis of the best market opportunities." (Philip Kotler & Kevin Keller, Marketing Management, Pearson, 14th Edition)

Brief history of strategic marketing:

- 1) Budgeting Control: Highlighting on quantification and methodical modelling, decrease the work to the smallest available unit and allocate the work to the expert. Budgeting control means allocation of right and exact budgeting to different resources or departments and effectively monitoring it.
- 2) Long Range Planning: Administrative spotlight was to predict expansion and deal with operation in an all the time more complex commerce world.
- 3) Strategic Planning: Organizations must discover the accurate fit inside an organizational formation; benefit change from manufacturing attentiveness and market authority; firm should endeavor to attain a control or quasi-monopoly; successful firms should be able to erect barriers to entry.
- 4) Strategic Marketing Management: Each and every business is different and that there can be no method to achieve aggressive benefit; firms should maintain and have flexible arrangement and review process that aims to manage with intentional surprises and quickly developing fear.

Marketing Strategic Planning:

Marketing strategy involves mapping the organizational process for the future planning period, it can be 3 years, 5 years or sometimes 10 years. It includes undertaking a complete review of the organizational operating environment with a vision of identifying new business opportunity. Then the firm can easily potentially leverage for competitive advantage to the organization. Strategic Planning may also explain the market threats that the organization may have to consider for the long run of organization. It also seeks to identify the strategic-gap. That can be the difference where a organization is currently present and where it should move in future for long run growth.

Advantages of Marketing Strategies:

Objectives

The organization may make marketing objectives such as to increase a percentage of market share of the organization. They may also maximize the cash flow or even try to maintain profitability by expansion of organization. The only disadvantage to keep in mind is you may have selected the wrong objective. An effective marketing strategy aimed at wrong objective can be dangerous to the organization.

Costs

Each and every marketing strategy have expenses you have to estimate in conditions of how successfully you use your cash. A e-mail promotion may be comparatively affordable, but it might squander your marketing significance by getting misplaced in your customers' spam filters. So, marketing strategies may help the organization to rightly place a product or service at right cost that can gain customers attention.

Branding:

Your marketing strategy can create an feeling of your company in terms or brand awareness and building goodwill . If the approach for a particular product or service is ineffective, you can provide your clientele the sense that you are not a feasible business. You must make a decision on how much of your marketing strategy should spotlight to promote the brand. If once the product has gained some impression in minds of customers than definitely they will purchase the product .

Effectiveness:

Any marketing strategy that does not allow the organization to analyze the effectiveness of organization makes a disadvantage. To measure the effectiveness of the organization it is very important to understand how the organization is moving and growing. An organization can build effectively in means of marketing strategies by upgrading its objectives in terms of numbers.

2.2 LITERATURE REVIEW

1. **Nashwan, M.A.S., Wang, A., 2016.** "Marketing Strategy speak to a key in element of accomplishment used for relations. Execute a successful advertising system which is likewise as imperative as conceptualising and building it. Throughout advertising procedure habit organization to develop unusual resources through showcasing capacity keeping in mind the concluding aim to accomplish the set objectives and target. The writing additionally proposes there is a relationship of promote procedure, and advertising blend components on authoritative execution, and accentuates a additional necessitate to execute theoretical and exact examinations. The inventiveness and estimation of the survey lies in the way that showcasing methodology has been examined both as far as its results and as a procedure that does not give way agreeable outcomes with no successful usage.

2. **Walker, Boyd, Larreché 1992** in the books of "Successful Marketing Strategies" it is explained that " The main reason of a marketing strategy is to successfully assign and organize marketing funds and actions to achieve the organizational objectives in a exact product market."

3. **Bradley 2003** "The marketing strategy has globally included but outwardly focused set of choice about the business addresses its consumers in the circumstance of a aggressive competitive surroundings."

4. **Cuthbertson and Bradsons (2006)** highlight the exact marketing strategies undertaken by retailers to boost client trustworthiness. The study explains the internet as a prospective intermediate of motivating trustworthiness in the customers.

5. **Fiourit and Laefarge (1984)** has analyzed the research with small retailers and the kind of marketing strategies they have adapted to be competitive in the market. The types of marketing strategies that are highlighted in the research done on small retailers are that they use integrated marketing and differential marketing.

6. **Mate Master(1987)**, explained the significance of marketplace strategies pertaining to brand that seek support and also help the Retail Selling in start of expansion and positioning for themselves in the marketplace.

7. **Parsons (1992)**, " The task at the present is brutal competence, eliminate the losers and refocusing budget on those activities that are authentically money-making actions".

8. Pekerson et al. (1997) acknowledged that all marketing strategies take place through three characteristic types of marketing channels: i.e. the message channel, operation channels, and allocation channels. By explanation, message channels enable the flow of a variety of type of information among buyer and seller. Operation channels understand order and expense actions among buyers and sellers, and allocation channels ease the physical swap of goods and services involving buyers and sellers. Stavarrt, Farziar, and Matin integrated marketing function as two type of channels: Channel of Communication and Channel of distribution.

9. Coughlan et al., (2001) Sometimes marketing strategy responsibilities are identical to marketing flow. The Eight generic marketing flows exist, namely, physical possession, ownership, promotion, negotiation, financing, risking, ordering and payment.

10. Snow walfred (1986) Marketing strategies speak to a key in element of accomplishment for associations. Executing a flourishing marketing method is likewise as necessary as conceptualizing and building it. Throughout promoting process implementation firms employ rare assets from beginning to end showcasing capacity so as to accomplish the set objectives and targets.

11. Shilke, Reiman, Thomas, 2009, Solberg, Durrieu, (2008) In order to achieve a reasonable and sufficient marketing strategy that has a positive impact on worldwide market and generally organizational success, the marketing division inside a corporation should keep in mind all the different marketing mix strategies that can power the comprehensive outcome and the collective organizational success. While introducing a new product into overseas markets organizations can make use of a conservative marketing mix or acclimatize the accessible marketing mix, to assure the country that they are moving out their business activities in the connection between the standardization and organization performance is complex and more probably inclined by several other factors.

12. Griffith, Cavusgil, Xu, (2008) It should be emphasized that the authority of standardization and adaptative decision of global marketing strategy on organization performance as it is named also as one of mainly topical research objects of global business.

13. Samiee, Roth, (1992) "Scientific literature on the subject of international marketing" explains Global marketing solution happen to be mainly applicable for enterprises that function in a international business surroundings and also they look for endurance or development of business opportunities. Most recently more consideration is given to the association between

global marketing strategy and organizational performance.

14. Daey and Wansley (1988); Varadharanjan (2010) “Marketing strategy is a important dynamic force that distinguish the achievement of many companies not only by acute marketing strategies outlining .The factors like when, where, and how the organization will contend but also by their capability to execute the marketing strategy decision option preferred.”

15. Black & Boal 1994; Varadharanjan and Clarkz (1994)“The suitable and effectively implemented marketing strategies are mandatory to effectively direct the operation of the restricted available resources via the organization’s marketing capability in quest of preferred goals and objectives.”

16. Day 1994; Varadarajan (2010) A organization’s marketing strategy contented therefore involves the clear or implied decision concerning on goal setting,selecting target market the positioning advantage to be pursued, and time required to achieve organizational performance.

17.(Morgan et al. 2009) “Well explained and implemented strategic marketing objectives are critical feature of marketing strategy in which the managers have to make decisions on what can be the objectives and first priority of the firm is, interpret these objectives and image of the organization into marketing-related goal criteria, and set and coherent the preferred achievement level on each goal. This can be complex to understand by the fact that a lot of goal criteria and levels may be unsuited or at least non-complementary in the pursuit to achieve organizational performance.” For instance, the organization’s growth revenue and margin increase are not easy to attain concurrently.

18. Green at el. (1995) “The majority of the companies also have some precise timeframes linked with their marketing strategic goals or regular setting up horizon that offer time objectives and constraint within which the marketing plans and preparations may be formulated and executed. Such significant time consideration can often impact the added marketing strategy content decisions.” For example, When a marketing strategy should be developed to bring a return on investment in 1 year versus 2 years, then diverse market segmentation, targeting, and value proposition decisions may be suitable.

19. Herth and Bamberly (1994) state, “Specify equally who is involved in making of marketing strategies and in which manner they provide functional organizing principle for framework growth”. The requirement of group and the designing of their role and responsibility is enclosed in formulation of strategy.

20.Dicksons (1992) “In the books of Aggressive rationality” it is describes the process to create marketing strategy as a “advanced order routine.” In the “advanced order routine”, Dicksons described that how making excellent strategies can require the capability to combine multiple managerial routines such as analysis of market and experimentation which leads us to accomplishment stage of the marketing strategy.”

RESEARCH GAP:

There have been many studies in which the significance of Marketing Strategies is discussed. The Literature work described above makes it evident that many of the research scholars have studied the factors for marketing strategies but still there lot more parameters to be discovered and explored. Therefore the current research study focuses on missing parameters in order to present a detailed framework about marketing strategies.

CHAPTER – 3

RESEARCH DESIGN

3.1 STATEMENT OF PROBLEM

Analyzing how effective Marketing Strategies has an impact on sales adapted at HMT(I)”

3.2 NEED OF THE STUDY

- To understand the marketing strategies adapted by HMT(I).
- To understand the planning and execution of the marketing strategies.
- To suggest means and ways of improving the strong strategies and strengthening the weak strategies.

3.3 OBJECTIVE OF STUDY

- To know the various marketing strategies adopted by HMT(I).
- To study the planning and execution of the marketing strategies.
- To understand the functions of marketing department.
- To study the association between marketing strategies and sales.

3.4 SCOPE OF THE STUDY:

The scope of the study limits to HMT(I) and marketing strategies adapted at departments such as products, projects, commercials.

This study is helpful for the organization to conduct further research

3.5 RESEARCH METHODOLOGY

- The present research study is descriptive by nature and therefore, data are collected from both primary and secondary sources.
- Descriptive research is a study that is designed to represent the participant in an precise way. To explain easily, descriptive research is all about describing people who take part in the study.

DATA SOURCES AND SAMPLE DESIGN

- PRIMARY DATA:
- The primary data is collected through a structured questionnaire consisting of 25 questions which helps in knowing the marketing strategies adopted at HMT(I) and also from the interaction carried on with the marketing team.
- SECONDARY DATA:
- Secondary data is collected through inclusive literature review and internet. Other secondary sources included previous studies, journals, reports, magazines, newspapers and books.

SAMPLE DESIGN:

- Research instrument: Structured Questionnaire
- Sample size: 100 employees
- Sample procedure: simple random sampling

3.6 HYPOTHESIS FRAMEWORK

- H0= There is no significant association between effective marketing strategies and sales
- H1= There is an significant association between effective marketing strategies and sales

3.8 STATISTICAL TEST:

Correlation Analysis		
<u>Test</u>	<u>Significance</u>	<u>Result</u>
Correlation analysis	0.5	Significant

3.7 LIMITATION OF STUDY

- The sample size was limited to 100
- Employees were busy all the time, which was a limitation to interact and collect information.

3.8 CHAPTER SCHEME:

CHAPTER 1: Introduction

This chapter provides a brief introduction about the company, its products and services, and its future growth and prospects with its SWOT analysis.

CHAPTER 2: Conceptual Background and Literature Review

This chapter gives an in-depth knowledge about the concept of Marketing Strategies with the theoretical background and Literature reviews of professionals or expertise.

CHAPTER 3:

This chapter deals with the concepts of research design such as Statement of the problems, objectives, scope, need of the study, research methodology and Hypothesis.

CHAPTER 4:

This chapter includes tabulation, study and interpretation of the information collected and presented in graphical form

CHAPTER 5:

This chapter concludes the project report. It comprises of the findings and conclusions, justification of the objectives of the study and various recommendations and suggestions that can be made.

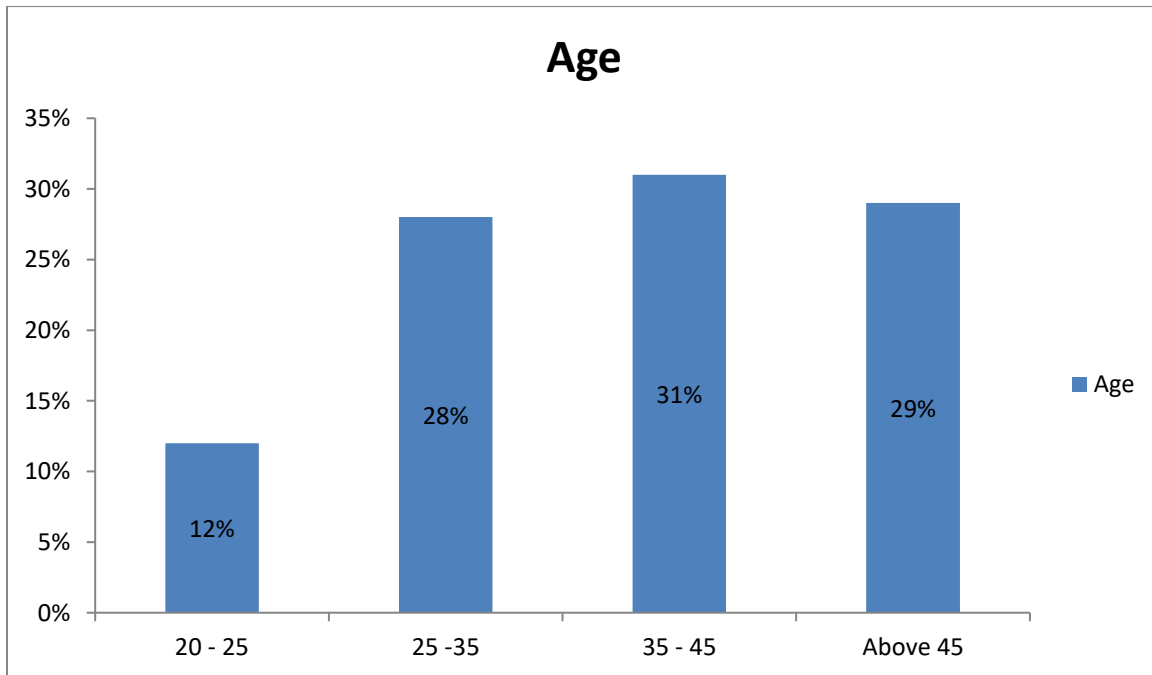
CHAPTER – 4
DATA ANALYSIS & INTERPRETATION

4.1) Table showing the age of respondents

Age	Respondents	Percentage
20 – 25	12	12%
25 – 35	28	28%
35 - 45	31	31%
Above 45	29	29%

Analysis: From the above it can be analyzed that the age of 12 respondents is in between 20 to 25, the age of 28 respondents is in between 25 to 35, the age of 31 respondents is in between 35 to 45 and 29 respondents are above 45 age.

GRAPH 4.1



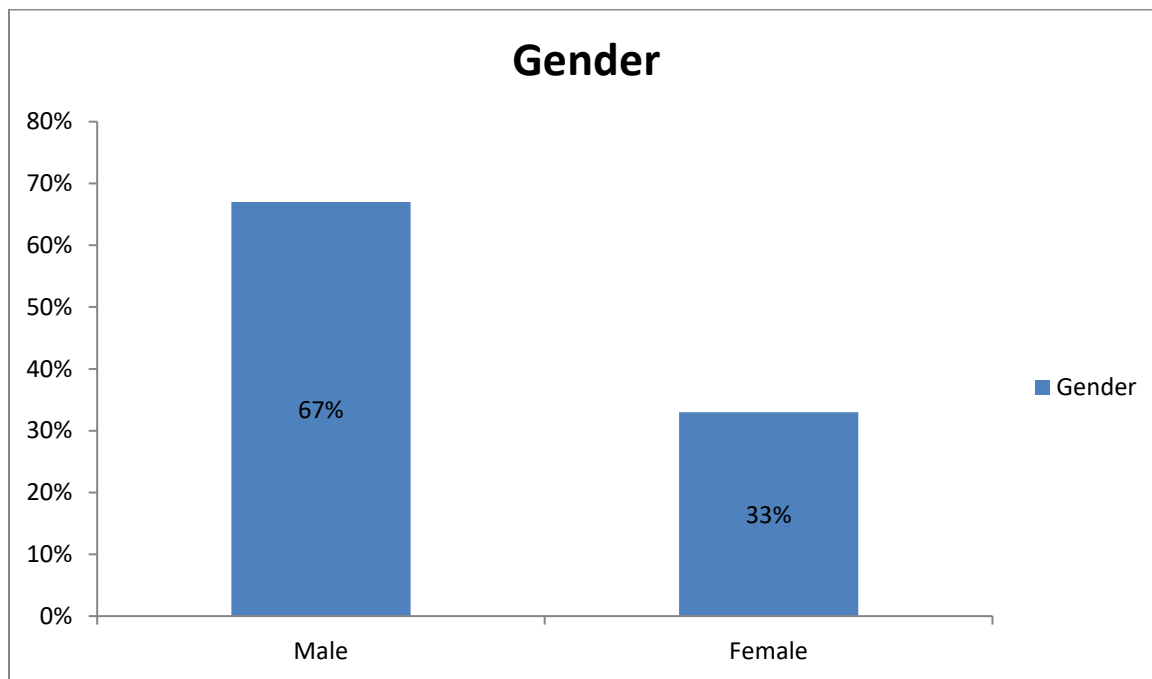
Interpretation: From the above data analysis we can understand that most of the workers are above 25 age.

4.2) Table showing the percentage of each gender respondents

Gender	Respondents	Percentage
Male	67	67%
Female	33	33%
Total	100	100%

Analysis: From the above it can analyzed that the majority of respondents are male i.e.; 67% are male and females are 33% .

GRAPH - 4.2



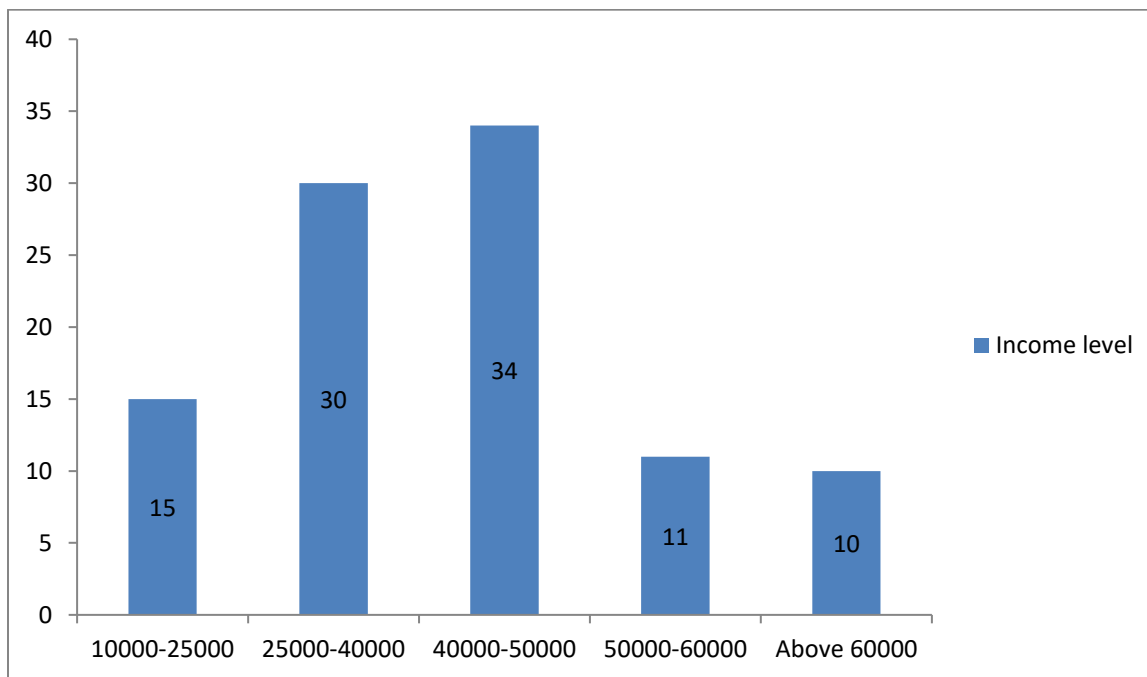
Interpretation: From the above analysis it can be understood that majority of the staff are males.

4.3)Table showing the Income level of the respondents(in thousands)

Income	Respondents	Percentage
10000-25000	15	15%
25000-40000	34	34%
40000-50000	30	30%
50000-60000	11	11%
Above 60000	10	10%

Analysis: From the above table it can be analysed that 15% of the respondents earn 10000 to 25000, 34% of the respondents earn 25000 to 40000, 30% of employees earn 40000 to 50000, 11% of respondents earn 50000 to 60000 and 10% of the respondents earn above 60000.

GRAPH - 4.3



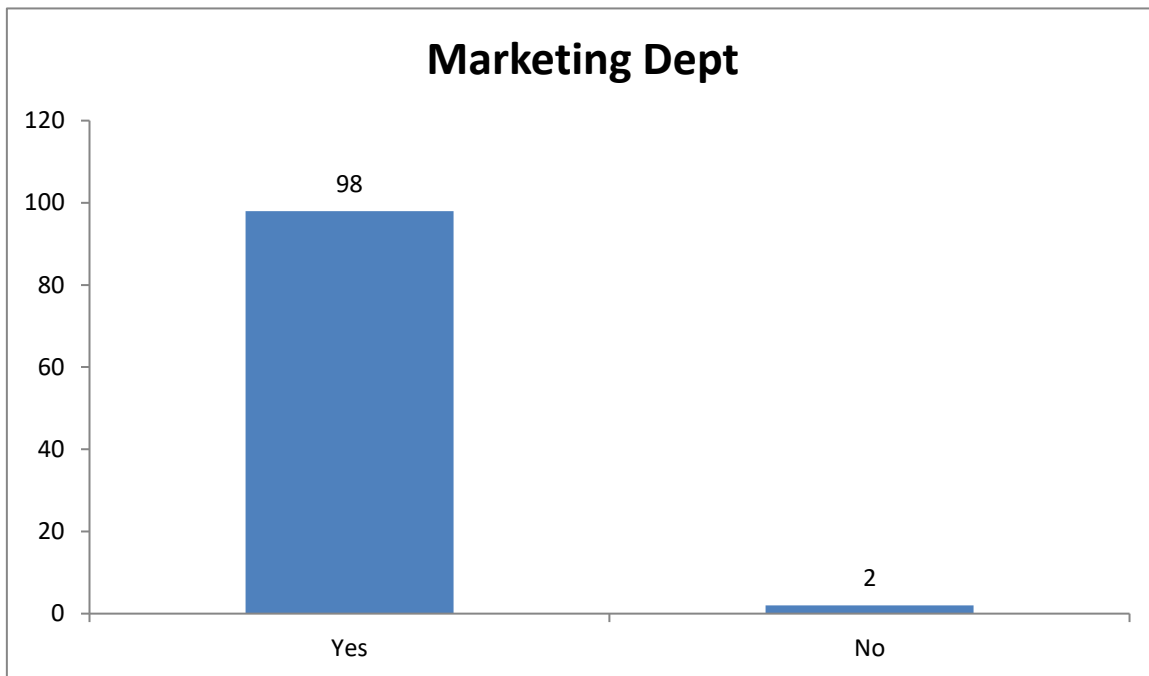
Interpretation : From the above data analysis it can be interpreted that employees of HMT(I) have a good income level as they are majorly getting paid more than 25000.

4.4) Does HMT(I) have a active Marketing Department?

	Respondents	Percentage
YES	98	98%
NO	2	2%

Analysis: From the above table it can be analyzed that 98% of the respondents say that HMT(I) has an active marketing department whereas only 2% of people believe it doesn't have one.

GRAPH -4.4



Interpretation: From the above data analysis it can be interpreted that HMT(I) has a very good marketing department as majority of them said yes.

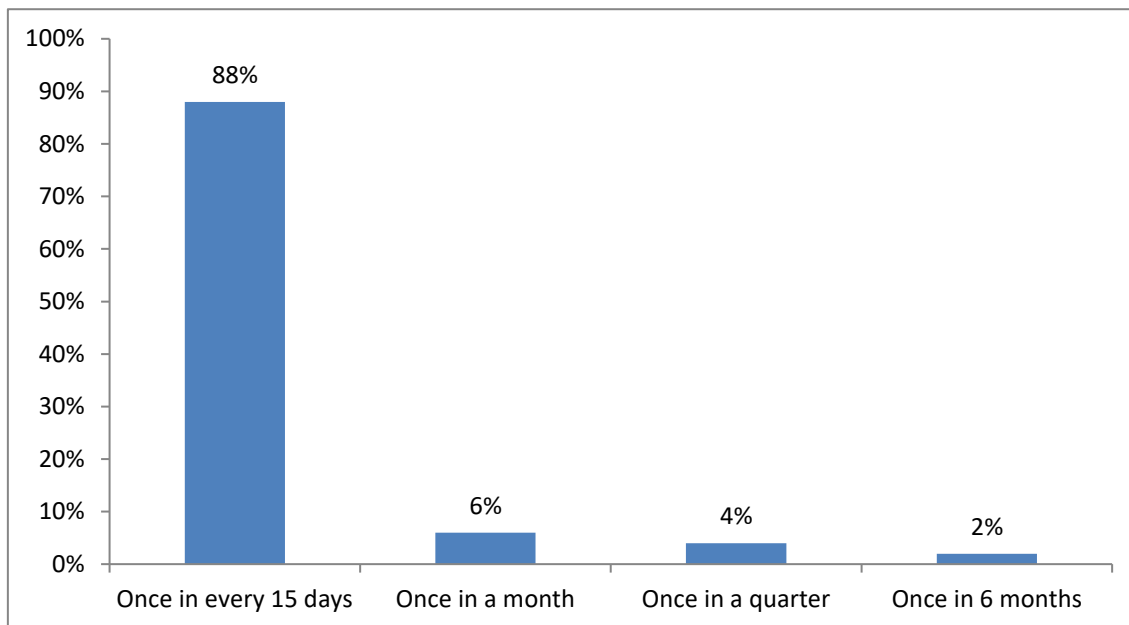
4.5) How often does the departmental meeting take place to update the marketing strategies of

the company?

Time duration	Respondents	Percentage
Once in every 15 days	88	88%
Once in a month	6	6%
Once in a quarter	4	4%
Once in 6 months	2	2%

Analysis: From the above data it can be know that 88% of respondents think that departmental meeting takes place once in every 15 days where 6% think it happens once in a month and 4% once in a quarter and only 2% think it happens once in 6 months.

GRAPH – 4.5



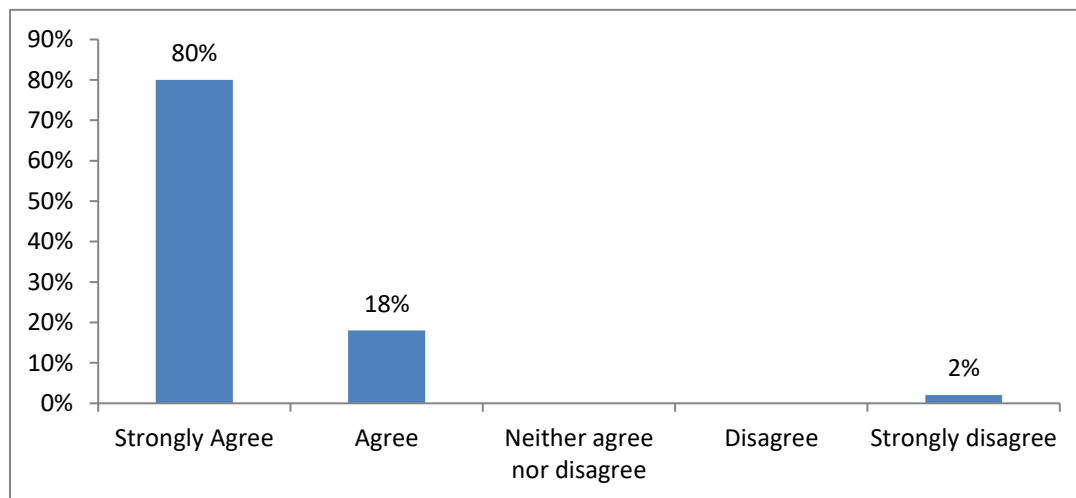
Interpretation: By seeing the above graph it can be known that departmental meetings take place very often that is once in every 15 days because HMT(I) updates its Marketing strategies very often and also to keep all the employees focused towards organizational goal.

4.6) Do you agree that the marketing strategies of the company are updated as and when political changes or government policies (GST/Demonetization/make in India and many other) change?

	Respondents	Percentage
Strongly Agree	80	80%
Agree	18	18%
Neither agree nor disagree	-	
Disagree	-	
Strongly Disagree	2	2%

Analysis: From the above data we know that majority of employees that is 80% strongly agree that marketing strategies of the company are updated as and when political changes or government policies change whereas 18% agree to the statement whereas 2% strongly disagree to the statement.

GRAPH 4.6



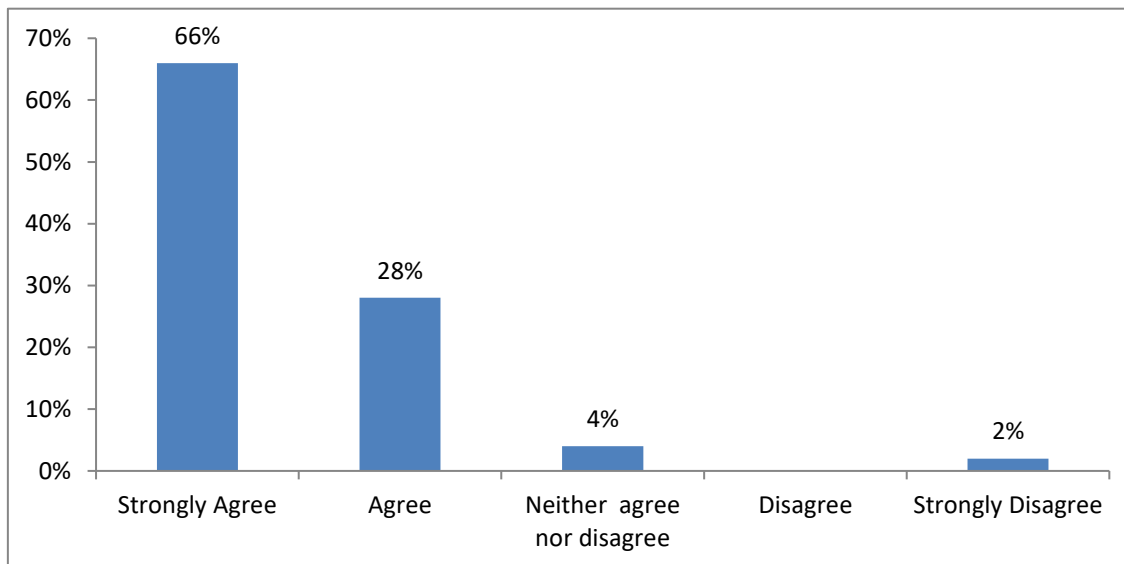
Interpretation: By seeing the over graph we definitely know that HMT(I) updates its marketing strategies as and when political changes or government policies change because for an export organization it is very important to cope up with the government.

4.7) Do you agree that the marketing strategies of HMT(I) differ while making business with different countries?

	Respondents	Percentage
Strongly Agree	66	66%
Agree	28	28%
Neither agree nor disagree	4	4%
Disagree	-	
Strongly Disagree	2	2%

Analysis: From the above numerical data it is analyzed that 66% employees strongly agree that marketing strategies differ from country to country, 28% employees agree, 4% employees are neutral, and only 2% employees strongly disagree.

GRAPH – 4.7



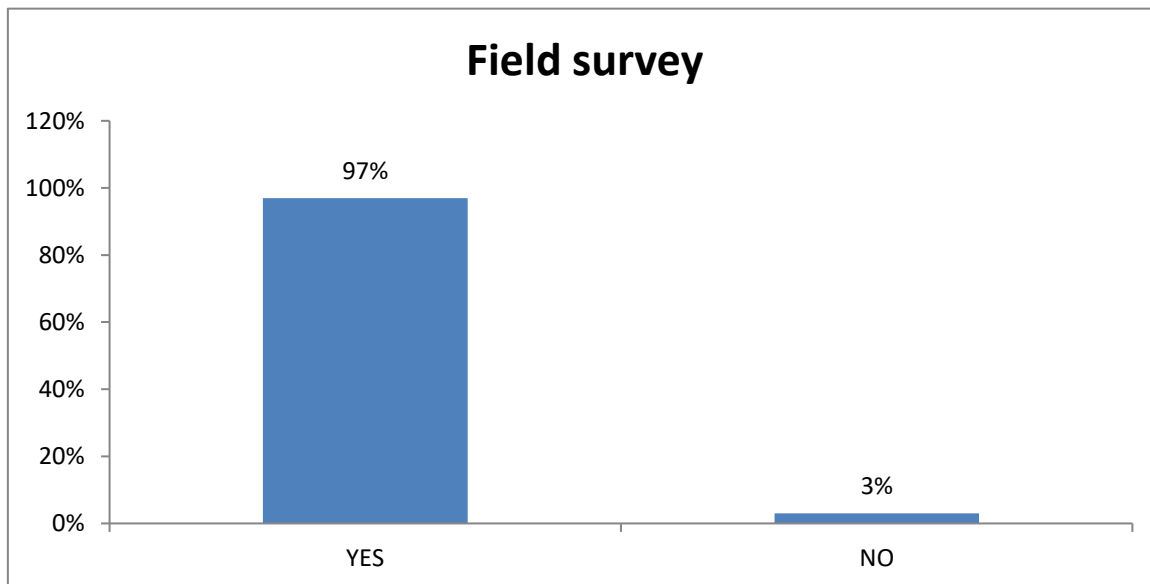
Interpretation: From the above graph we understand that the marketing strategies of HMT(I) differ while making business with different countries because different strategy should be implemented to different countries based on its economy, demand and adaptability.

4.8) Does HMT(I) plan to undertake field survey?

	Respondents	Percentage
YES	97	97%
NO	3	3%

Analysis: From the above data we can consent as 97% of respondents said yes and 3% said no to the statement of HMT(I) plan to undertake filed survey.

GRAPH 4.8



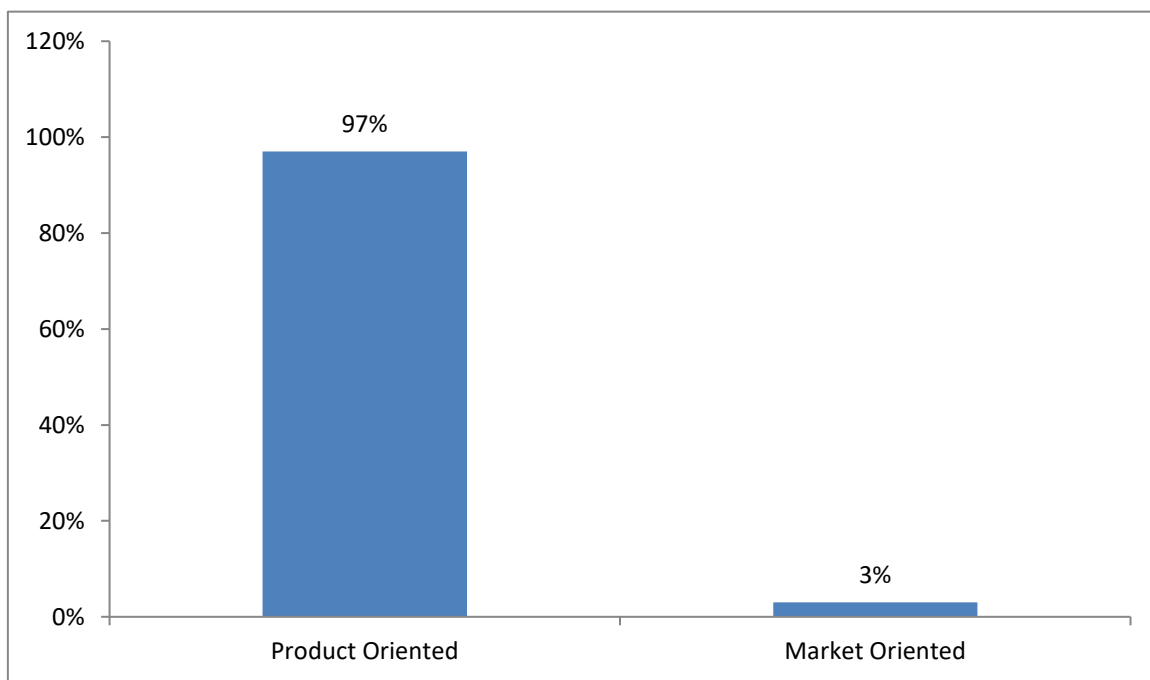
Interpretation: From the above graph we are sure that HMT(I) does field survey as 97% of people have a positive response.

4.9) Is your company product-oriented or market oriented?

	Respondents	Percentage
Product Oriented	97	97%
Market Oriented	3	3%

Analysis: From the above data we can see that majority of people that is 97% believe that the company is product oriented.

GRAPH 4.9



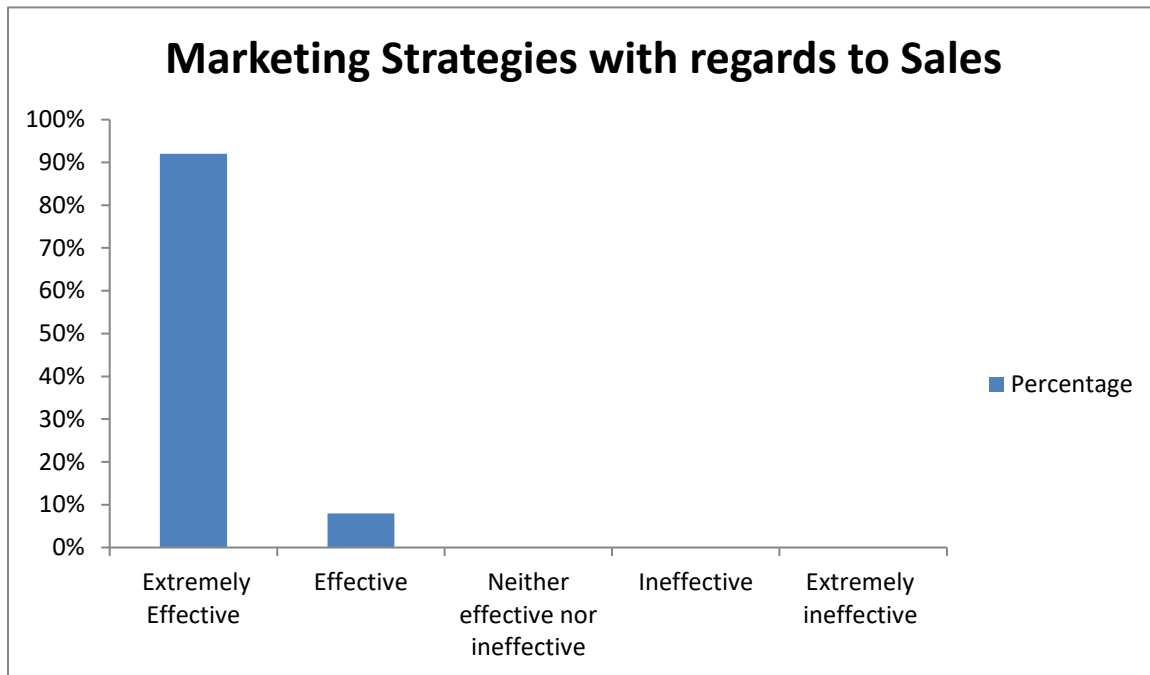
Interpretation: From the data analysis we know that HMT(I) is a product oriented company.

4.10) How effective are the marketing strategies of HMT(I) with regards to sales?

	Respondents	Percentage
Extremely Effective	92	92%
Effective	8	8%
Neither effective nor ineffective	-	-
Ineffective	-	-
Extremely ineffective	-	-

Analysis: From the above table it can be analyzed that 92% of people have selected extremely positive and 8% have selected effective.

GRAPH 4.10



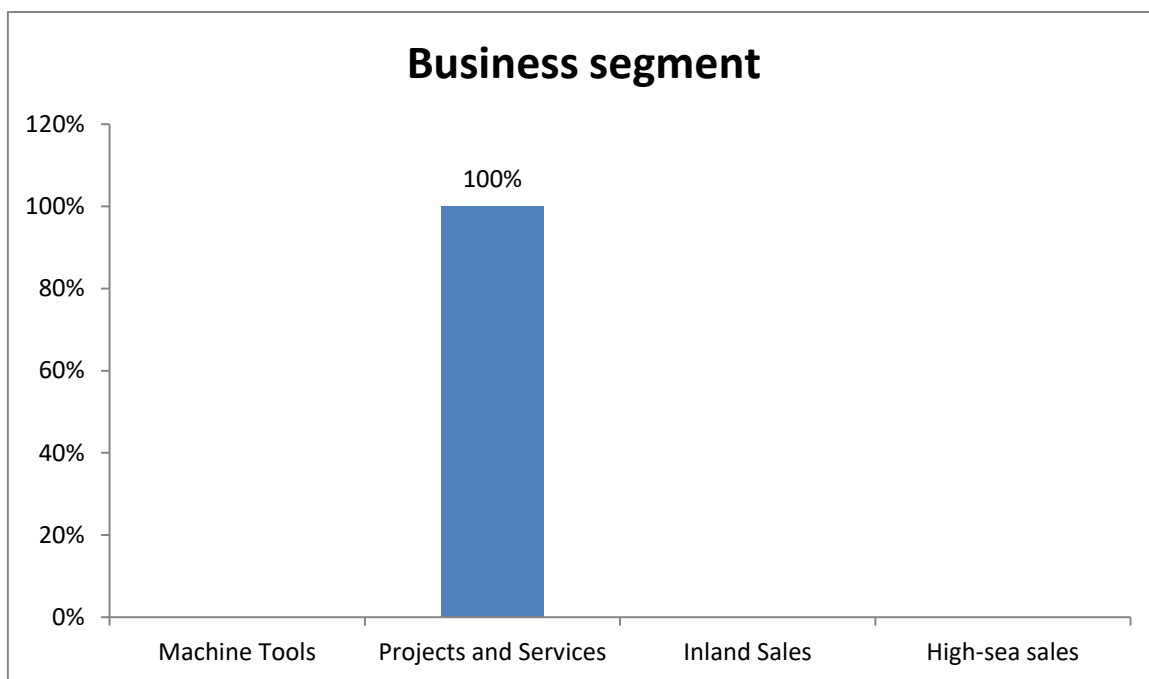
Interpretation: From the above graph it can be interpretive that the marketing strategies of HMT(I) with regards to sales is extremely effective in the organization.

4.11) Which segment of HMT(I) has more profit?

	Respondents	Percentage
Machine Tools	-	-
Projects and Services	100	100%
Inland Sales	-	-
High-sea sales	-	-

Analysis: From the above data we can see that all 100% of employees believe that projects and services segment draw more profit to the organization.

GRAPH - 4.11



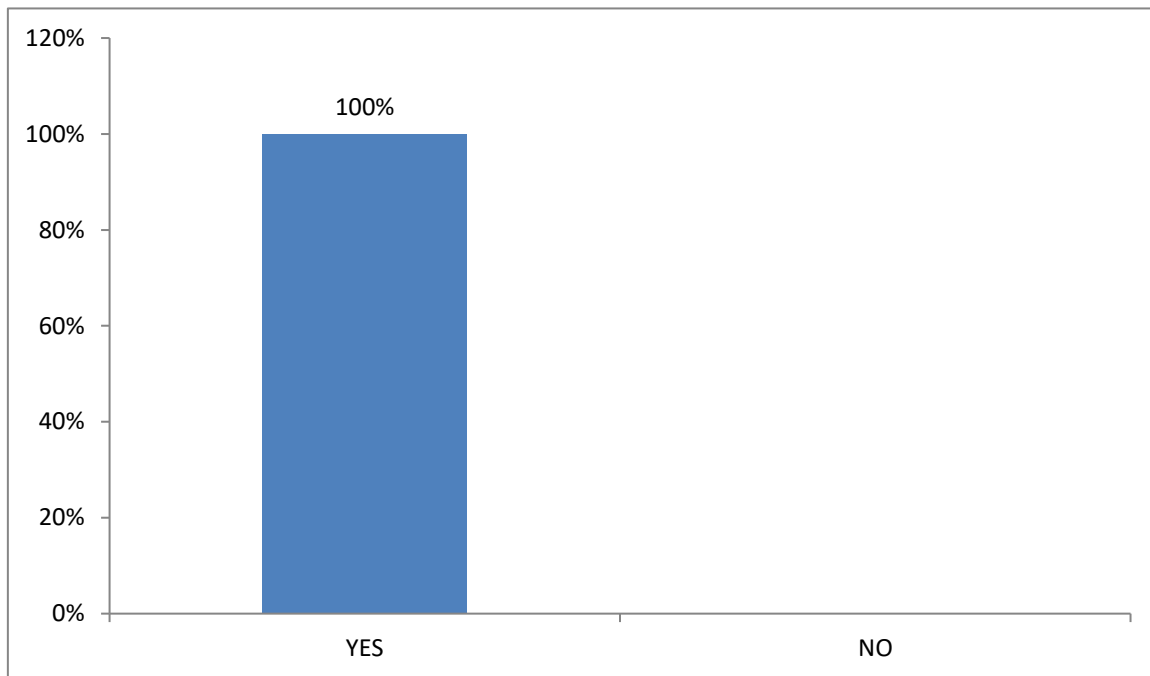
Interpretation: From the above data analysis we know that HMT(I) has more profit from Projects and Services Segment as all the 100 respondents say so.

4.12) Does HMT(I) also focuses on Non-MEA projects?

	Respondents	Percentage
YES	100	100%
NO	-	-

Analysis: From the above data we see that all the respondents have said Yes.

GRAPH – 4.12



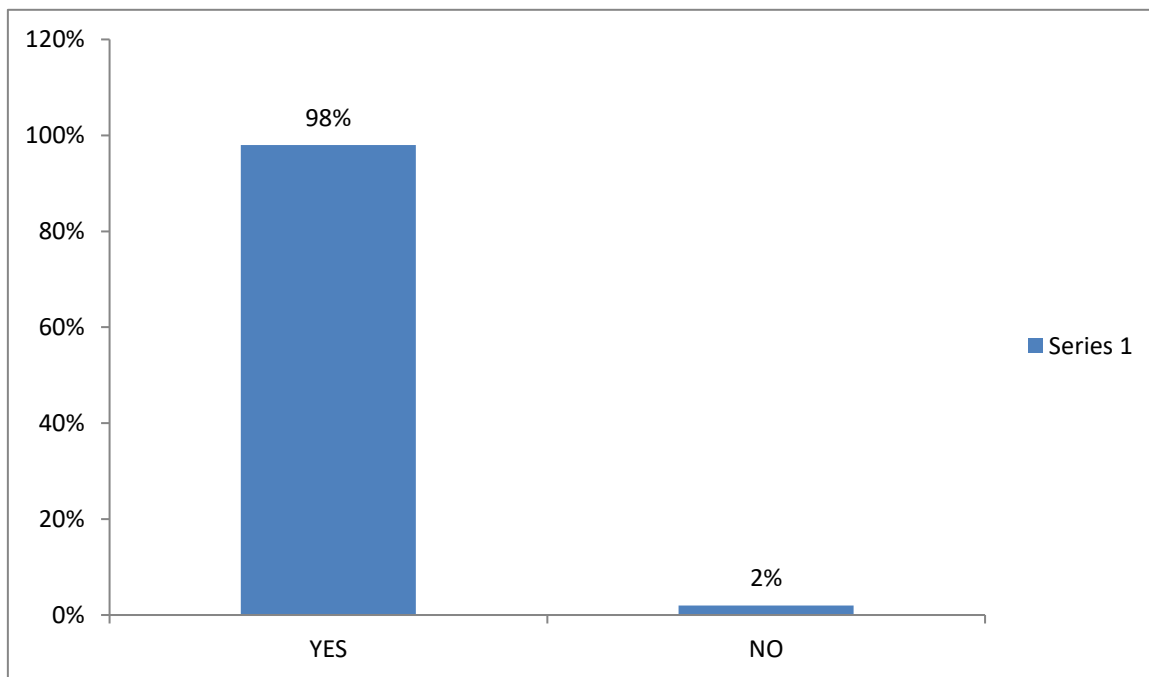
Interpretation: From the above data analysis we know that HMT(I) also focuses on Non-MEA projects as all the 100 respondents have a positive node.

4.13) Does the company undertake skill development/vocational trainings to develop other countries?

	Respondents	Percentage
YES	98	98%
NO	2	2%

Analysis: From the above data we see that 98% of respondents say Yes whereas 2% of them say No.

GRAPH – 4.13



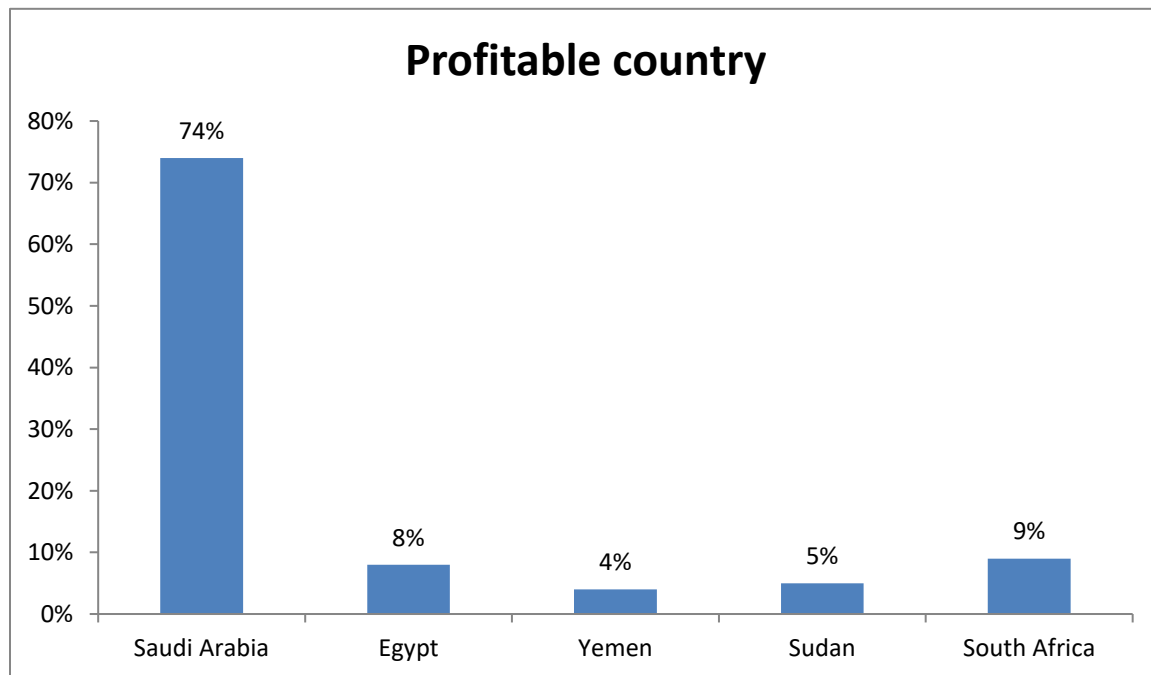
Interpretation: From the above data analysis we can interpret that HMT(I) undertakes skill development/vocational training programs to develop other countries as 98% of respondents have a positive node to the question.

4.14) Which country projects or orders are more profitable to HMT(I)

	Respondents	Percentage
Saudi Arabia	74	74%
Egypt	8	8%
Yemen	4	4%
Sudan	5	5%
South Africa	9	9%

Analysis: From the above data we can see that 74% say as Saudi Arabia whereas 8% say as Egypt whereas 4% say as Yemen and 5% say as Sudan and 9% say as South Africa.

GRAPH – 4.14



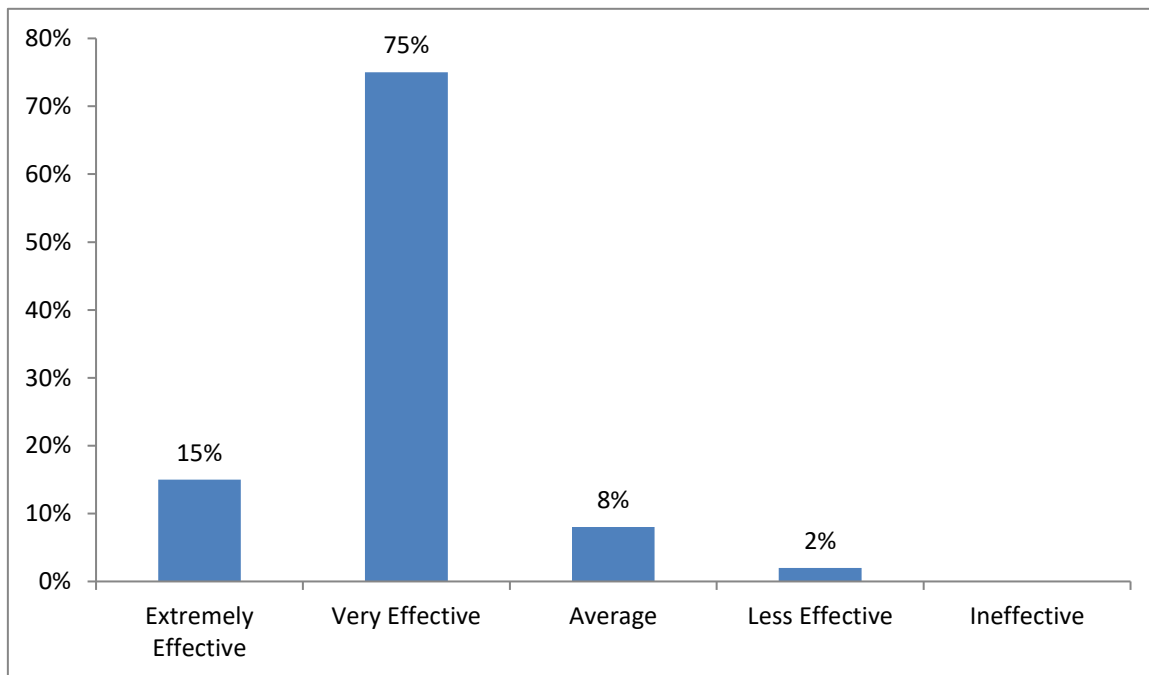
Interpretation: From the above data analysis we can interpret that Saudi Arabia is more profitable to HMT(I) as 74% respondents have appositive node towards it.

4.15)How effective is the marketing mix of HMT(I)?

	Respondents	Percentage
Extremely Effective	15	15%
Very Effective	75	75%
Average	8	8%
Less Effective	2	2%
Ineffective	-	-

Analysis: From the above data we can see that 15% say its Extremely Effective whereas 75% say it as effective and 8% say it as average and only 2% say it as Less effective.

GRAPH – 4.15



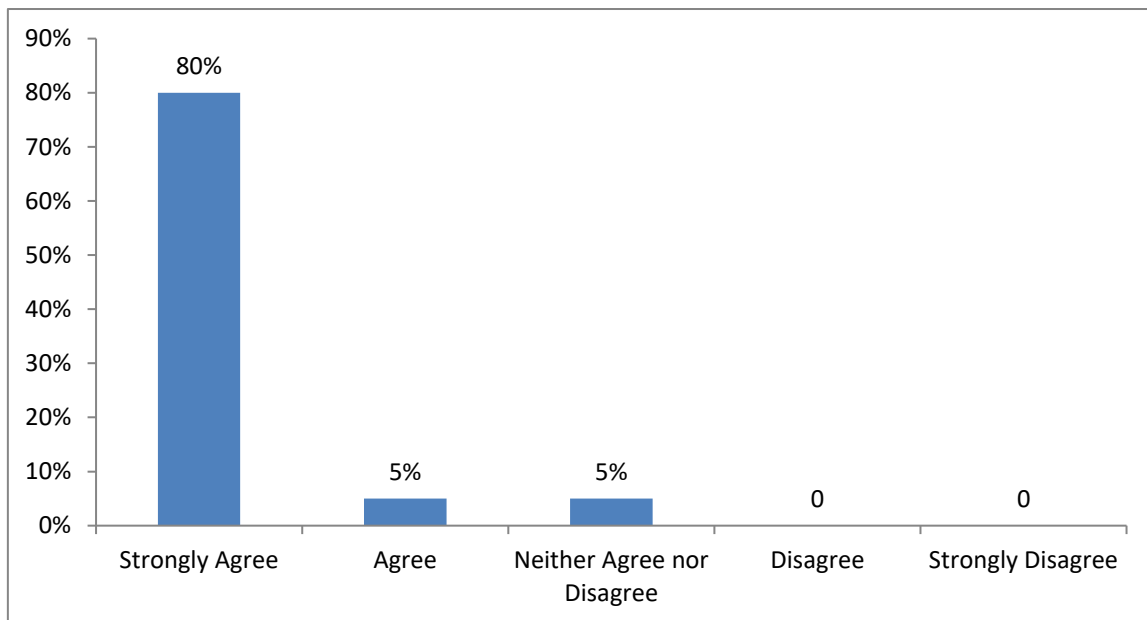
Interpretation: From the above data analysis we can interpret that HMT(I) has a very effective Marketing Mix.

4.16) Do you agree that the skill development programme strategy helps to improve Business Relationships and Sales with other countries?

	Respondents	Percentage
Strongly Agree	80	80%
Agree	5	5%
Neither Agree nor Disagree	5	5%
Disagree	-	-
Strongly Disagree	-	-

Analysis: From the above data it can be seen that 80% Strongly agree whereas 5% Agree and 5% neither agree nor disagree

GRAPH – 4.16



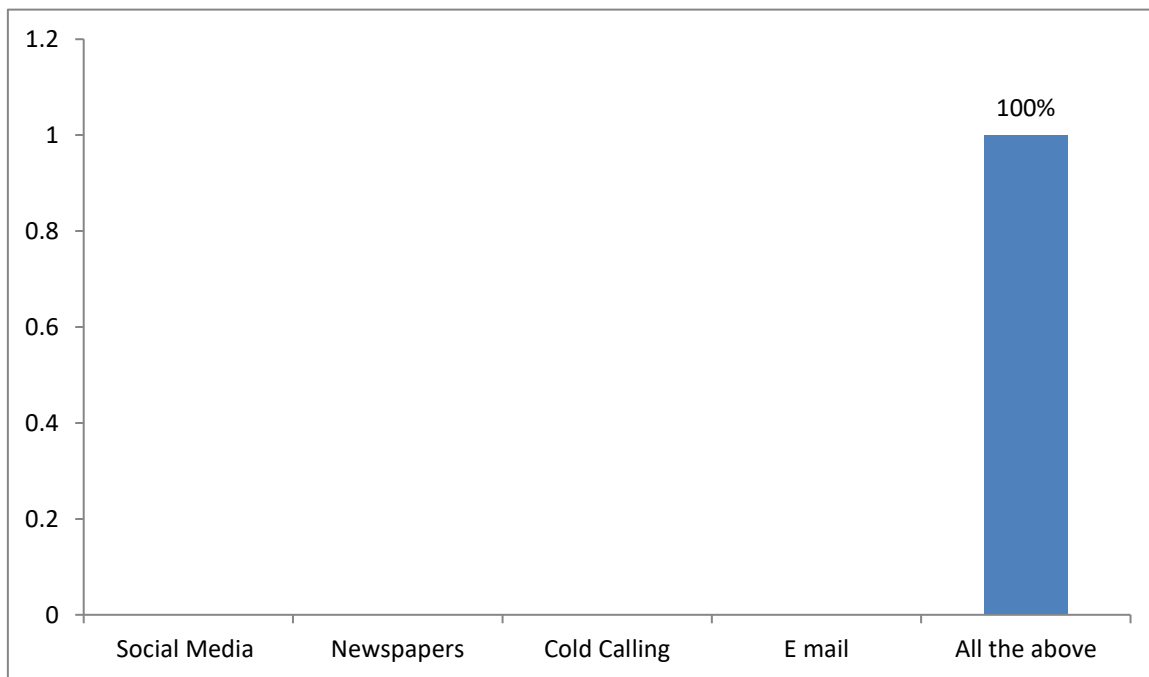
Interpretation: From the above data analysis we can interpret that HMT(I) can get help to improve its business relationships and sales with other countries with the help of skill development programme strategy because 80% of respondents note that.

4.17)How does HMT(I) advertise its products and services?

	Respondents	Percentage
Social Media	-	-
Newspapers	-	-
Cold Calling	-	-
E mail	-	-
All the above	100	100%

Analysis: From the above data we can see that all 100 respondents say All the Above.

GRAPH – 4.17



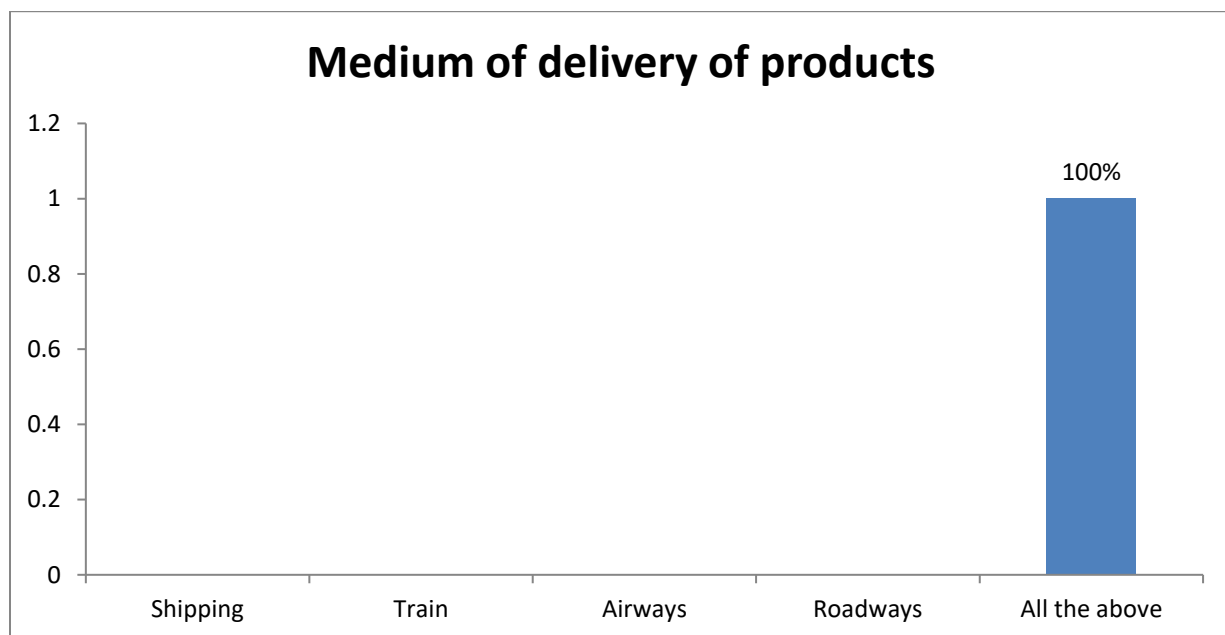
Interpretation: From the above data analysis we can interpret that HMT(I) uses all means to advertise its products and services as 100% of respondents have a positive node.

4.18) Through what medium does HMT(I) deliver its products to its customers?

	Respondents	Percentage
Shipping	-	-
Train	-	-
Airways	-	-
Roadways	-	-
All the above	100	100%

Analysis: From the above data we can see that all 100 respondents have a single opinion that is All the above.

GRAPH – 4.18



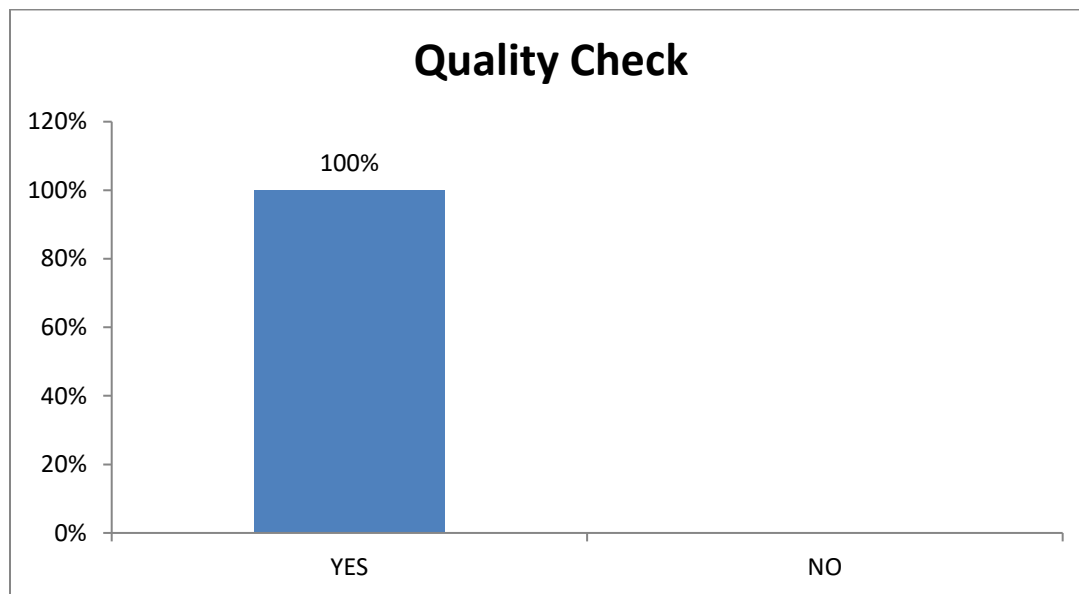
Interpretation: From the above data analysis we can easily interpret that HMT(I) uses all the all different ways to deliver its products to customers all 100% of respondents have a positive node towards it.

4.19) Does HMT(I) send their representatives to check the quality of the products before and after they are delivered?

	Respondents	Percentage
YES	100	100%
NO	-	

Analysis: From the above data we can see that all 100 respondents agreed that HMT(I) sends their representatives to check the quality of the products before and after they are delivered.

GRAPH – 4.19



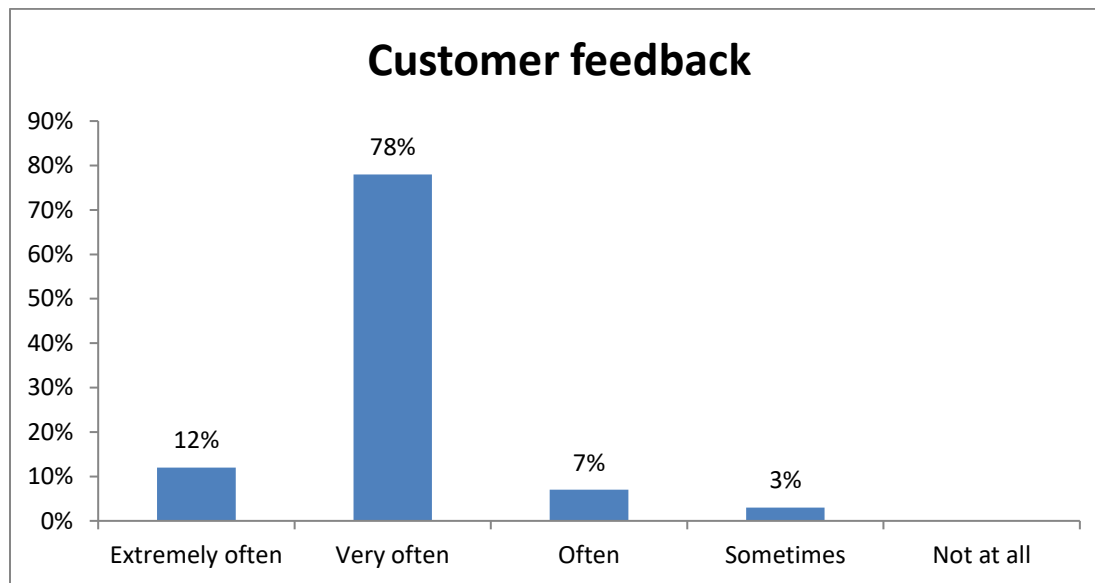
Interpretation: From the above graph we can interpret that HMT(I) sends their representatives to check the quality of the products before and after they are delivered because quality check of the product is very important.

4.20) How often do you take customers feedback and work on it?

	Respondents	Percentage
Extremely often	12	12%
Very often	78	78%
Often	7	7%
Sometimes	3	3%
Not at all	-	-

Analysis: From the above data we can see that 78% say very often HMT(I) takes customer feedback and work on it whereas 12% say extremely often and 7% say often and only 3% say sometimes they do so.

GRAPH – 4.20



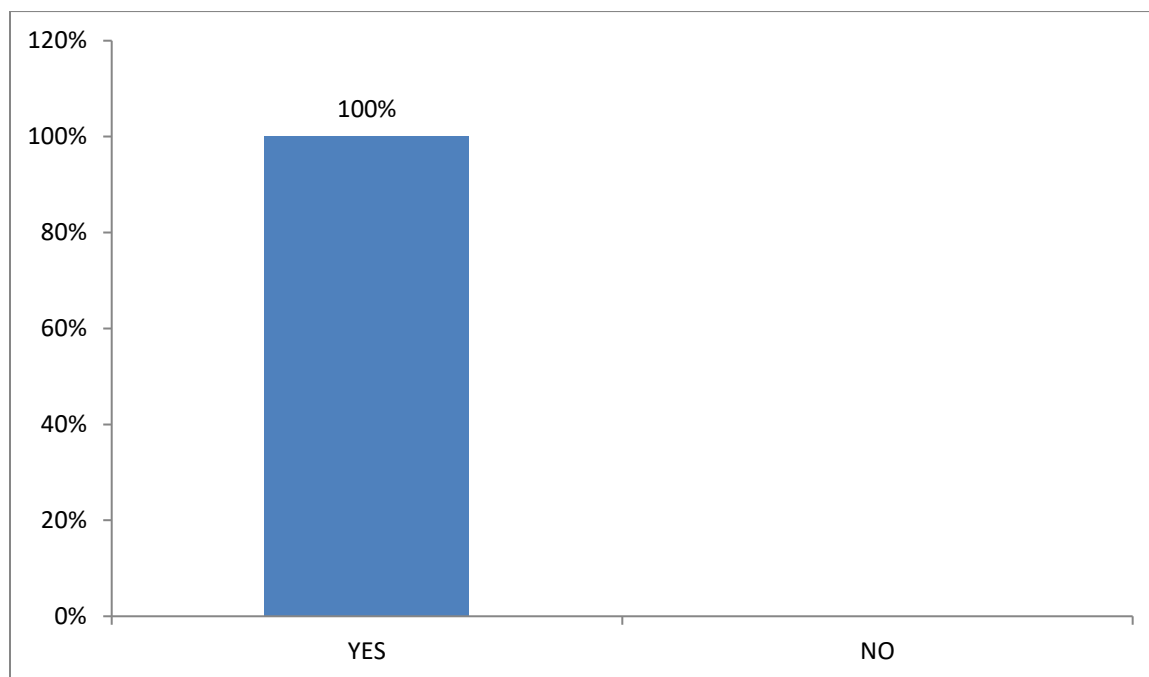
Interpretation: From the above graph we can interpret that HMT(I) very often take customer feedback as 78% of respondents agree to that and work on it because customer feedback is a process that leads to customer satisfaction .

4.21) Does HMT(I) store customer database for future use?

	Respondents	Percentage
YES	100	100%
NO	-	-

Analysis: From above data we can see that all 100 respondents agree that HMT(I) stores customer database for future use.

GRAPH – 4.21



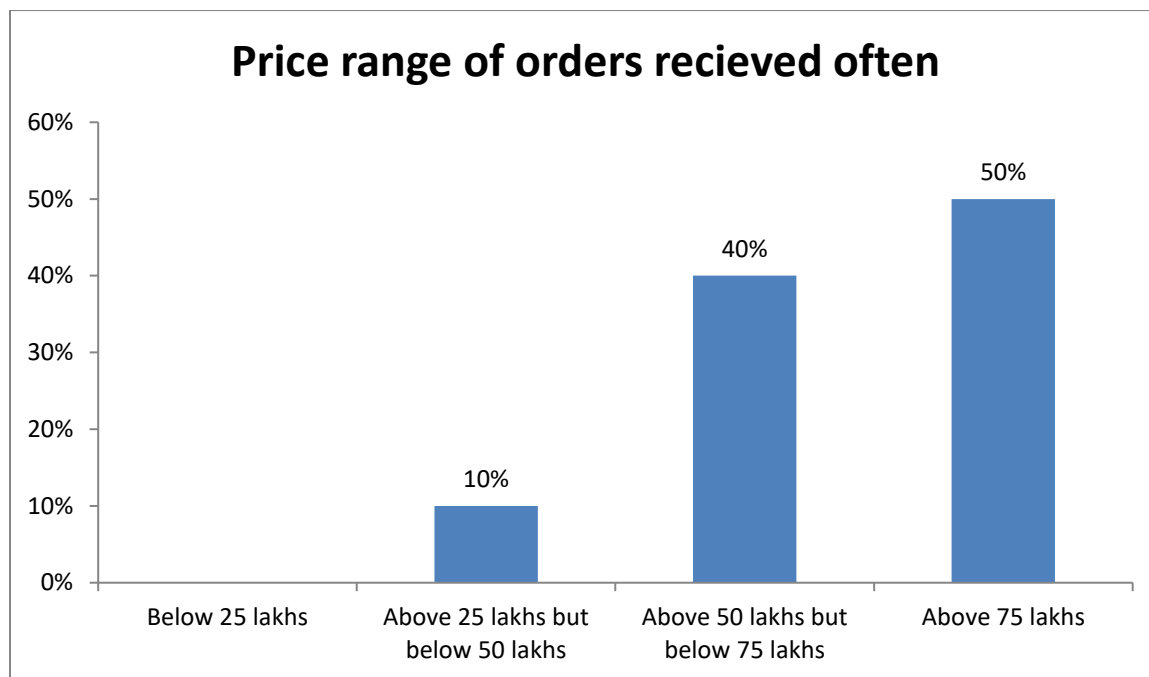
Interpretation: From the above graph we can agree that HMT(I) stores customer database for future use because Customer database is very important to any organization as it can help for after sales analysis and also to let customers know if any new product is served by the organization.

4.22) What range of projects or orders does HMT(I) mainly receives from its customers?

	Respondents	Percentage
Below 25 lakhs	-	-
Above 25 lakhs but below 50 lakhs	10	10%
Above 50 lakhs but below 75 lakhs	40	40%
Above 75 lakhs	50	50%

Analysis: From above data we can see that 50% of respondents say HMT(I) often receives products of range above 75 lakhs whereas 10% say that they receive above 25 lakhs but below 50 lakhs and 40% agree that its above 50 lakhs but below 75 lakhs.

GRAPH – 4.22



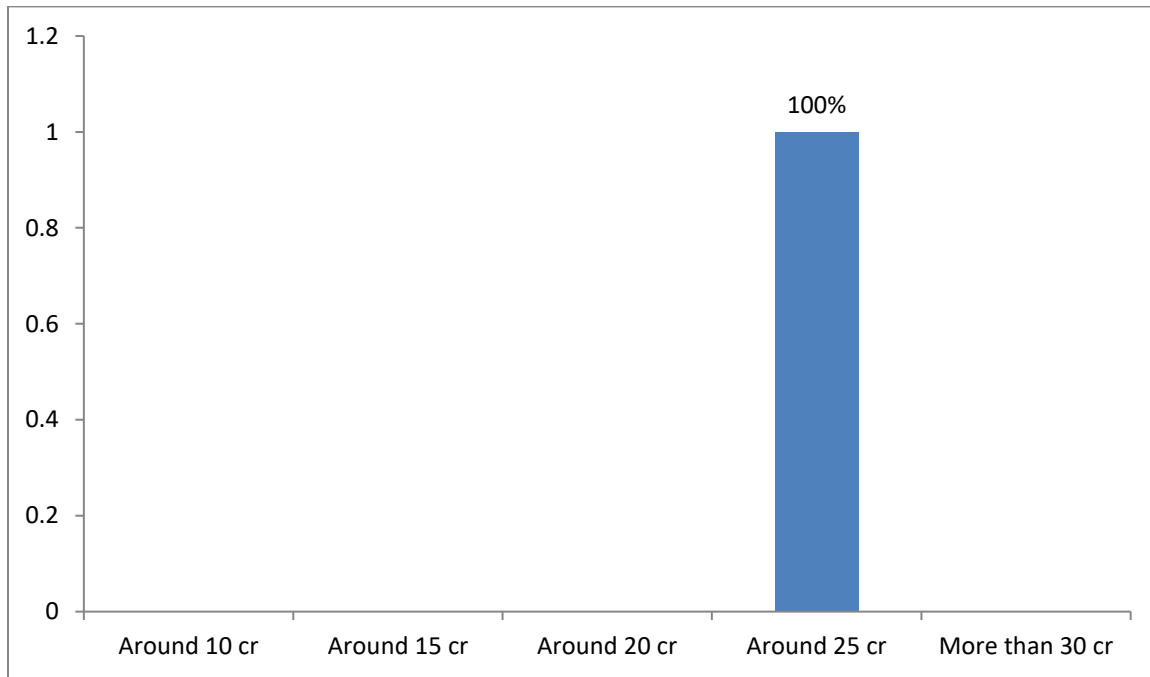
Interpretation: From the above graph we can interpret that HMT(I) mainly receives orders of price range above 75 lakhs as 50% of respondents say so and 40% of respondents agree to price range above 50 lakhs but below 75 lakhs.

4.23) What is the approximate annual sales turnover of HMT(I) in 2016-17?

	Respondents	Percentage
Around 10 cr	-	-
Around 15 cr	-	-
Around 20 cr	-	-
Around 25 cr	100	100%
More than 30 cr	-	-

Analysis: From the above data we can agree that the Sales turnover of HMT(I) is around 25 cr for the year 2016-17

GRAPH – 4.23



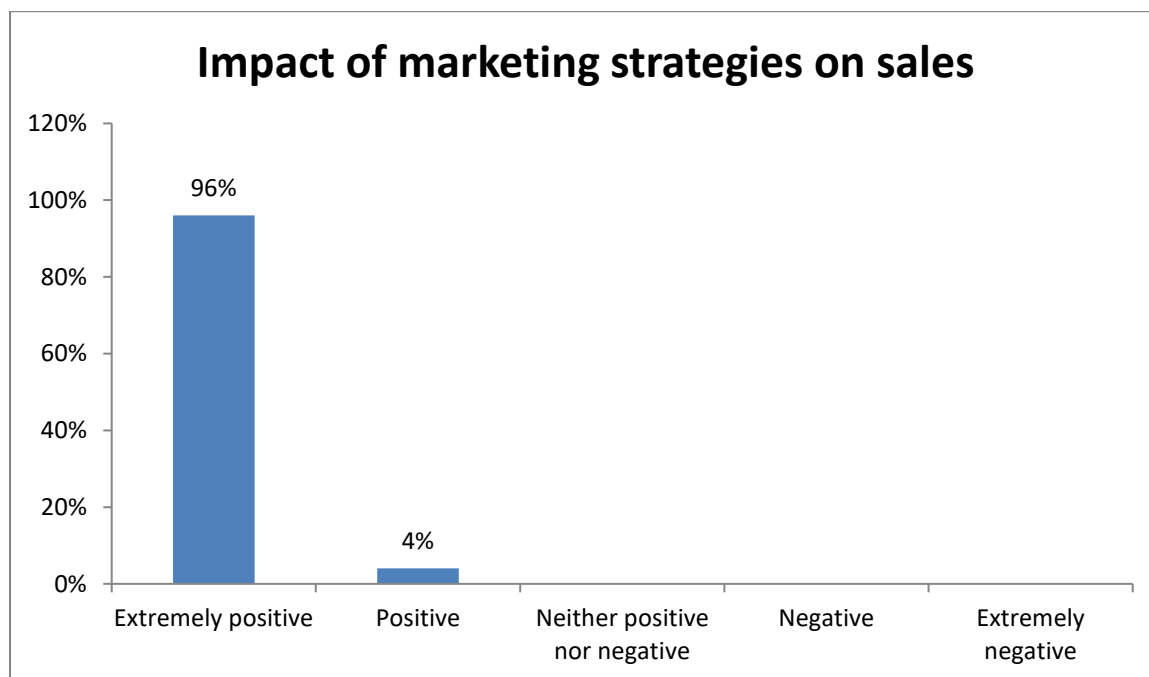
Interpretation: From the above graph we can agree that the sales turnover of HMT(I) is around 25 cr as 100% of respondents have a positive node to it.

4.24) According to you what impact does marketing strategies have on sales?

	Respondents	Percentage
Extremely positive	96	96%
Positive	4	4%
Neither positive nor negative	-	-
Negative	-	-
Extremely negative	-	-

Analysis: From the above data we can see that there is an impact of marketing strategies on sales as 96% of respondents have considered it as extremely positive whereas only 4% of respondents say there is positive impact

GRAPH – 4.24



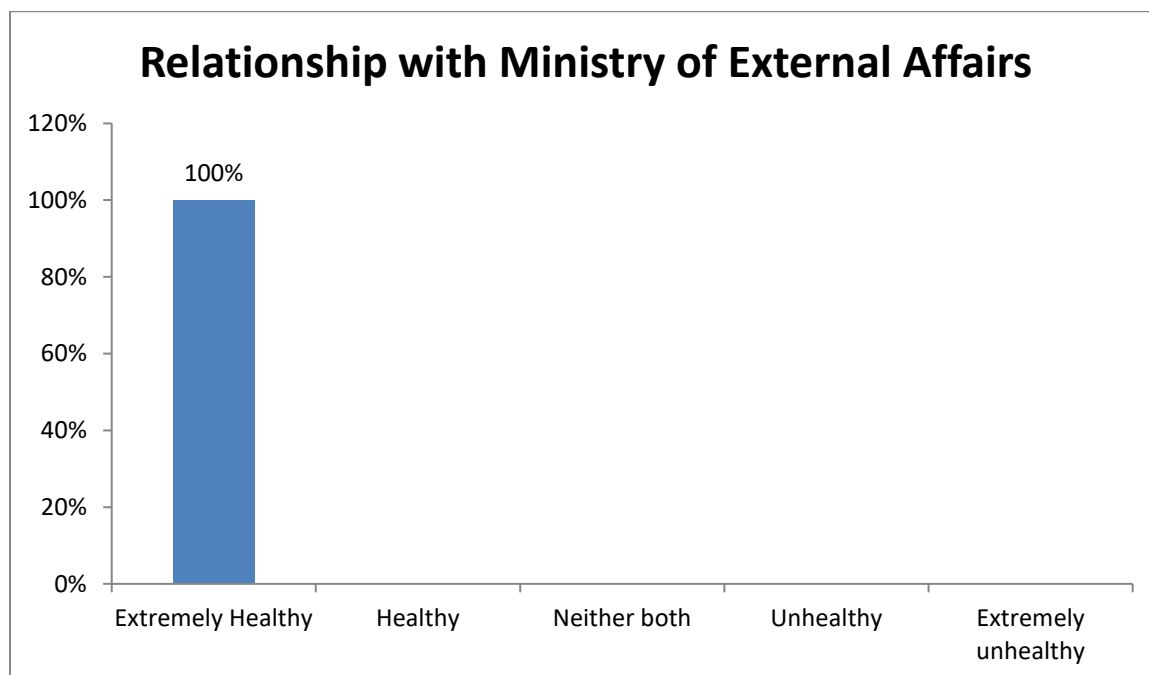
Interpretation: from the above graph we can interpret that there is extremely positive impact of marketing strategies on sales as 96% of respondents agree to the statement and 4% agree saying that there is a positive impact.

4.25)How is HMT(I)'s relationship with Ministry of External affairs?

	Respondents	Percentage
Extremely Healthy	100	100%
Healthy	-	-
Neither both	-	-
Unhealthy	-	-
Extremely unhealthy	-	-

Analysis: From the above data we can consent that all the 100 respondents agree that the relationship with Ministry of External affairs is extremely healthy.

GRAPH – 4.25



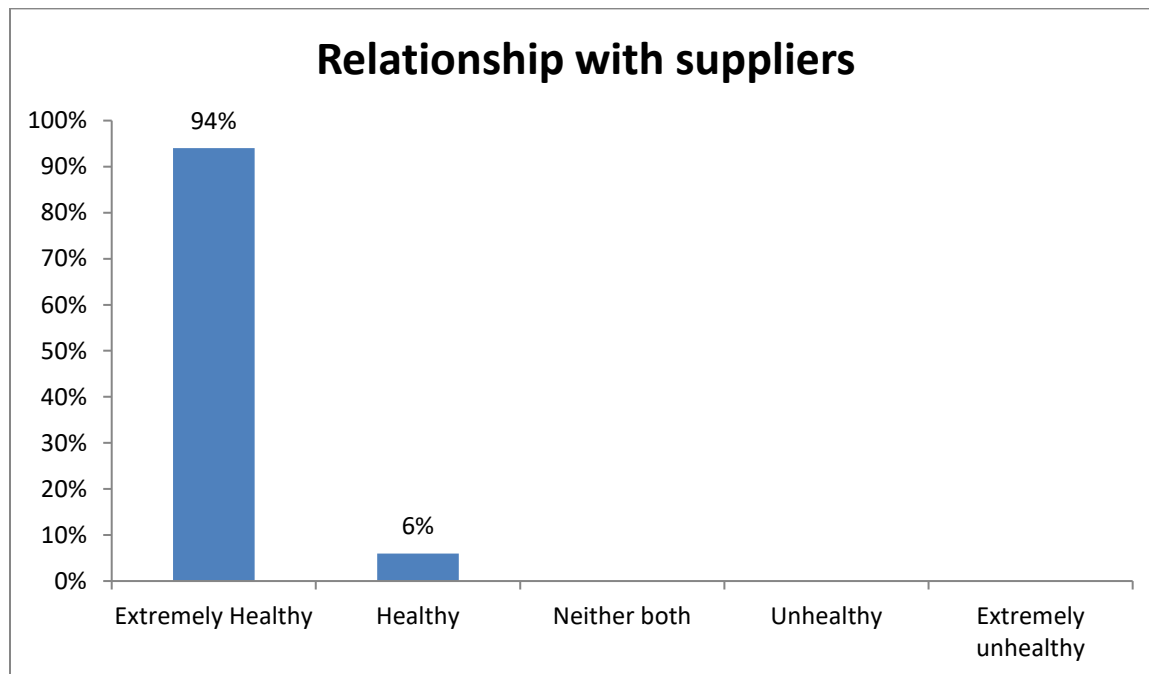
Interpretation: From the graph we can interpret that the relationship of HMT(I) with Ministry of External Affairs is Extremely Healthy because as HMT(I) is a government subsidiary it should maintain a better relationship with external affairs as they provide more business.

4.26) How is HMT(I)'s relationship with the suppliers?

	Respondents	Percentage
Extremely Healthy	94	94%
Healthy	6	6%
Neither both	-	-
Unhealthy	-	-
Extremely unhealthy	-	-

Analysis: From the above data we can observe that 6% say that the relationship is healthy whereas 94% of respondents say that the relationship with suppliers is extremely healthy.

GRAPH – 4.26



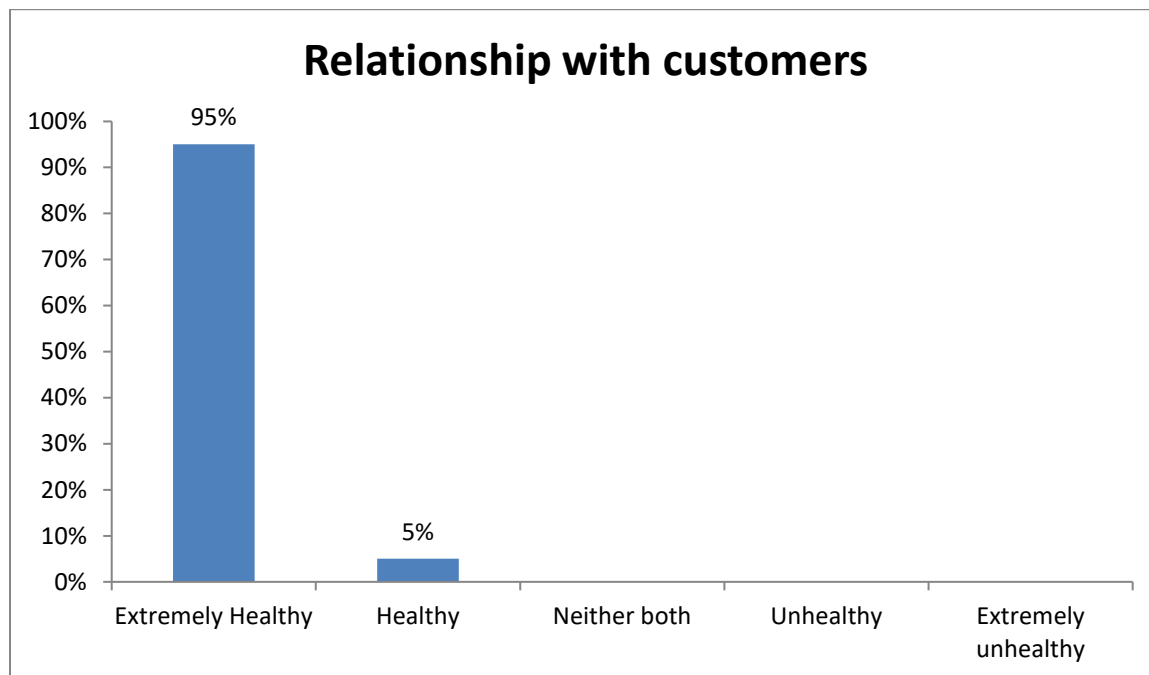
Interpretation: From the above graph we can interpret that HMT(I) has extremely healthy relationship with its suppliers because they are the original equipment manufacturers of products.

4.27) How is HMT(I)'s relationship with the Customers?

	Respondents	Percentage
Extremely Healthy	95	95%
Healthy	5	5%
Neither both	-	-
Unhealthy	-	-
Extremely unhealthy	-	-

Analysis: From the above data we can consent that HMT(I)'s relationship is extremely healthy with customers as 95% respondents say so whereas 5% say its healthy.

GRAPH – 4.27



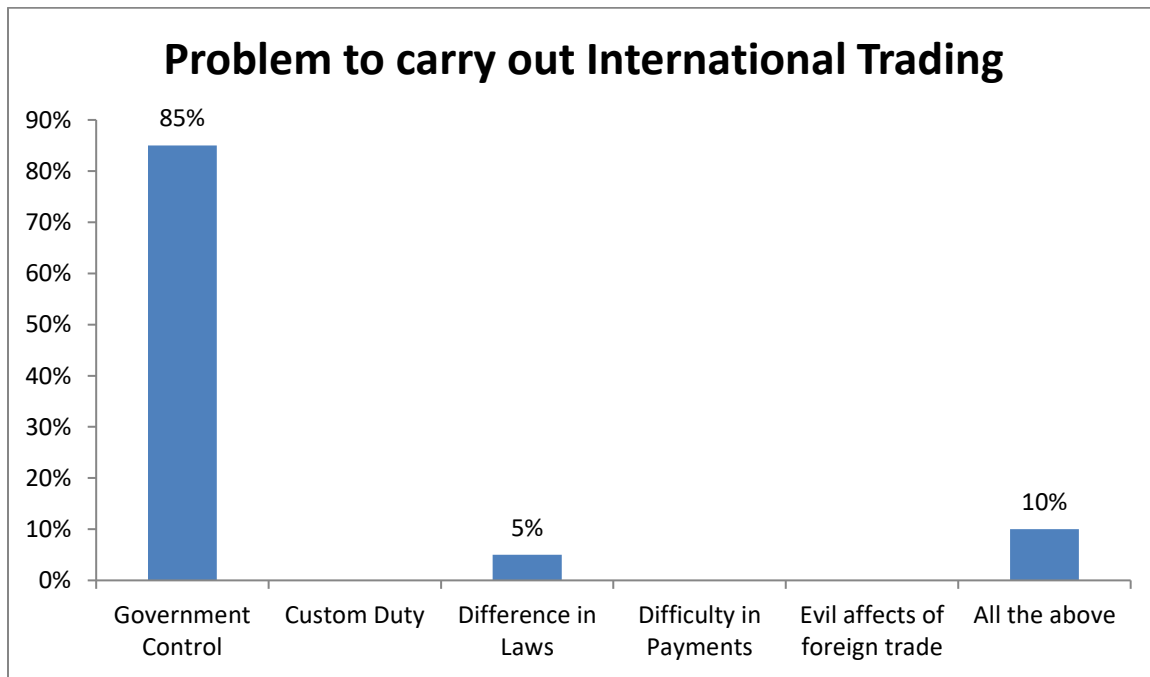
Interpretation: From the above graph we can interpret that the relationship of HMT(I) with its customers is extremely healthy because customers are the driving force to any organizations success and maintaining extremely healthy relationship with them is a must.

4.28) What are the hurdles/problems faced by HMT(I) to carry out international trading?

	Respondents	Percentage
Government Control	85	85%
Custom Duty	-	-
Difference in Laws	5	5%
Difficulty in Payments	-	-
Evil affects of foreign trade	-	-
All the above	10	10%

Analysis: From the above data we can consent that 85% of respondents agree that government control is a hurdle to carry out International Trading whereas 5% say the problem is Difference in laws and 10% consider all the above are the hurdles/problems.

GRAPH – 4.28



Interpretation: From the above group we can interpret that Government Control is the biggest hurdle/problem faced by HMT(I) to carry out international trading because as HMT(I) is a Government organization the Govt. of India has lot of control to the functioning of the organization.

STATISTICAL ANALYSIS

Respondents	Marketing Strategies	Sales
1	5	5
2	5	5
3	4	5
4	5	5
5	5	5
6	5	5
7	4	5
8	4	5
9	5	5
10	4	4
11	5	5
12	5	5
13	5	5
14	5	5
15	5	5
16	5	5
17	5	5
18	5	5
19	4	5
20	5	5
21	5	5
22	5	5
23	4	5
24	5	5
25	4	4
26	5	5
27	5	5
28	5	5
29	5	5
30	5	5
31	4	4
32	5	5
33	5	5
34	5	5
35	5	5
36	5	5
	5	5

37		
38	5	5
39	5	5
40	5	5
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88	5	5
89	5	5
90	5	5
91	5	5
92	5	5
93	5	4
94	5	5
95	5	5
96	5	5
97	5	5
98	5	5
99	5	5
100	5	5

RESULTS:

The results show a negative correlation of 0.5; this implies that effective marketing strategies can increase sales. Thus the following hypothesis:

- H1= There is an significant association between effective marketing strategies and sales

It has been proven significantly to the extent of 0.5 as per correlation analysis.

CHAPTER – 5
FINDINGS, CONCLUSION AND SUGGESTION.

5.1 Findings:

- Understanding the importance of marketing strategies in a company.
- HMT(I) has a active marketing department.
- Understanding that HMT(I) conducts departmental meetings once in 15 days to update marketing strategies if required.
- As HMT(I) is government recognized so the marketing strategies adapted by them should change as and when there is a change in governmental policies.
- HMT(I) does field survey before starting its any project so that it can gain knowledge about the country and its working behavior.
- HMT(I) is a product oriented organization.
- Projects and service department yields more profit to the organization.
- Even though HMT(I) is a government organization they undertake Non-MEA projects to increase their market share in the market.
- Marketing mix of HMT(I) is very effective.
- HMT(I) advertises its products and services by all means that is through Social Media,Newspapers,Cold Calling and Email.
- HMT(I) delivers its products through all means that is Shipping,Train,Airways,Roadways.
- HMT(I) send their representatives to check the quality of the products before and after they are delivered.
- HMT(I) takes customer feedback very often and also has a very good customer database.

5.2 Conclusion:

It was a knowledge enhancing experience to visit a Public sector company. It helped in gaining a practical exposure, vast knowledge and taught how an organization operates.

During this unique experience it was realized that marketing strategies contribute huge for the company to in survive in the market. Learning the strengths, weaknesses, opportunities and threats of the company through keen observation and understanding that the company not only concentrates on having very effective marketing strategies but also has lot of concern towards customer feedback, the process of work.

Learned how marketing strategies can define growth of any organization and also how it can have impact on sales. Overall HMT(I) is a good working place with all the accurate facilities provided which would keep the employees satisfied. Marketing Strategies is the plan of action designed both effectively and efficiently to promote, advertise and have a better sales of product or service. Overall HMT(I) has effective marketing strategies that help them to differentiate them with competitors.

5.3 Suggestions:

- It will be great if HMT(I) creates brand awareness about the organization and as they are very effective export marketers.
- It is recommended that HMT(I) be flexible in its marketing strategies.
- It will be in the organization's interest if it focuses more on vocational trainings as that is a different positive factor of the organization.
- It is preferable that HMT(I) must have a branch in Saudi Arabia so that more business can be generated as it is the country that provides more profit to the organization.
- It is recommended to organization to have an expert who has a good knowledge about tender systems as majority of the projects are open tender projects so that it can be beneficial to the organization.

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2. KEEGAN, Warren J., “ Global Marketing effectiveness, 11th edition 2006
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WEBSITES

www.hmti.com

www.hmtindia.com

ANNEXURE

1.Age

20 - 25	25-35	35-45	Above 45
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2.Gender

- Male
- Female

3.Income per month

Below 10,000	10,000 to 25000	25000 to 40000	40000 to 50000	50000 to 60000	Above 60000
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4.Does HMT(I) have an active Marketing Department?

- Yes
- No

5. How often does the departmental meetings take place to update the marketing strategies of the company?

- Once in every 15 days
- Once in a month
- Once in a quarter
- Once in 6 months

6.Do you agree that the marketing strategies of the company are updated as and when political changes or government policies (GST/Demonetization/Make in India and many other) change?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

7. Do you agree that the marketing strategies of HMT(I) differ while making business with different countries?
- Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
8. Does HMT(I) plan to undertake field survey?
- Yes
 - No
9. Is your company product-oriented or market oriented?
- Product-Oriented
 - Market-Oriented
10. How effective are the marketing strategies of HMT(I) with regards to Sales?
- Extremely Effective
 - Effective
 - Neither Effective nor Ineffective
 - Ineffective
 - Extremely Ineffective
11. Which segment of HMT (I) has more profit?
- Machine tools
 - Projects and services
 - Inland sales
 - High-sea sales
12. Does HMT(I) also focuses on Non-MEA projects?
- Yes
 - No

13. Does the company undertake skill development/vocational training programs to develop other countries?

- Yes
- No

14. Which country projects or orders are more profitable to HMT(I)?

- Saudi Arabia
- Egypt
- Yemen
- Sudan
- South Africa

15. How effective is the marketing mix of HMT(I)?

- Extremely effective
- Very effective
- Average
- Less effective
- Ineffective

16. Do you agree that the skill development programme strategy helps to improve Business relationships and Sales with other countries?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

17. How does HMT(I) advertise its products and services?

- Social Media
- Newspaper
- -Cold Calling
- E-mail
- All the above

18. Through what medium does HMT(I) deliver its products?

- Shipping

- Train
- Airways
- Roadways
- Or through all the above

19. Does HMT(I) send their representatives to check the quality of the products before and after they are delivered?

- Yes
- No

20. How often do you take customers feedback and work on it?

- Extremely often
- Very often
- Often
- Sometimes
- Not at all

21. Does HMT(I) store customer database for future use?

- Yes
- No

22. What range of projects or orders does HMT(I) mainly tries to attract/focus?

- Below 25 Lakhs
- Above 25 Lakhs but Below 50 Lakhs
- Above 50 Lakhs But Below 75 Lakhs
- Above 75 Lakhs

23. What is the approximate annual sales turnover of HMT(I) in 2016-17?

- Around 10 cr
- Around 15 cr
- Around 20 cr
- Around 25 cr
- More than 30 cr

24. According to you what impact does marketing strategies have on Sales?

- Extremely positive
- Positive
- Neither positive nor negative
- Negative
- Extremely negative

How is your relationship with the following people?

	Extremel y Healthy	Healthy	Neither both	Unhealth y	Extremel y Unhealth y
25. Ministry of External Affairs					
26. Suppliers					
27. Customers					

28. What are the hurdles/problems faced by HMT(I) to carry out international trading?

- Government Control
- Custom duty
- Difference in laws
- Difficulty in payments
- Evil affects of foreign trade
- All the above



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: Abdul Mateen Razak

Internal Guide: Ms. Arundati









USN No: 1AY16MBA01

Specialization: Marketing and HR

Title of the Project: A study on marketing strategies adopted at
Company Name: HMT [I] Ltd HMT [II]

Company Address: HMT Bhavan, meeri circle, Bellary Road,
Bangalore

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Studying the Industrial, company profile, knowing their vision and mission.		1
22-01-18 to 27-01-18	Studying the Products / Services of the Company.		2
29-01-18 to 03-02-18	Working on chapter 1 collecting information.		3
05-02-18 to 10-02-18	Interaction with Products department.		4
12-02-18 to 17-02-18	Interaction with Projects department		5
19-02-18 to 24-02-18	Interaction with Quality Assurance department.		6

26-02-18 to 03-03-18	Studying the Theoretical Background		7 
05-03-18 to 10-03-18	Interaction with Commercial department and also under- took Research Designing		8 
12-03-18 to 17-03-18	Conducted Survey of 25 questions in the Company		9 
19-03-18 to 24-03-18	Analysing & Interpretation of data.		10 

HOD


Head of the Department

Department of MBA

Acharya Institute of Technology
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