

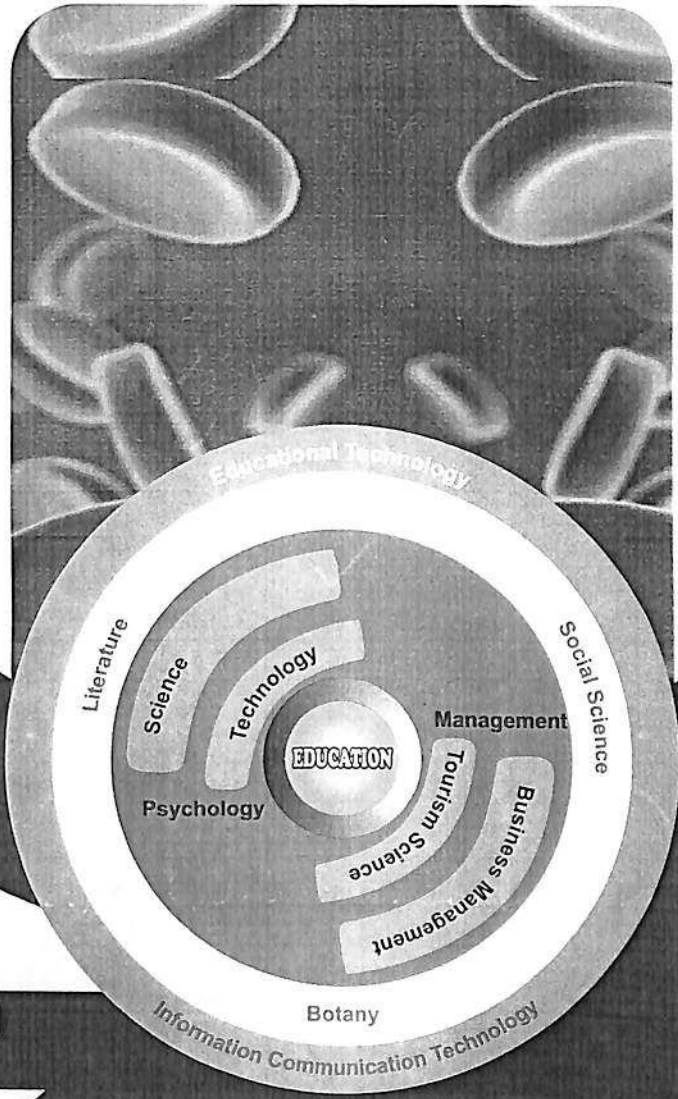
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DEVELOPING MARKETING STRATEGIES**Dr. Ghotekar D.B***C.D. Jain College of Commerce, Shirampur 413709***Introduction:-**

Today's markets are competitive market. After liberalization; privatization and globalization the mod of market is completely changed. The focus of camera goes to consumers only. Consumers; their life style, income source, fashion and other factors taking into consideration the manufacture takes decision of production and distribution. It is major challenge in marketing planning is to develop new ideas for new products and services to launch them successfully. The manufacturer low downs conveyer belt for decline products. Customer wants new products and competitors will do their best to supply them. Before 1990 Indian market was compact and . It was safe to license holder manufacturer . They have earned more by charging huge prices. Restricted trade policies adopted by them . They all were happy and sleep well. But after LPG the scenario of markets completely changed. Any body from world wide can come and launch their finished product and services in the Indian market. It reflected into sadness and a sleepless to license holders. But this change is accepted by Indian customers. Traditional goods and services replaced with modern goods. Manufacturers and distributors began to shouting against multi nationals and their hi technological goods. It was very good chance to every industrialist to change their selves. They started on the path of a)The new product development process b)The marketing planning process c)Marketing strategies in different stages of the product life cycle d)Marketing strategies for market leaders; challengers follower; and niches e)Marketing strategies during periods of shortages ; inflation and recession and f)Marketing strategies for the global market place.

a) **The new product development process:-** It is a continuous process. The new product planning gap can be fulfilled in two ways. Acquisition or new product development. It is easy to giant company to acquire a running plant with taking more than 51 % of stock. Small unit runs under the management of giant company. Small unit covers the sufficient market share. But when MNC plays a vital role in manufacturing ; distributing advertising and all part of the marketing scenario the entry becomes easier. When new competitor enters in the market the customers attracts towards newness of the product. Marginal prices, sales promotions strategies. Share ; colors , test etc. with all these factors the new product development process begins. The Hindustan Motors & Fiat were main player in Indian four wheeler market . But after globalization Maruti Suzuki; Honda; Hyundai; Volkswagen ; Mahindra & Mahindra ltd have come in to focus in vehicle market. Every player changed their segments as per the demand of Indian customer. India became a four wheeler hub and exports thousands of their segments.

b) **The marketing planning process:-** In the marketing field there are some marketing plans, business plans, financial plans and so on.

i) **Corporate plan :-** Corporate plan includes market research, manufacturing plant; raw material; human resources; packaging ; distribution; sales; etc It also includes mission and goals; objectives. Business plan does not contain details on the activities of individual business units. ii) **Divisional plan:-** It contains marketing, financial, manufacturing and personnel strategies and may use a short; intermediate or long-run planning. iii) **Product line plan:-** As per the customers demand business have to develop product line. This product line should also plan with studying competitor's strategy. iv) There are also product, Brand, market and functional plan

c) **Marketing strategies in different stages of the product lifecycle:-** Sale proceed; margin; market share changes over time to time. The product life cycle is an attempt to recognize distinct stages in the sales history of the product. The world economy changes time to time .The demands and standard of living also changes. As per the economical changes business has to change its product also.

d) **Marketing strategies for market leaders , challengers, followers and nichers :-** Marketing strategy is dependent on each industries size and position in the market . Large industry can practice certain strategies not affordable by small industry. The win theory should by adopted while playing strategies , leaders, challenges, followers and nichers . Every industry should go through market conditions, main players, competitors .Industry must study of goals and objectives of each competitors to accept the challenges from the open market. Every industry wants to increase their market share by introducing new version of the finished product.

e) **Marketing strategies during period of shortage; inflation and recession:-** Industries main aim is to increase market share, to collect increasing revenue, to earn more profit, to search new market, to capture the leadership and act as main player in market. But it is not easy task. Industry has to win the confidence of the customers. In regular time industry plays good role by wining mind and confidence of customers. Collects revenue and distributors among

the shareholders in the form of dividend. But in shortage period the mood changes; hike in price took place to earn more profits. In this time industry should serve markets as regular activity. But many times industry collects additional revenue from the same market by increasing prices. This is not fair trade practice. It reflects dimmed of the end users. The industry must serve markets as well as customers in regular manner for long and healthy existence. There are trade cycles in the economy. Industry must adopt ethical business practices to earn revenue and profits. Marketing strategy is dependent on each firm's size and position in its industry. Large firms can practice certain strategies not affordable by small firms. Being large and as there are some winning strategies for large firms, there are also some losing strategies for large firms and small firms can often find strategies to achieve as good, or better a rate of return as large firms.

Conclusion:- In modern marketing scenario it is very big task and challenge to enter in the market. Because cut throat competition took place in every market. It is responsibility of each industry before launching their products to search markets. The demand, living standard; quality of life ; income and income source. Customers wish many characteristics from one and the same product. The strategies, plan and policies of competitors should be studied deeply. Customers are king and god. For their satisfaction product must be zero defect. By using total production management; kaizen; quality circles, sweat equity and many more industry should utilize resources cent percent. The product and service should be perfect higher than giant competitors. The customers changing moods and demands. Industry should have awareness for developing marketing strategies. Marketing strategies must be up dated and consumer oriented. With the help of marketing strategies industry can play vital and profit making role in market . It will reflect in to consumer; shareholder; government ; and market satisfaction forever.

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