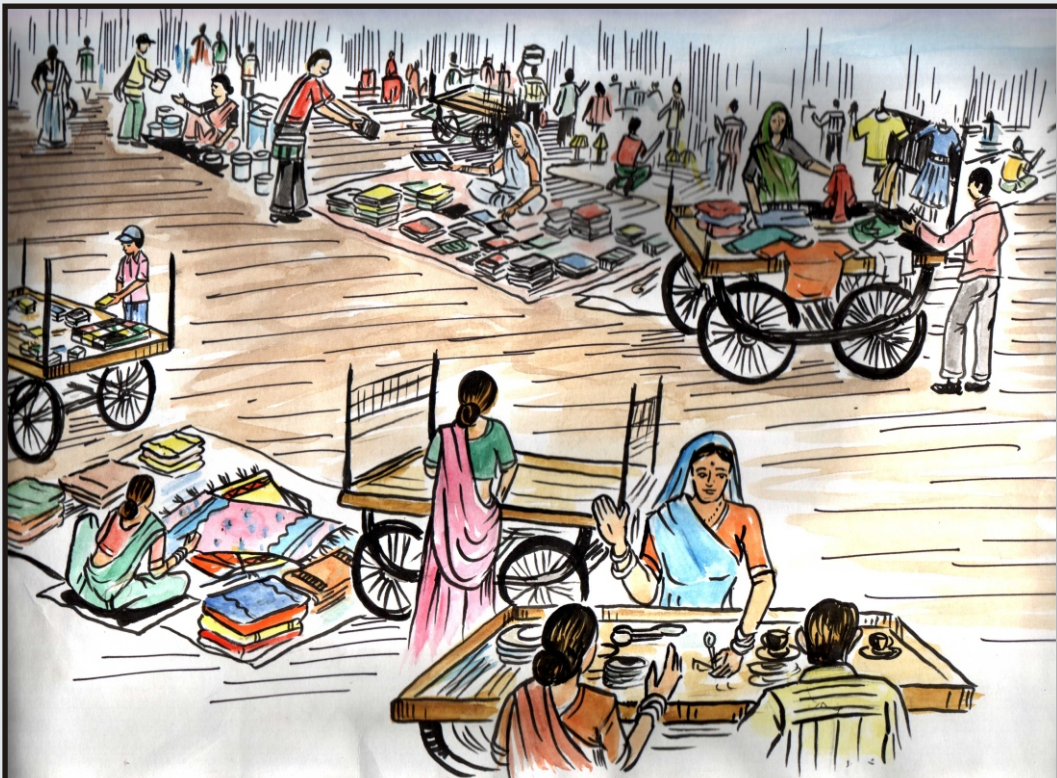


MODULE - V



Selling & Marketing

Manage Expand & Succeed



Women Analyze

- ☞ Demand & Supply
- ☞ Competition
- ☞ Break-Even

Women Identify Understand & Practice

- ☞ 4P's of Marketing



ACTIVITIES



1



METHODS



Case Study



TOOLS



Flip Chart(s)



TIME



2 Hours

ACTIVITY-1 Meaning of Business



Case Study

Highlight "BISLERI" water selling business

1. Explain the participants, how the promoters of BISLERI, decided to start the Business of Selling Clean Drinking Water.

- ➔ Promoters found that in foreign countries **people paid money for clean drinking water**, which was served in packed bottles..
- ➔ They also found that they can manage the plant of drinking water, since they had **experience of Bottling Plant** for "Thumps Up".
- ➔ They took the decision of selling water in India, considering two points:
 - ☞ Huge Population
 - ☞ Non availability of Clean Drinking Water.
- ➔ They thought of converting the problem into an opportunity by taking up the business.
- ➔ The next question was, Whether people would be willing to Pay?
 - ☞ Yes, they observed that people in India did pay for a glass of water given by the Hawkers in "Matka".
 - ☞ Secondly people coming from abroad wanted clean, hygienic water, for which they were willing to pay any amount.
 - ☞ Thirdly many parts of the country have hot summer when they would always, pay for Cold Water.



- Hence their Research justified that there is a "DEMAND" for Clean & Cold Drinking Water and people are willing to pay.
- Since there was a demand second issue was, what would be the break-even sales.
- Break Even Sales for the participants can be explained as:
- "Sales at which there is No profit No loss". Fixed Cost is equal to contribution & Contribution is Sales Less Variable Expense.
- One can also suggest Break Even in a Business is: "*A situation where a person does not incur a loss*".
- The promoters than worked out the sales target which they would require to sell to achieve at least the break-even point.

2. Thereafter explain the "**4P**" of Marketing.

- **Product** Say in our case "Water"
 - **Availability**
 - Anywhere and Everywhere, even at a "PAN SHOP".
 - **Quality**
 - Clean, Packed (*no duplicate*),
 - **Trendy**
 - New Shape Pearlpet bottles and now even in pouches, and packed glasses.



→ **Place**

- Firstly Big Cities
Then towns &
Now villages.
- Secondly, in the beginning
Hotels, fast food restaurants,
There after trains & planes
Now displayed at pan shop
- Lastly sold in pouches and packed glasses.
- Kept in Cool Box, for serving Cold Water.

→ **Price**

- Firstly one can explain the factors which affect the pricing decision i..e.
 - Price is directly related to
 1. Demand
 2. Competition
 3. Break-even Point.
- Secondly, if there is a novel product or almost no competition, one can go for higher price in the beginning, make good profits to face competition and innovations at a latter date.
- However if you are entering a competitive market your entry price should be low to ensure big volumes to earn reasonable profits.
- In the beginning BISLERI had no competition, so the price of BISLERI was high, gradually the promoters dropped the price.
- One can site the example of Cellular Phones. Reliance followed penetrating pricing.



- Buy Huge quantity at cheap rate, after confirming demand and sell at cheap price, make them addictive, then gradually increase price)

→ **Promotion**

- Advertisement
Quality was the key which was advertised, by BISLERI, again, the packing was displayed. For small business, one can advertise the business, by word of mouth, leaflets, poster in the area. One can use "Jingles" for the product and canvas in the surrounding areas, like, Thanda, Thanda, Cool, Cool Dermi cool Powder,
- Highlight the positive points of your product or service,
- Just as BISLERI did it, about its packing and informed the consumers to BEWARE of Duplicate BISLERI.
- Branding
Today, Mineral Water is known as BISLERI, and a person may even give you OXYRICH, but one correlates BISLERI with Mineral Water.

Another example of INDUBEN KHAKHRAVALA, started in a small way and created a BRAND.

Hence

Quality, Price & Availability are the key to BUILD a BRAND



Learning Points

4P's of Marketing



Product

- ☞ Availability
- ☞ Quality
- ☞ Trendy, in fashion



Place

- ☞ Proximity to Market
- ☞ Cleanliness
- ☞ Display
- ☞ New & Developing Areas



Price

- ☞ Penetration
- ☞ Skimming



Promotion

- ☞ Branding & Advertisement
- ☞ Direct Selling
- ☞ Schemes



Demand for a product or service is the primary requirement for any Business



Price of a Product is directly dependent on Demand, Break-even Point & Competition



Branding your Product and Service, brings growth to Business.



Quality pays



Availability of your product or service in the market place provides the impetus to business.



At market place, you face competition, where good quality, better service is the winner.