

CHAPTER 5
FINDINGS AND SUGGESTIONS

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5.1. INTRODUCTION :

Present research is based on the study of market potential and marketing mix of notebook, which will give information about the current market potential in rupee value as well as in unit volume and marketing mix of notebook as per the different notebook manufacturing and marketing companies. This research will give the guideline to new entrepreneur who are interested in the notebook business. This chapter includes the findings and suggestions which are based upon analysis and interpretation of data and the researcher's alternative suggestions for the new entrepreneur. These findings are help to know market potential and customer preferences, existing marketing mix of notebook by various companies and their expectations towards notebooks in future.

5.2. MAJOR FINDINGS OF THE STUDY :

Since the study includes analysis of feedback from samples and retailers and also detail profiles of leader companies. Finding are based on data analysis its interpretation and also by general observation of researcher. The findings are as follows:

- 1) Single line notebook having more demand in market since samples in all four segments require single line notebooks.
- 2) First segment (1st to 7th standard) is the major market for the notebook industry.
- 3) Demand for notebooks is declined from first segment (1st to 7th standard) to fourth segment (graduation and above level) i.e. there is great demand for notebooks in first segment as compared to other three segments.
- 4) Schools are providing notebooks to their students for internal term work, but students require more notebooks for their other curriculum.
- 5) First segment (1st to 7th standard) prominently parents of students are the decision makers and they are more price concerned.
- 6) Second segment (8th to 10th standard) parents take decision by considering student's preferences. Thus in this segment also price has 1st rank.

- 7) In third segment (11th to 12th and diploma courses) students take their own decisions. They give 1st rank to attractive front page since there is great craze of bollywood and hollywood on them so mostly they purchase the notebooks enclosed by photos of their favourite actors.
- 8) In fourth segment (Graduation and above level) front page has 1st rank like third segment but in this case their choices are shifted towards nature photographs, bike and cars photographs and somewhat actors photographs.
- 9) Factors during purchasing notebooks are changes as per the segments. This happen due to likings and disliking of samples are changes as per their age.
- 10) Sundaram brand are mostly preferred so having 1st rank while Navneet brand has 2nd rank from all four segments.
- 11) Student preference has a 1st rank factor at the time of purchasing notebook.
- 12) Now a day's ecofriendly notebooks have great scope. This is necessary for awareness about global warming increases and most of samples from all segments demand these ecofriendly notebooks.
- 13) All segment expect to improve their general knowledge by utilizing front page or some additional pages of notebooks, which are enriched by general knowledge like information about nations, historical places or any art, different scientific as well as geographical information, current scenario of country etc.
- 14) Some samples also expects different schemes on notebooks like one notebook is free on purchasing one dozen notebooks etc.
- 15) Above table depicts that notebooks of Navneet and Sundaram brands are available in most of sample shops i.e. 129 and 126 respectively and obviously they are having great sale and thus enjoying position of market leaders.
- 16) Retailers accept that most of the companies in notebook industry are offering different types of schemes to them for motivating them to increase sale of their particular brand.
- 17) Retailers agreed on companies provided them discount on purchasing bulk quantity of notebooks which results in more sale.
- 18) According to 38 retailers companies offering them gifts on purchasing particular product mix and quantity.

- 19) Some companies are offers the tour, promotional inputs like banners etc. for motivating retailers to sale there brand more.
- 20) Large no. of retailers purchase the notebooks from distributors.
- 21) According to the 106 retailers there is no any significant impact of computerization on notebook industry. But as per the opinions of 26 retailers computerization affects on the notebook industry and sale of notebooks is increases but in decreasing rate.
- 22) The Navneet company enjoys leading position in premiere stationery markets in India, the Middle East, parts of Africa, U.S.A. and Europe.
- 23) With over 1000 distributors and a mammoth sales / marketing team, Navneet reached to more 75,000 retail outlets and over a million students across India, via direct and indirect efforts.
- 24) Financial growth of Navneet is near to double in March 2009 from March 2004.
- 25) Navneet Publications (India) Ltd. take initiative to overcome the problem of shortage of raw materials by introducing new eco friendly alternatives in its product portfolio which ensures no damage to the environment.
- 26) Navneet uses an eco-friendly paper which is made from bagasse i.e. Dry sugarcane pulp remained after extracting juice is chemically treated to make paper and fuel.
- 27) Navneet having different types of notebooks for each class. They produce the notebooks in Different size, ruling, pages, binding and cover differentiation.
- 28) Navneet, Blue Bird, Sundaram and ITC promote its brand with the help advertisement on radio channels in metro cities and national as well as regional TV channels. These advertisements are developed in Hindi and Regional languages also.
- 29) Company arranges some competitions like Drawing Competition etc. for brand building or positioning.
- 30) Blue Bird is a leader in the organized paper based notebook industry.
- 31) Blue Bird products principally cater to Western India, including the State of Maharashtra. Blue Bird is also present in Southern India and expanding its presence there, including Andhra Pradesh, Karnataka, Kerala and Tamil Nadu.

- 32) Blue Bird also use posters for advertisement of their brands. Such posters pasted on tempos as well as inside and outside of bus, thus they can reach up to more and more customers.
- 33) ITC's stationery business, which sells notebooks under the Classmate brand name, was just Rs 10 crore (Rs 100 million) in 2004-05, then revenues has jumped 400 per cent and brought in earnings of Rs 40 crore (Rs 400 million) in 2005-06.
- 34) ITC is also looking at customization i.e. they deals with 100 schools across the country to provide them with customised notebooks.
- 35) Noteworthy comparison between Navneet and ITC's strategies:
- a. If ITC has extended its reach from greeting cards to notebooks, Navneet Publications is doing exactly the opposite. The Mumbai-based company is looking at greeting card galleries as an alternative retail outlet to promote its notebooks range.
 - b. Navneet operates through more than 50,000 retail shops and over 500 distributors. It is now looking at selling its products through local grocers, petrol pumps, gift shops and so on (in addition to the regular stationery shops) to increase its base.
Similarly, ITC is planning to expand its retail base from 20,000 to 25,000 outlets and is targeting retail sales of Rs 100 crore (Rs 1 billion) in 2006.
 - c. The notebook industry is moving to an organised market with standardisation in prices, notebook size, packaging and so on.
- 36) 'Sundaram' brand paper stationeries are popular in domestic market as well as in the international market. The company exports its products to the Middle East, U. S. A. And major African countries. To meet customers' requirements viz. Size of the product, quality of the paper, design of the cover, etc. The company undertakes extreme precaution.
- 37) Sundaram provides banners highlighting their brands with name of shop to their wholesalers and retailers, by which customer get attracted and also retailer get motivate to sale the sundaram notebooks.

- 38) Sundaram also use posters for advertisement of their brands. Such posters pasted on tempos as well as inside and outside of bus, thus they can reach up to more and more customers.
- 39) The Indian stationery market is influenced by macroeconomic development, our national income and also by ever-growing Indian population.
- 40) The Indian stationery Industry is highly unorganized the organized sector players in the stationery industry are estimated to be less than the unorganised sector players.
- 41) The gap is found between the pricing structure of unorganized sector and organized sector of notebook/ stationary industry since manufacturers from unorganized sector dump goods at cheap prices to the buyers without proper billing practices while manufacturer and suppliers from organised sector quote high prices than unorganized sector as they have to bear the burden of taxation.
- 42) The purchasing capacity of Indian customers is increasing with the increase in overall economic growth of the country.
- 43) Now new consumer behavior trend is going to established and it is found that they are preferring branded products available in the market.
- 44) Branded goods with impulsive buying and attractive packaging techniques have a very bright future in the Indian market.
- 45) In Indian stationery market leaders cannot enjoying monopoly due to liberalization policy of Indian government as well as cut-throught competition from other popular brands of country as well as from some local brands who are maintaining their brand loyalty.
- 46) Maharashtra is a huge market for the products like tight bind note books, long books, hard case bound books and drawing books.
- 47) There is constant growth in overall business of notebook companies in India since last 5 years.

5.3. SUGGESTIONS:

Suggestions are drawn from the findings of the study. These suggestions are help to new entrepreneur to enter into notebook market. Suggestions give the outline for designing the marketing mix for the product and also give information about which product mix having a large demand. The following various types of suggestions are based on the indicators of Product mix, Place mix, Price Mix and Promotion mix. These are as follows:

1. At the initial stage of business, the new entrepreneur has to focus on manufacturing of single line notebooks which is having huge market demand.
2. The new entrepreneur should have to engage in production of different product mix of square line notebooks, double line notebooks, four line notebooks and drawing notebooks after their brands will settled down in market since these types of notebooks have limited market.
3. Notebook should be manufactured by using an eco-friendly paper which is made from bagasse i.e. Dry sugarcane pulp remained after extracting juice from it.
4. An entrepreneur has to focus on paper quality which should be good and whitish in color by which more customer get attracted.
5. The binding of notebooks should be tight and available in both soft as well as hard binding form.
6. Notebook should have to make available in different sizes and with different no. of pages since requirement of students of different segments are different. This will help to an entrepreneur to capture more and more market.
7. Cover page of notebook should be made attractive. Specifically, small size notebooks should be made attractive by using cartoon pictures while large size notebooks by using photos of actors, bikes, cars and nature's beauty.
8. Give the general knowledge information on the inner side of cover page which will be value addition to original product.
9. An entrepreneur should have to offer index page and extra page for timetable for the sake of convenience of students.
10. An entrepreneur may go for product customization for those schools who are providing notebooks only from the school book store, notebooks often have the school's name and emblem embossed on it.

11. Price of notebooks should be set by considering purchasing capacity of target customers and competitors. As the brand is new its price should be comparatively less than other established competitors which will be able to attract customers on the basis of price factor.
12. For fixing the price entrepreneur has to consider the manufacturing, administrative, marketing cost and profit margin. At the initial stage the profit margin may be less because of giving the discount and some offers.
13. An entrepreneur may use distributors as mediators to reach up to maximum no. of retailers. Many times distributors have their own staff for booking the order, so a large number of retailers gets covered in less time. A large number of retailers converging is the best way to increase the business.
14. By T.V. advertisement an entrepreneur can attract the customers towards our product effectively. For T.V. advertisement many companies are using actors or special people.
15. Radio advertisement is also a good tool in metro cities where the local radio channels are famous like Radio Mirchi, Radio One etc. Most of the youth are listening to radio in metro cities by which an entrepreneur can reach up to the targeted customers.
16. Place the banners or posters with brand name and specialty, offers or any scheme at the market place or near to college by which customers get more attracted. Also an entrepreneur can paste some poster in buses or private transport vehicles by which the brand gets more highlighted.
17. Door to door marketing may be effective at the initial stage of business.
18. Short term incentives to encourage purchase or sale of a product or service are included in sales promotion techniques. The techniques at the consumer level include displays, exhibitions, discount coupons, small gifts and free samples. Such techniques can be implemented at the dealer level.
19. **An entrepreneur may apply Public relations techniques for keeping cordial relations with dealers and consumers :**
It includes a variety of programs designed to improve, maintain, or protect a company or product image. Like Best Distributor award, Best Retailer award, Best sales executive award with some memento and prizes, etc.

- If an entrepreneur provides the board for name of shops with which he can highlight his brand as well as motivate retailers to sale his brand more.
- Display of goods for sales promotion.
 - i) Organize some stalls at major area of the city or at college campus in the month of June to August by which customers get more focused about the brand and will attracted towards the notebooks.
 - ii) He can also focus the retail mall where the more customers are visiting and entrepreneur can focus the brand to the high class people.

5.4. CONCLUSIONS:

This study gives information about the current market potential in rupee value as well as in unit volume and marketing mix of notebook as per the different notebook manufacturing and marketing companies. As far as notebook industry is concern, from childhood to end of life everyone is connected with notebooks. So there is always great demand for notebooks from K.G. to P.G. students. Thus it is necessary to take a review of this industry. This study is also help to know the effect of education through computer on notebook industry.

This research gives the guideline to new entrepreneur who are interested in the notebook business. This chapter includes the findings and suggestions which are based upon analysis and interpretation of data and the researcher's alternative suggestions for the new entrepreneur. These findings are help to know market potential and customer preferences, existing marketing mix of notebooks by various companies and customers expectations towards notebooks in future.
