
CHAPTER - 1

1.1 Introduction

1.2 Scope

1.3 Objective

1.4 Methodology

Today's companies must urgently and critically rethink their business mission and marketing strategies. Instead of operating in a marketplace of fixed and known competitors and stable customer preferences, today's companies work in a war zone of rapidly changing competitors, technological advances, new laws, managed trade policies, and diminishing customer loyalty. Companies find themselves competing in a race where the road signs and rules keep changing, where there is no finish line, no permanent "Win." They simply must keep racing, hopefully in a direction where the public wants them to go.

Therefore it is not surprising that today's winning companies are those who succeed best in satisfying, indeed delighting, their target customers. These companies see marketing as a company-wide philosophy, not a separate function. They want their marketing people to help define which customer groups and needs the company can profitably serve and how to serve them more effectively than competitors.

Today's winning companies create a culture where all members of the organization are market conscious and customer conscious. As TED LEVITT of Harvard observed "If you are not thinking customer, you are not thinking ". Every employee can potentially improve or damage customer perceptions and preferences. The accountant who sends cryptic invoices to customers; the receptionist who looks bored; the telephone operator who sends the customer on a wild-goose chase; all these employees are creating negative " Moments of truth ".

The marketing discipline is redeveloping its assumption, concepts, skills, tools and systems for making sound business decisions. Marketers must know when to

cultivate large markets, when to launch to new brands and when to extend existing brand names. One should also know to penetrate aggressively into foreign markets.

Perhaps the best change in marketing thinking is the shift from pursuing a sale to creating a customer. Today's marketing is more relationship oriented. In the intensely competitive market place, the companies first order of business is to retain customer loyalty through continually satisfying their needs in a superior way.

1.2 SCOPE

Marketing Information System is the key to marketing performance hence the way in which the company organizes, manages and uses it's marketing research department will critically affects it's performance; for any company to operate efficiently its information system should be sound and efficient. The same is applicable for the unit selected for this project i.e. "Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd.; Kolhapur". The company being customer oriented there is much need scope for developing a computerised model for Marketing Information System which will ultimately give first hand information to the management so that it can take quick and timely decisions to maximize profit.

With liberalized economy giving rise to stiff competition a thorough market market survey has to be conducted and analyse within a short period of time. An Marketing Information System mode will help in upgrading the data every now and then so that better results can be achieved. The model for this unit can be used to -

1. Store Market Research Data
2. Analyse the above data
3. Sales forecasting

4. To Generate Daily reports, 10 days Reports, Yearly Reports etc.

The above information generated will give first hand information and will form an efficient tool to take proper decision and employ better marketing strategies. It may also help in diversifying the companies profit for producing other milk product for better customer satisfaction.

1.3 OBJECTIVES

The prime objectives of this study is to develop an efficient Marketing Information System model through computerization for the said unit. This is to ensure that the management can have fast and efficient mode of unforeseen required for sound decision making. It will also prove to be an efficient tool for upgradation of the information acquired through market research every now and then and help in formulating better marketing strategies. Some of the objectives of this study are summarised as below

- i) To carry out comprehensive analysis of the market research data made available through market survey.
- ii) To accurately forecast sales for a time period.
- iii) To analyse the production sales data in order to maximize profit.
- iv) To study current reporting procedure in Marketing Department and improve upon them by developing better reporting procedure through computerization.
- v) To implement the Marketing Information model developed and analyse its utility and cost effectiveness as compared with previous procedures.

1.4 METHODOLOGY

First the various activity of the dairy unit is comprehensively discussed with managers and senior officers of various departments. The present procedures regarding Marketing Information system existing in the unit is elaborately discussed and analyse. Collection of market survey data, it's storage and analysis is studed in detail. From the discussion it was found that the various reports like -

1. Daily Milk sales Register
2. Daily Product Sales register
3. Productwise Sales Register
4. Daily production and sales reports
5. Billing etc.
6. Truck Sheet
7. Abstract
8. 10 Days Sales Report
9. Yearly Sales Report

were done manually in certain formats which requires a lot of time and prone to errors. The reports, it's formats was studied in detail so that those formats could be incorporated in the Marketing Information System model for better understanding.