

“A STUDY ON DIGITAL MARKETING”

PROJECT REPORT

Submitted by

Anand V

P22BA019

Batch 2022 -2024

In partial fulfillment for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

Under the supervision and guidance of

Prof Dr.A.Balamurugan



**DEPARTMENT OF MANAGEMENT STUDIES
BHARATH INSTITUTE OF HIGHER EDUCATION AND
RESEARCH**

Selaiyur, Chennai – 73.

NOVEMBER 2023


**DEPARTMENT OF MANAGEMENT STUDIES
BHARATH INSTITUTE OF HIGHER EDUCATION AND
RESEARCH**

Selayur, Chennai – 73



BONAFIDE CERTIFICATE

This is to certify that the project report on “**A STUDY ON DIGITAL MARKETING**” is a bonafide work submitted by **ANAND V** in partial fulfillment of the degree of Master of Business Administration in the Department of Management Studies, Bharath Institute Of Higher Education And Research during 2022-2024. This certificate is issued based on the declaration by the candidate.


INTERNAL EXAMINER

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MR TRADERS

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Date: 23.11.2023

Internship acceptance letter

To:

Mr. Anand V,
Masters in Business Administration,
BHARATH INSTITUTE OF HIGHER
EDUCATION AND RESEARCH
Selaiyur, Chennai.

Dear Anand,


We are happy to inform you that you have been selected for Internship at our company. The internship period will be from 23.11.2023 till 24.12.2023

Your project learning will have activities to work closely with all the major departments like Digital Marketing.

You will be working under the supervision of the Manager Mr. Shakthidhasan. During this period, you will be abide by all the company rules and the regulations.

Guide details for ref.
Name: Shakthidhasan
Position: Manager
Contact no: 9843262378

Regards,

For MR TRADERS

PROPRIETOR

CERTIFICATE OF THE SUPERVISOR

I, certify that the Project titled "**A Study on DIGITAL MARKETING**" for the Degree of Master of Business Administration by **ANAND V (Register No. P22BA019)** is the record of research work carried out by him during the period of (23rd November to 24th DECEMBER) 2023 under my guidance and supervision and that this work has not formed the basis for the award of any degree, diploma, associate- ship, fellowship, titles in this or any other University or other similar institutions of higher learning.

Place :

Date :


Supervisor

DECLARATION

I, **ANAND**(REGISTER No. **P22BA019**), declare that theDissertation entitled "**A Study on DIGITAL MARKETING**" submitted by me during the period 2022 -2024 under the guidance of **DR.A.BALAMURUGAN** and has not formed the basis for the award of any degree diploma, associate-ship, fellowship, titles in this or any other University or other similar institutions of higher learning.

Place: Chennai

Date:



ANAND

P22BA019

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CHAPTER 1

INTRODUCTION

4P'S of Marketing on "Technopac - SP AUTOMATION AND PACKAGING MACHINE"

Abstract:

The research focuses on the question, **"4P's of Marketing study on SP Automation and Packaging Machines (Technopac)?"**

The paper aims to investigate the influencing of marketing mix (MM) elements (product, price, place or distribution, and promotion) on increasing the effectiveness of product promotion and their role to reduce the problems within the organization. The main importance aspects of this paper are to discuss the theoretical part of Marketing mix, to provide some perspectives for the researchers, and to give some instructions for the marketing department in Technopac. I used the main related academic resources from university books, and internet, and from the distributed questionnaires to measure the importance of 4P's of marketing of Technopac

Introduction:

Meaning of marketing mix:

The basic task of marketing involves the identification of the needs of the customer and then manufacturing and marketing of a product or service that satisfies this need.

The term 'Marketing Mix' was first coined by American expert Mr. James Culliton.

The term 'Marketing Mix' has been defined by Prof. Philip Kotler in the following way:—"Marketing mix is a set of controllable variables and their levels that the firm uses to influence the target market. According to Prof. Kelly and Prof. Lazier "Marketing mix" is composed of a large battery of device which might be employed to induce consumers to buy a particular Product".

Elements of Marketing mix:-

The below four elements are co-equal, interdependent & essential of marketing mix as the integrated marketing strategy.

Elements of marketing mix

4 P's of marketing mix:

Image 1: The below chart classifies the 4P's of marketing and its elements

Product Mix

Product planning.
Product development.
Branding.
Packaging.
Labeling.
Service.

Price mix

1. Pricing Strategy.
2. Pricing policy.
3. Basic price.
4. Allowance.
5. Discount.
6. Credit.



Place mix

Channel of distribution.
Transportation.
Warehousing.
Wholesaler.
Retailer.

Promotion mix

1. Advertising.
2. Personal selling.
3. Sales promotion.
4. Publicity.
5. Consumer Aids.

Objective of the study

The overall objective of the study was to investigate the 4P's of marketing of a company. This was made possible by examining the set up links in organization and establishing the success or failure of these links in relation to employee performance taking a case study of SP AUTOMATION AND PACKAGING MACHINE.

- ✓ To examine the marketing strategies of Technopac.
- ✓ To study the customer perceptions towards Technopac
- ✓ To Study the customer needs

Scope of the study:

Marketing is an important and interesting subject in today's world. Marketing mix is a vast field in marketing management. Study of marketing mix of Technopac is an ideal model for many other machine manufacturing companies.

The study gives information about the vast range of Technopac's products.

The study tells regarding the excellent concepts used in marketing and advertising.

It helps to know about large distribution network spread all over the country and abroad.

Study about the marketing strategies of Technopac, has given me a great experience and knowledge which will surely be helpful in future.

Limitation of the study

This study is restricted for the time period of 2 months.

The reliability of data used for study largely depends upon the company's report and the information given by executives.

Models and Tools have their limitations in terms of feasibility when it comes to actual practice in a manufacturing organization.

Since the data was collected by structured questionnaire, only relevant aspects for this essay were considered and evaluated.

Getting suggestions from the employees would be very difficult as they have only very little free time to spare.

CHAPTER 2

COMPANY PROFILE

Introduction about the company:

I have done my organizational study in the company “**SP AUTOMATION AND PACKAGING MACHINE**”, Coimbatore Tamil Nadu which was established in the year **2003**. It is a **packaging machines manufacturing company** which has got a main branch in Coimbatore, and a number of other **branches in Bangalore, Mumbai, Sri Lanka, etc.** SP has various departments like HR, Sales, Marketing, Service, Purchase, Production, Quality, Inventory and Supply chain management and I have got training in the departments of **Marketing**, and this report will be widely explained on the 4P's of marketing of Technopac departments. SP automation has got the unique systematic organizational structure, processes and marketing practices and this training helped me to learn how individuals construct processes and practices and how these, in turn, shape social relations and create systematic approaches that ultimately influences people”.

This study was undertaken at SP AUTOMATION AND PACKAGING MACHINE. The findings from this study will be beneficial to future researchers and scholars who may wish to conduct related research studies on the issues at stake as it will be a reference material for them. Most organizations lack clear policies. In formulating these policies, the organizations can benefit a great deal from the critical analysis of the factors influencing company performance. Future analysts can benefit from the research findings on the subject matter under study. It will enable them to make informed decisions when formulating policies. The research findings can be communicated to the organization under this study so that it can re-evaluate its policies and look at how best it can improve its performance with the overall aim of increasing sales.

Directors Profiles

Mr. Suresh, 46 Managing Partner of the Company Graduated with a Bachelor of engineering Degree from R.V College of Engineering Bangalore. Where he specialized in advance automation technology Field especially food processing and packaging machinery area he has very good contacts and knowledge in food processing fields.

Mrs. S.Shanmugapriya, 42 who has completed B.Sc. Food & Nutrition and having 16 years' experience in food Processing system and manufacturing spice and masala powder.

Technopac Brand

Technopac is one of the leading packaging brand in India. Brand started in year 2003. We made a Trade Mark legal document supporting documents attached.

Key facts about SP Automation and Packaging Machine

Nature of business: Manufacturer

Number of employees (in Coimbatore unit): 50

Branches: Coimbatore, Bangalore, Mumbai, Sri Lanka

Certification:

ISO 9001:2015

Quality Certification (ASQ)

Project Management (PMP, IPMA)

CE Mark

IIPM

Coir Board

GMT (Pharma)

Export Council

CII

MSME

SP has incorporated the modern production techniques to improve the performance of the products. They utilize new techniques, streamlining the production processes and the cutting edge research and development facilities have expanded the product range to keep up with the international trends.

Organization's Vision

To become a dominant player in the Global Packaging Space by offering appropriate End-to-End Packaging Solutions. They commit to making food safe and available, everywhere

Its vision is the aspirational goal that drives their organisation. It shapes their role and purpose in the Domestic and International. Internally, it gives them a shared, unifying ambition to satisfy their customer.

Organization's Mission

To be an internationally reputed brand that thinks beyond boundaries and delivers world class products and services in terms of their quality and the technology used, to ensure 100% consumer satisfaction without losing focus on its employee welfare.

Current clients of SP AUTOMATION AND PACKAGING MACHINE

Image 1:



Product mix of Technopac:

Technopac's product development was both by the spirit of the cooperative system and profitability. Technopac has defined its products into two categories:

Standard Products

Customized Products

The vast range of Technopac products includes the following :

Table 1: the product list

Powder Filling Machine	Granule Filling Machine	Liquid Filling Machine	Chips Fill Packing Machine
Vertical form fill sealing	Semi-Automatic filling machine for multihead	Automatic pouch sealing machine	Chips fill and packing machines
Fully automatic Powder filling machine	Automatic granule filling machine for multihead	Automatic liquid filling machine	Multi head weighing and packing machine
Semi-automatic powder filling machine	Semi Automatic granule filling machine	Semi-Automatic filling machine	Fully automatic four head linear weigher
Bottle filling machine	Fully automatic granule filling machine	Fully automatic liquid filling machine	

Powder Packaging machine	Vertical form fill sealing machine	Automatic bottle cap tightening machine	
Pouch Packaging machine			

Other products:

Pick and Fill Sealing Machine

Automatic pick and fill sealing machine

Standalone pick and fill sealing machine

Pick and fill sealing machine

Continuous Band sealer

Vertical

Small range

Heavy bags

Horizontal

NF

Bagging Machine

Bagging machine for powder

Bagging machine for granules

Bag filling machine

Heat shrink Chambers

Weighing and packing machines

Automatic weighing and packing machine

Tutty fruity packing machine

Tea packing machine

Check weigher

Dip tea machine

Linear weigher

Vacuum, Packing Machine

Single chamber

Double chamber vacuum packing machine

Processing Machinery

Processing machine for powder

Toilet paper roll packing machine

Pulverizer machine

Pricing mix of Technopac

Table 2:FULLY AUTOMATIC POWDER FILLING MACHINE

SLNO	Machinery's Name/MODEL	Machine Model	Construction made on MS, Contact parts SS304
1	A-25	A-25	6,50,000
4	A-250 with Ac Motor	ECO	9,00,000
6	A-1000 With Ac Motor	ECO	11,00,000
7	A-1000/IMPULES	A-1000/IMPULES	14,50,000
8	A-5kg	A-5K	17,00,000
9	A-10kg	A-10k	22,00,000
10	Dump Yard with Screw Conveyer (Hopper capacity 150L)		2,00,000
	ADDITIONAL CHANGE PARTS:		
1	COLLAR SET	1 SET	60,000
2	SCREW SET	1 SET	60,000

Table 3: SEMI AUTOMATIC POWDER FILLING MACHINES

SLNO	Machinery's Name	Machine Model	Construction made on MS, Contact parts SS 304
1	Semi-Automatic Powder filling machine	PFMV-AC Motor	2,50,000
		PFMV-Servo Motor	3,50,000
	Optional: Dump yard with		2,00,000

2	vel sensor(Hoppercapacity15		(MS)1,25,000
3	ContinuousBandSealer	CBS V-910- (MS)	1,35,000

Table 4: FULLY AUTOMATIC GRANULE FILLING MACHINE (CUP)

SLNO	Machinery's Name/MODEL	Machine Model	Construction made on MS, Contact parts SS 304
1	CG-25	CG-25	6,50,000
4	CG-250 With Ac Motor	ECO	9,00,000
6	CG-1000 with AC Motor	ECO	11,00,000
7	CG-1000/IMPULES	CG1000/IMPULES	14,50,000
8	Loading Conveyer (Hopper capacity 150L)		2,00,000
	ADDITIONAL CHANGE PARTS:		
1	COLLAR SET	1 SET	60,000
2	CUP SET	1 SET	60,000

Table 5: SEMIAUTOMATIC GRANULE FILLING MACHINES

SLNO	Machinery's Name	Machine Model	Construction made on MS, Contact parts SS 304
1	Semi-Automatic Granule filling machine	GFM-VC6S	2,80,000
2	Granule loading conveyor with Level sensor unit (Hopper capacity 150L)		2,00,000
3	Continuous Band Sealer	CBS V-910-(MS)	1,35,000

Table 6: FULLY AUTOMATIC LIQUID FILLING MACHINE**-BOTTLELINE**

SLNO	Machinery's Name/MODEL	Product	Construction made on MS, Contact parts SS304
1	Bottle Filling machine Per Head	Viscous	3,25,000
		Non Viscous	1,25,000
2	Turn Table		1,50,000
3	2.5Mtr. Modular Conveyor/SS or Modular Belt		1,75,000
4	Integration Parts		1,50,000
5	Induction Sealing	(Electronic Devise Make)	2,50,000
6	Foil Sealing Machine	Hot Sealing with Pneumatic	1,50,000
7	Inner Capping - with Orientation		4,50,000
	Inner Capping - without Orientation		3,50,000
8	Outer Capping - with Orientation		6,50,000
	Outer Capping - without Orientation		5,50,000
9	Lug Capping		8,50,000
10	Rotary Capping	6-Head	9,50,000
		8-Head	11,50,000
		10- Head	13,50,000
11	Labeling Machine	Round Bottle	6,50,000
		Front & back	7,50,000
12	Vacuum Sucking Machine or Air Blowing		2,50,000
13	Semi - Automatic Liquid Filling machine		1,50,000
14	Semi - Automatic Liquid Filling machine with stirrer		1,85,000

CHAPTER 3

REVIEW OF LITERATURE

Literature survey

1. Marketing mix

According to Mohammed Rafiq and Pervaiz K. Ahmed (1995), the term marketing mix was first used by Borden and that it was suggested to him by Culliton's (1948) description of a business executive as 'mixer ingredients'. Borden did not define the marketing mix; it simply consisted of important elements of ingredients that make up a marketing programme (Borden, 1965, p. 389). McCarthy (1964, p. 35) refined this further and defined the marketing mix as a combination of all of the factors at a marketing managers command to satisfy the target market. Later McCarthy and Perreault (1987) together defined the marketing mix as the controllable variables that an organisation can co-ordinate to satisfy its target market, which is widely accepted as "the set of controllable marketing variables that the firm blends to produce the response it wants in the target market" (Kotler and Armstrong, 1989, p. 45).

2. According to Jonathan Ivy (2008), marketing mix is a set of controllable marketing tools that an institution uses to produce the response it wants from its various target markets.

3. Ronald E. Goldsmith (1999) stated that 4Ps was first formulated by McCarthy (1975) as a pedagogical tool to describe the chief tasks of marketing managers.

4.Marketing managers must develop a systematic plan to sell to the customers after selecting a target market to create long-term relationships (Doyle, 1995). The marketing mix plan consists of 4Ps which consists of decisions about product, place, promotion and price (Goldsmith, 1999).

5. According to Dogra &Ghuman (2008) some of the variables associated with 4Ps are:

Price: price level, credit terms, price changes and discounts.

Product: features, packaging, quality and range.

Promotion: advertising, publicity, sales promotion and personal selling.

Place: inventory, distribution channels and number of intermediaries.

Figure: The four Ps of the marketing mix

Source: Armstrong G and Kotler P, (2007, p. 6). Marketing: an introduction. 8th ed. Upper Saddle River: Pearson Education.

6. Product

According to Armstrong and Kotler (2007), product can be defined as the goods and services is a combination the company offers to the target market.

7. Belohlavek (2008) argues that a product or service is the element which satisfies the client's needs. The product or service generates two types of relationships with the prospect: a functional and a linking one. The usefulness of the product bears a relationship with its benefits measured both objectively and subjectively. The product's use value is fundamental to the purchasing decision process in its closing stage (Belohlavek, 2008 p.15).

8.For a competitive approach the company has to offer products that are unique and meet customer needs, wants and values. Maintaining the product uniqueness is difficult for a company since the product can be matched by competitors. The company must often compete on price, distribution, or promotion; in order to compete unless the product is of sound quality (**Rea &Kerzner, 1997 p. 57**).

9. Price

Belohlavek (2008) states that price is a conditioning element for buying a product; price only conditions a product but does not determine it, in accordance to the buyers income makes a monetary value of a given service or goods, which makes them reachable to the goods. Price is a factor which acts as a barrier which when reached in operational terms, that's when the last stage of purchasing action is reached. Price is an element which determines a priority relationship with the value and opportunity creating access to the customer.

10. Kasper et al. (2000, p. 627), "pricing is an important management tool to achieve the objectives of the organization".

11.It is also the only element of the marketing mix that generates revenues for a firm, while all the others (e.g. new product introductions, promotions) are associated with costs (**Zeithaml et al., 2006**) (cited by **Indounas&Avlonitis, 2009**).

12. Rea &Kerzner (1997) argues that the easiest way to reach and compete with the competitor is to match the price with the competitor. Price is one of the most important criteria that customers use when choosing between competing brands (Huber et al., 2001; Ta and Har, 2000) (cited by **Indounas&Avlonitis, 2009**).

13.Price is the sum of money customers has to pay to acquire the product; often customers buy the product negotiating the price for more accessibility, companies offer discounts to

customers adjusting price to sustain the competitive situation (**Armstrong & Kotler, 2007 p. 52**).

14. Promotion- “The most common promotion is a sale” (Levy & Weitz, 2007 p 433). Promotion is one of the key P’s in the marketing mix (Dibb et al., 1994).

15. The promotion strategy is used in increasing sales by creating differences in resources which results in a firm being able to outspend a competitor in advertisement, purchase displays, trade shows and other promotional methods (**Rea & Kerzner, 1997 p. 58**).

16. According to Jennifer Rowley (1998), the objectives of any promotional strategy will be drawn from an appropriate mixture of the following roles of promotion; to:

increase sales;

maintain or improve market share;

create or improve brand recognition;

create a favourable climate for future sales;

inform and educate the market;

create a competitive advantage, relative to competitor’s products or market position;

improve promotional efficiency

17. According to Jennifer Rowley (1998), an appropriate promotional mix must be created in order to meet the promotional objectives of any given promotion strategy. The promotional mix is the combination of different promotional channels that is used to communicate a promotional message. This will involve an appropriate selection from the range of tools that are available for use as part of the promotional mix. The tools in the promotional mix include:

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor. The pages of professional newsletters and magazines are common avenues for advertising information products.

Direct marketing is the use of mail, telephone or other non-personal contact tools to communicate with or solicit a response from specific customers and prospects. Mail shots and leaflets inserted in professional magazines are used to promote information products.

Sales promotion includes short-term incentives to encourage trial or purchase of a product or service, such as discounts for access to a database over a limited time period.

Public relations and publicity. Programmes designed to promote and/or protect a company's image, or those of its products, including product literature, exhibitions and articles about organisations' products in professional or in-house newsletters.

Personal selling, Face-to-face interactions with one or more prospective purchasers, for the purpose of making sales. This is common within the business-to-business marketing transactions in the information industry, where sales representatives, often also with a support function, are common.

Sponsorship. Financial or external support of an event or person by an unrelated organisation or donor, such as is common in respect of the arts, sports and charities. Large organisations, such as major publishing groups like Reed Elsevier, or software houses, such as Microsoft, may engage in sponsorship, but public sector organisations, in education and libraries, are more likely to be the recipient of sponsorship.

18. Place

According to Kai Li & Hung Hung (2007), place is a marketing mix which describes whether the location is accessible and transport is convenient, place comes out as a heterogeneous phenomenon which is created by the company at each place combining resources; accessibility increases value to the customer. Kotler, et al., (2005) claims that place involves all activities of the company to make all products available to the customers.

19. According to Mason & Staude (2009), Place is the least changing marketing tactic. Distribution and availability are used in stabilising dimensions, communicating and creating a control as a link between supplier and customer, and reducing the probability to change suppliers, which actually stabilises the market. Backward and forward integration also reduce the uncertainty of retailer stocking the products, lowering the risks and stabilising the environment (Nilson, 1995).

20. According to Boyle & Proctor (2009), in the context of product sales, "placement is actually distribution" (Biech, 2003). In social marketing, distribution can be defined as "dissemination channels" (NWPFO, 2006). Clearly for dispersing channels to be effective they must be accessible to the target market (Boyle & Proctor, 2009).

CHAPTER 4

RESEARCH METHODOLOGY

METHODS

Primary Data

Questionnaire from a set of existing customer

Secondary data:

- ✓ Company's website : <http://www.technopac.net/>
- ✓ Exhibition and web advertisement helped to understand the market situation and customer base.
- ✓ Brochure helped to understand the product portfolio that is offered by Technopac.
- ✓ Reports from Mr. Suresh and Mr. Vishnu explained the company's product portfolio, the company's value added service to the clients and the data of sales revenue.
- ✓ Technopac's sales details helped the analysis of the product portfolio and customer satisfaction.
- ✓ Information from the internet pages, articles from the newspaper, opinion columns from magazines, various research articles and other minor records of the company provided the essential data which was needed to understand the marketing mix of the company

RESEARCH HYPOTHESIS

Hypothesis: The 4P's of marketing mix of Technopac has a significant impact customer perception towards the brand.

Research design:

Research design adopted is the exploratory study of the marketing mix that is used in Technopac. The qualitative and quantitative analysis is performed on the primary data using the available techniques by using the predictive analysis.

Sample design:

Sample size of 20 customers

Sample collected: Through mail from the existing customers

Sampling method: Random Sampling

CHAPTER 5
DATA ANALYSIS
AND
INTEPRETATIONS

Marketing of Technopac

The main and major aim of marketing department is to identify the market demand and supply the goods as per the demand. Marketing demand in SP AUTOMATION AND PACKAGING MACHINE mainly focuses on promoting the product line that's available and gathering a set of potential leads to help the sales department in taking orders. SP follows unique promotional and marketing strategies like promoting through websites, dealerships, business fair and much more. The marketing department plays a vital role in the goodwill and revenue of the company.

Functions of Marketing Department:

Register in the top promotional websites like Indiamart, Alibaba and Justdial

Develop a regional dealership network in areas like Vijayawada, Bangalore, Mumbai, Pune, Kolkata, Assam and Manipur

Gather all the local business fair details and quotation

Collect all the information regarding international business expo country wise

Receive the calls from customers and record their details and the reference through which they got to know about the company.

Finally provides the potential leads and their details to the sales department to follow up with the customers and take orders.

Analyze the market demand

Collect customer satisfaction survey and come up with improvement in the promotional activities

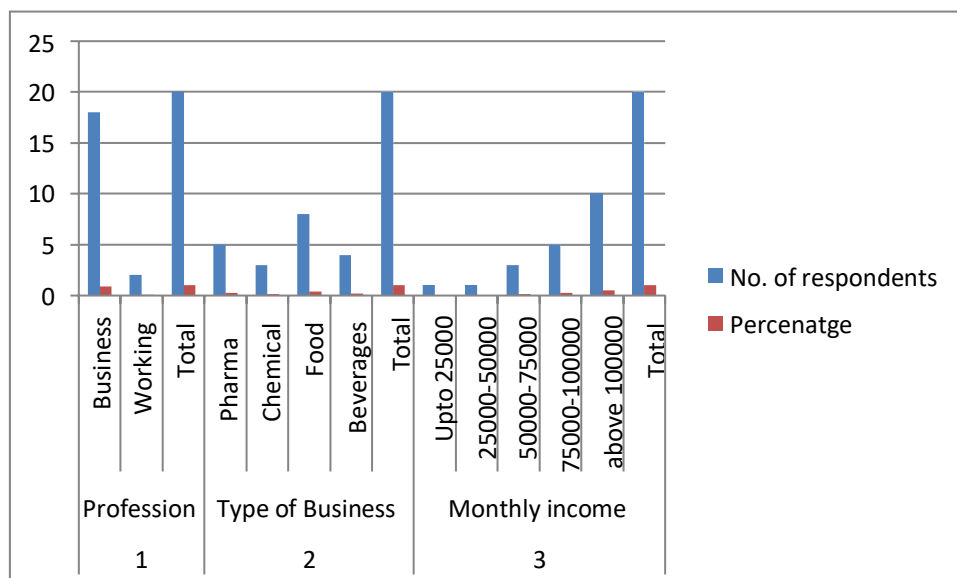
Technopac's Marketing Mix

Classification on the basis on Profession, Monthly income and occupation

Table 7:

SL.NO.	Particular	Variable	No. of respondents	Perenatge
1	Profession	Business	18	90%
		Working	2	10%
		Total	20	100%
2	Type of Business	Pharma	5	25%
		Chemical	3	15%
		Food	8	40%
		Beverages	4	20%
		Total	20	100%
3	Monthly income	Upto 25000	1	5%
		25000-50000	1	5%
		50000-75000	3	15%
		75000-100000	5	25%
		above 100000	10	50%
		Total	20	100%

Graph 1:



Interpretation:

Profession:

With reference to the above data, 90% of the customers are doing business and they approach technopac for purchasing a machine for their own business. Therefore, the maximum of the customers or respondents are professional businessmen or business women

Type of Business:

With the above data table, out of all the customers that technopac deals with 40% of it is food industries, 25% Pharmautecial industries, 20% of beverage companies and 15% of chemical industries. There with relation to the product mix, food packing machines like pickle, biscuits packing machine has more sales and the detergent, pesticide, and other chemical packing machines sale is proportionally less.

Monthly income:

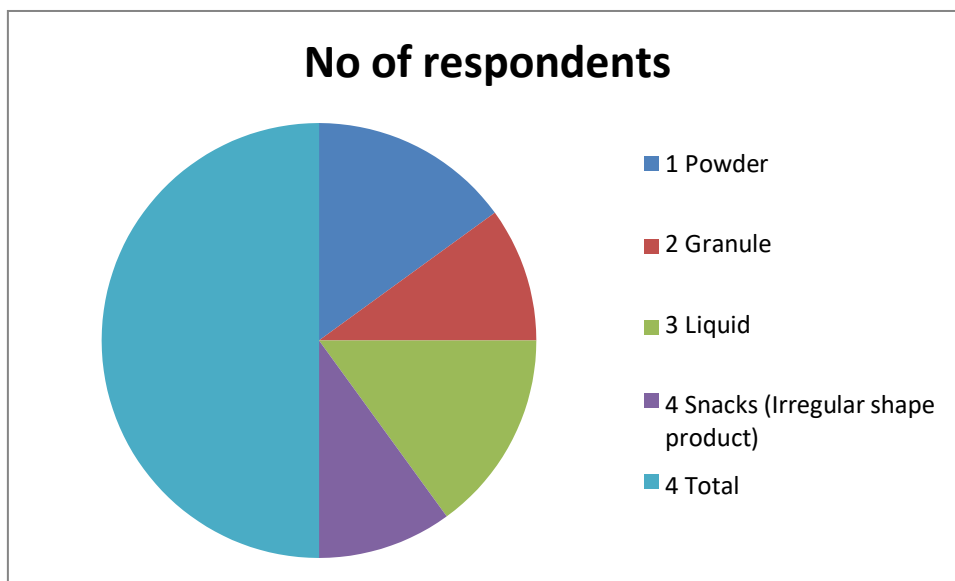
With relation to the above table, it is clear those customers with income of upto 25000rs is 5%, between 25000-50000 is 5%, between 50000-75000 is 15%, between 75000-100000 is 25% and above is 100000 is 50% which proves that customers with more than 100000 of income only buys higher end machines due to their production capacity and the expansion of business whereas the customers below 100000 of income also buys machine but maybe a small range of semi-automatic machines

Classification of products for which the customers buy the machine

Table 8:

SL.NO	Your Product type	No of respondents	Percentage
1	Powder	6	30%
2	Granule	4	20%
3	Liquid	6	30%
4	Snacks (Irregular shape product)	4	20%
	Total	20	100%

Graph 2:



Interpretation:

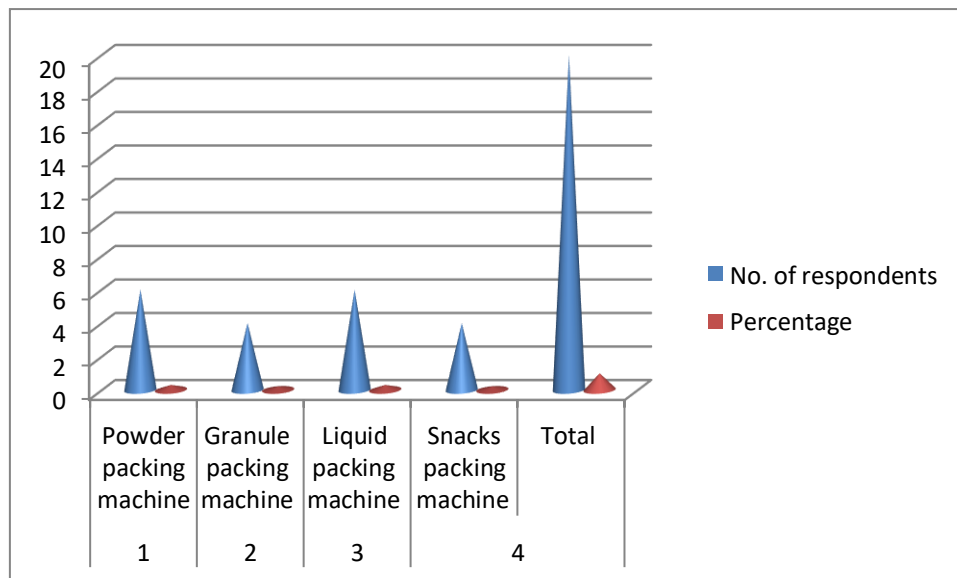
With reference to the above table and graph, Customers who sell powder products is 30% and liquid products 30% which proves that the customers selling powder and liquid products approach technopac for machines than the granule and the snacks manufacturing companies. Hence the powder packing and liquid filling machines has more move than the granule and snacks packing machines.

Classification of machines that is purchased by the customers

Table 9:

SL.NO.	Machine purchased	No. of respondents	Percentage
1	Powder packing machine	6	30%
2	Granule packing machine	4	20%
3	Liquid packing machine	6	30%
4	Snacks packing machine	4	20%
	Total	20	100%

Graph 3:



Interpretation:

With relation to the above table and graph, the customers have purchased powder packing machines and liquid packing machines is 30% each, granule machines 20% and snacks packing machines 20%.

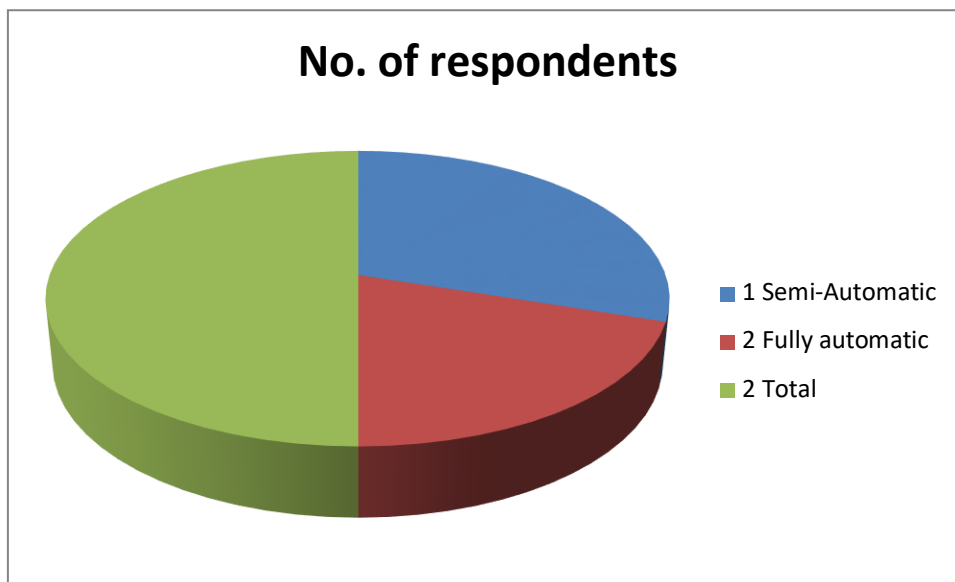
Therefore, technopac powder and liquid packing machines has equal proportion of sales and granule, snacks has a equal proportion of sale and powder, granule packing machines gets more sales than the granule and snacks packing machine

Classification of Range of machines purchased by the customers

Table 10:

SL. NO.	Range of machine purchased	No. of respondents	Percentage
1	Semi-Automatic machine	12	60%
2	Fully automatic machine	8	40%
	Total	20	100%

Graph 4:



Interpretation:

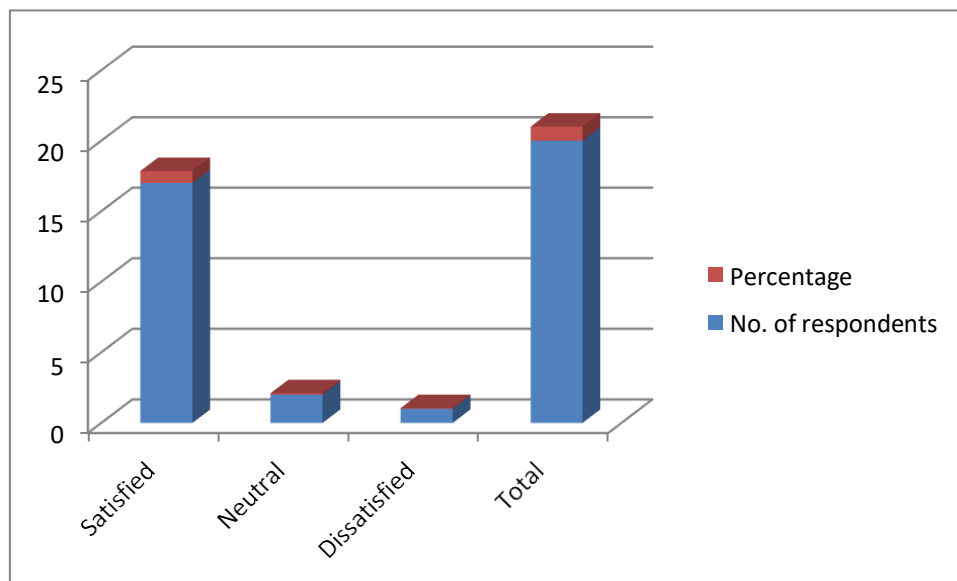
From the above table and graph it can be interpreted that the customers who purchase Semi-Automatic machines that is the small range machines are more i.e. 60% than the ones who purchase Fully automatic machines which is about of 40%. Hence the semi-automatic machines has more market than the fully automatic machines.

Classification of satisfaction level of the customers with Technopac's products

Table 11:

Particular	No. of respondents	Percentage
Satisfied	17	85%
Neutral	2	10%
Dissatisfied	1	5%
Total	20	100%

Graph 5:



Interpretation

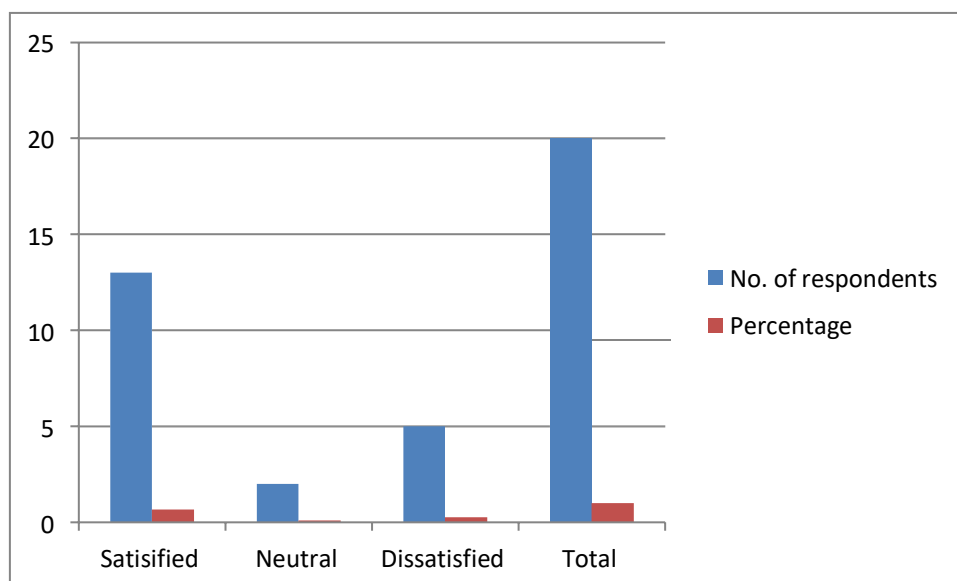
With reference to the data above, 85% of the customers are satisfied, 10% of the customers feel neutral i.e the ones who is neither satisfied or not satisfied and 5% of the customers are dissatisfied with the quality of the product. Hence it is proven that Technopac provides quality products but can improve a bit more to satisfy almost all the customers

Classification of satisfaction level of the customers with Technopac's pricing

Table 12:

Particular	No. of respondents	Percentage
Satisfied	13	65%
Neutral	2	10%
Dissatisfied	5	25%
Total	20	100%

Graph 6:



Interpretation

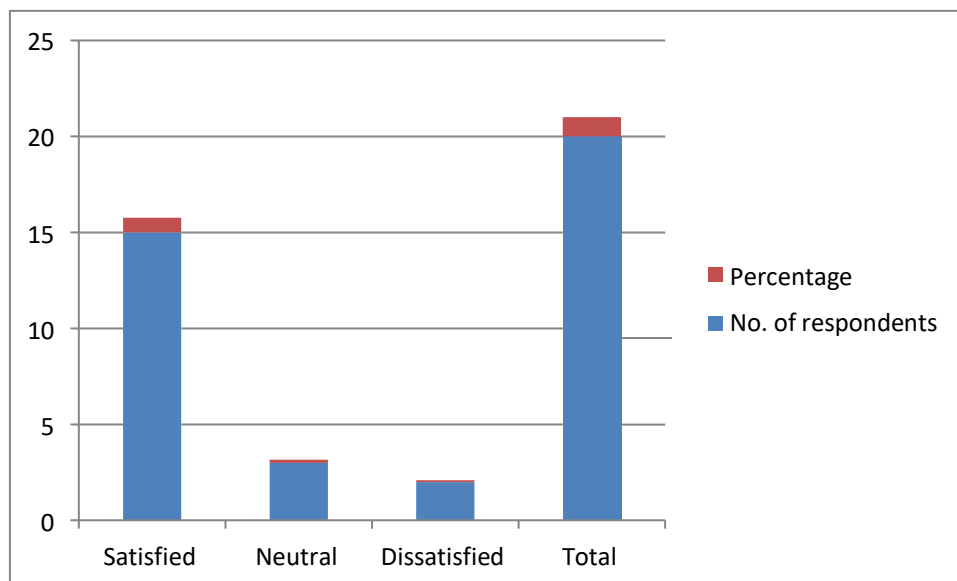
With the source of data given above, 65% of the customers are satisfied with the pricing, 10% of the customers remains neutral as they feel it is neither high price or low price so it could be interpreted as they feel the pricing is reasonable for the quality that they get, whereas 5% of the customers are dissatisfied with the pricing. Hence it is clear that the Technopac's pricing is quite reasonable and satisfying

Classification of satisfaction level of the customers with the Technopac's product installation:

Table 13:

Particular	No. of respondents	Percentage
Satisfied	15	75%
Neutral	3	15%
Dissatisfied	2	10%
Total	20	100%

Graph 7:



Interpretation

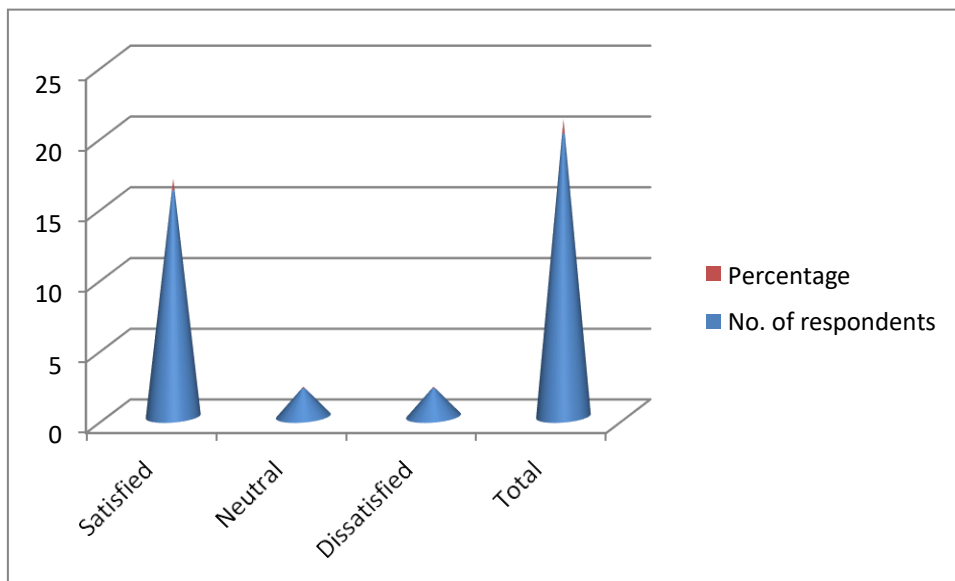
With reference to the data given, 75% of the customers are satisfied with the product installation, 15% of the customers feel neutral, whereas 10% of the customers are dissatisfied with the Product installation. Hence it is clear that the Technopac's Product installation is fairly good but Technopac can concentrate a bit more on the product installation to satisfy all of its customers

Classification of the satisfaction level of the customers with after-sale service

Table 14:

Particular	No. of respondents	Percentage
Satisfied	16	80%
Neutral	2	10%
Dissatisfied	2	10%
Total	20	100%

Graph 8:



Interpretation

With reference to the data given, 80% of the customers are satisfied with the service, 10% of the customers feel neutral, whereas 10% of the customers are dissatisfied with the service.

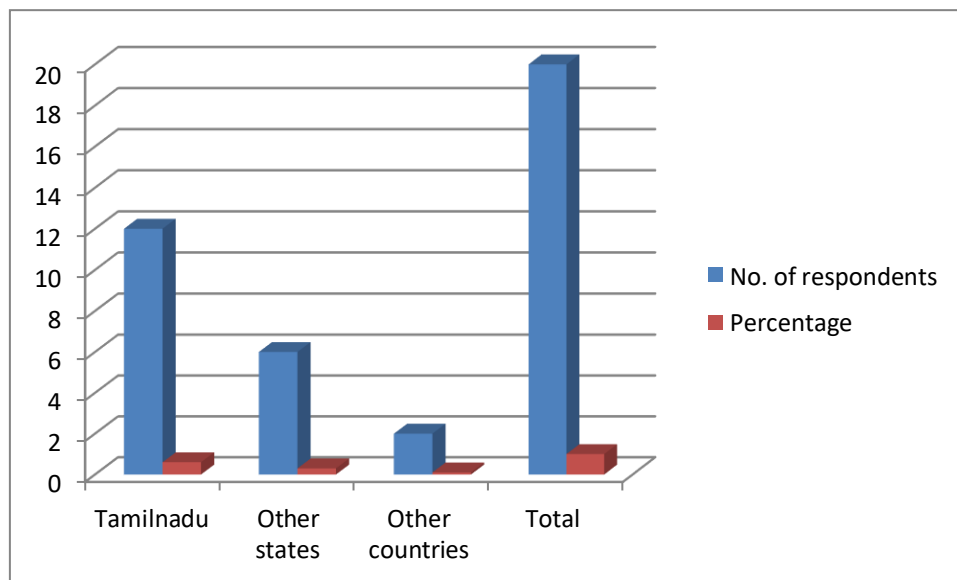
Hence it is clear that the Technopac's service is objectively good but Technopac can improve a bit more on the service to the rest 20% its customers.

Classification of location of the existing customers

Table 15:

Location	No. of respondents	Percentage
Tamilnadu	12	60%
Other states	6	30%
Other countries	2	10%
Total	20	100%

Graph 9:



Interpretation

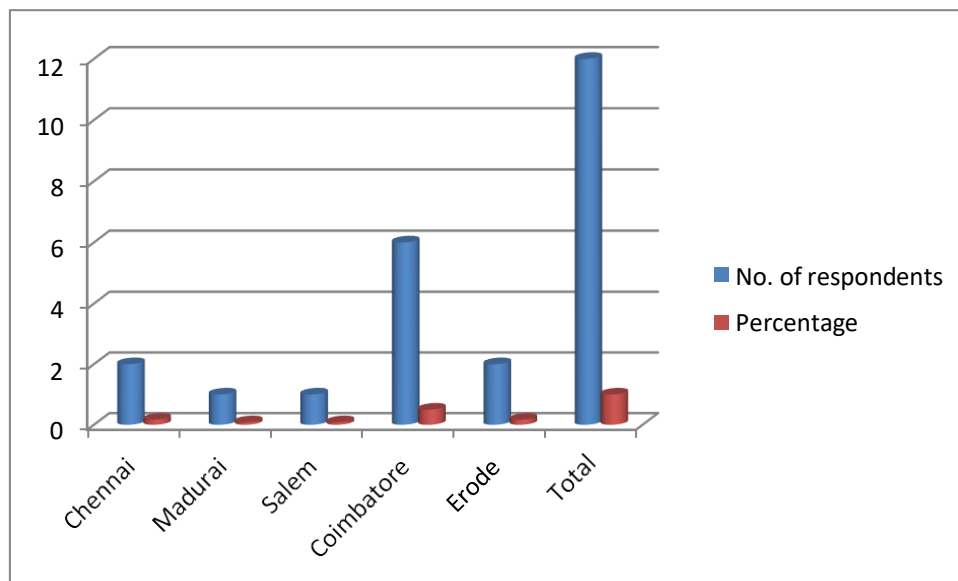
With reference to the data given, 60% of the customers are from Tamilnadu, 30% of the customers are from other states, and 10% of the customers are export buyers. Hence it is evident that the Technopac's Products sell more in Tamilnadu and proportionately in other states and less to other countries i.e. export.

Classification of location of the customers in Tamilnadu

Table 16:

Cities in Tamilnadu	No. of respondents	Percentage
Chennai	2	16.67%
Madurai	1	8.33%
Salem	1	8.33%
Coimbatore	6	50%
Erode	2	16.67%
Total	12	100.00%

Graph 10:



Interpretation

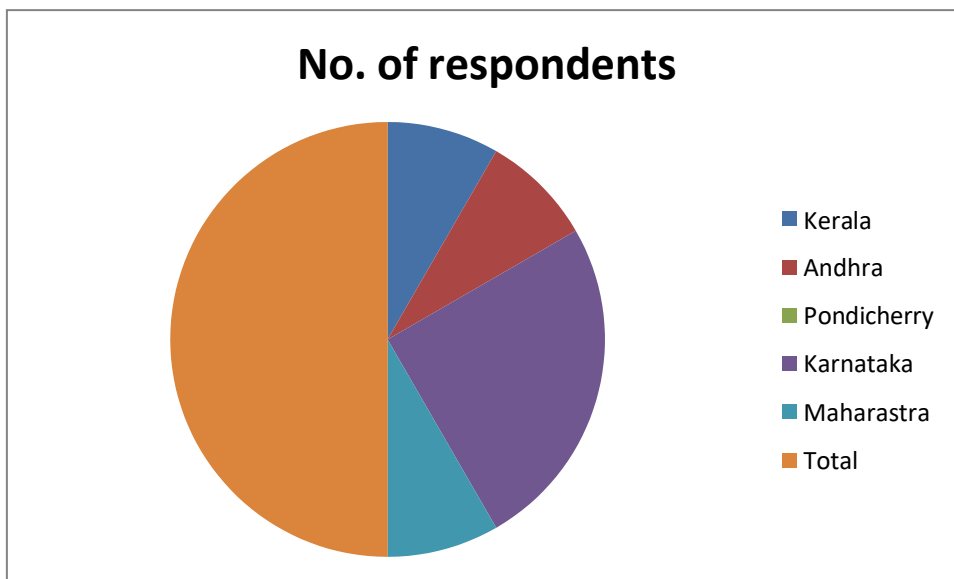
With the above collected data, the customers from Coimbatore are about 50% Chennai and Erode is 16.67%, Madurai is 8.33% and Salem is 8.33%. Therefore, it is clear that Technopac has more customer base in Coimbatore and less customer base in the parts of Madurai and Salem

Classification of cities of the customers in other state

Table 17:

if Other states	No. of respondents	Percentage
Kerala	1	16.67%
Andhra	1	16.67%
Pondicherry	0	0%
Karnataka	3	50%
Maharashtra	1	16.66%
Total	6	100.00%

Graph 11:



Interpretation

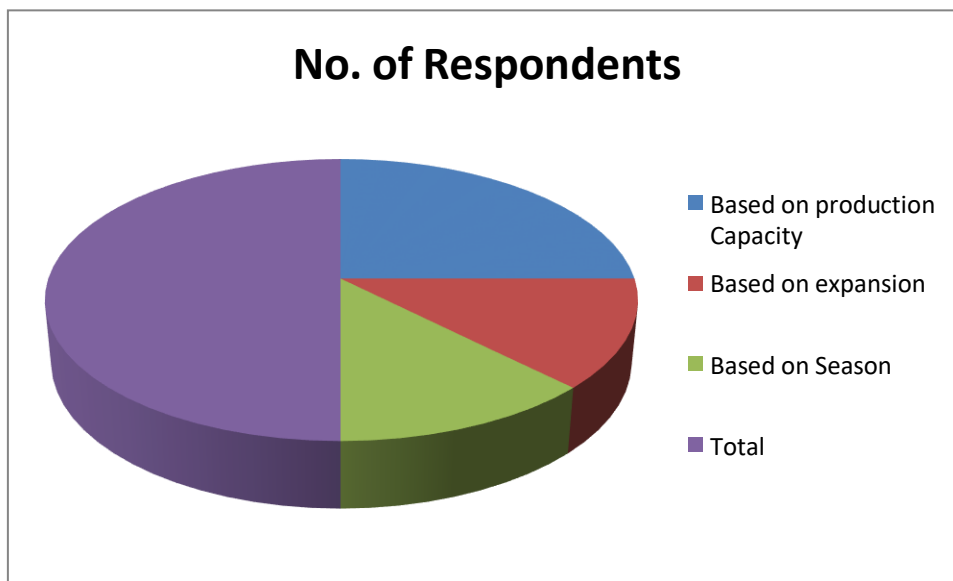
With the above collected data, the customers from Kerala, Maharashtra and Andhra are about 16.66% each and 50% of the customers are from Karnataka. Technopac has 0% of customers in Pondicherry. Therefore, it is clear that Technopac has more customer base in Karnataka and can focus on Pondicherry

Classification of reasons for requirement of machines

Table 18:

Requirement	No. of Respondents	Percentage
Based on production Capacity	10	50%
Based on expansion	5	25%
Based on Season	5	25%
Total	20	100%

Graph 12:



Interpretation

With reference to the above data collected, the customers when there is a increase in the production volume and capacity are about 50%, and around 25% of the customers purchase machines when there is a business expansion and 25% of the customers purchase based on their seasonal businesses. Therefore the customers approach Technopac for machines proportionately during expansion, higher volume production and seasonal times

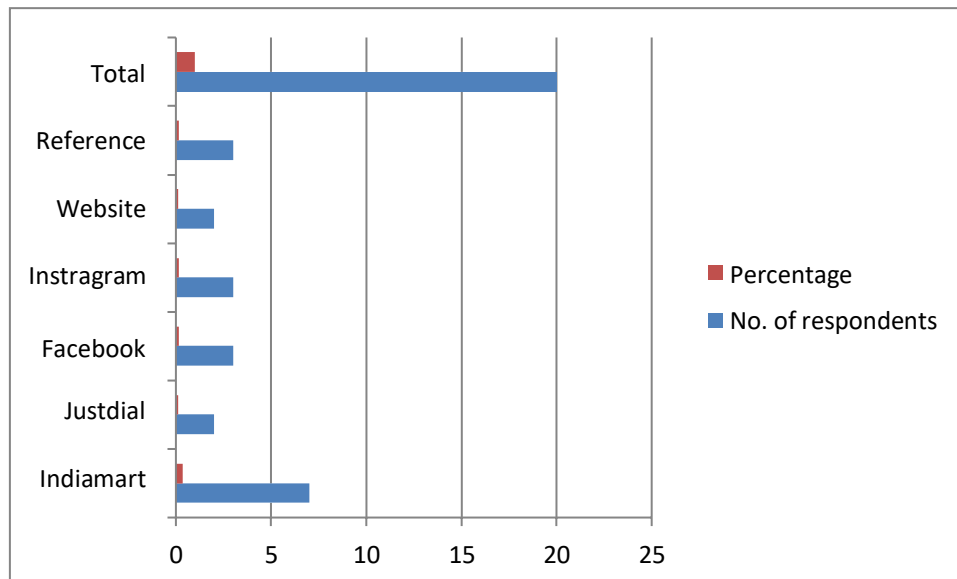
Classification of influence of respondents choice towards

Technopac

Table 19:

Influence to respondents choice	No. of respondents	Percentage
Indiamart	7	35%
Just dial	2	10%
Facebook	3	15%
Instagram	3	15%
Website	2	10%
Reference	3	15%
Total	20	100%

Graph 13:



Interpretation

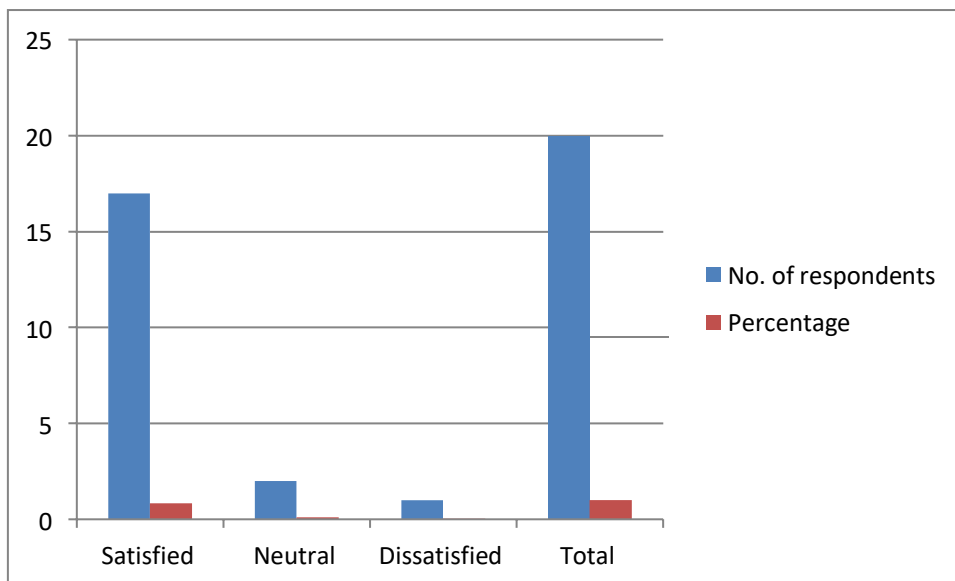
With reference to the above data, more customers approached Technopac through Indiamart i.e. 35%, 15% through social media that is Facebook, Instagram and reference and 10% through Just dial and Website. Technopac gets more leads through Indiamart and social media promotions and less leads through Just dial

Classification of satisfaction level of the customers with price of Technopac compared to other competitors

Table 20:

Price compared to competitors	No. of respondents	Percentage
Satisfied	17	85%
Neutral	2	10%
Dissatisfied	1	5%
Total	20	100%

Graph 14:



Interpretation

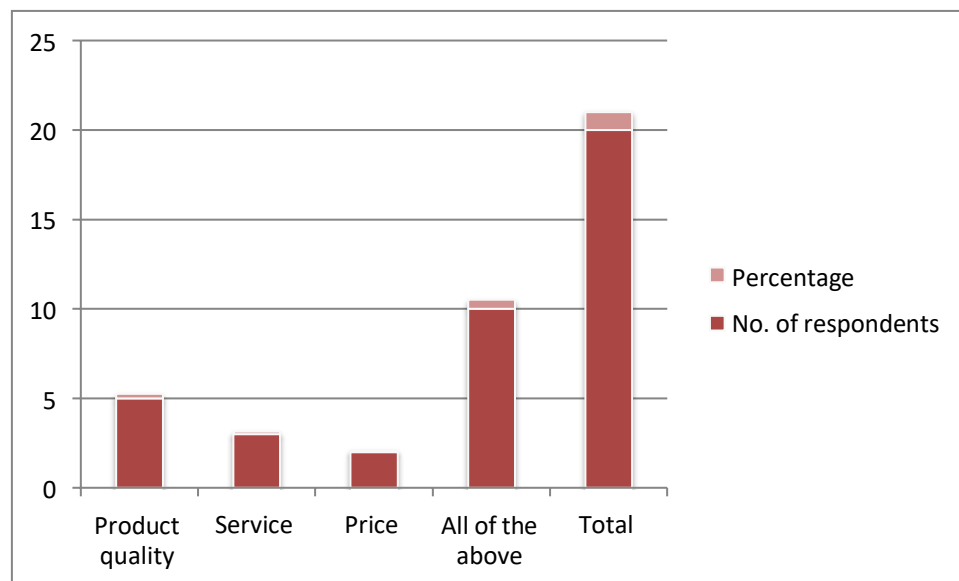
With the source of data given above, 85% of the customers are satisfied with the pricing, 10% of the customers remains neutral as they feel it is neither high price or low price so it could be interpreted as they feel the pricing is reasonable for the quality that they get compared to the competitors' price, whereas 5% of the customers are dissatisfied with the pricing because the customers provide a low price. Hence it is clear that the Technopac's pricing is quite reasonable and satisfying.

Classification of reasons for which customers choose Technopac over the other competitors

Table 21:

Particular	No. of respondents	Percentage
Product quality	5	25%
Service	3	15%
Price	2	10%
All of the above	10	50%
Total	20	100%

Graph 15:



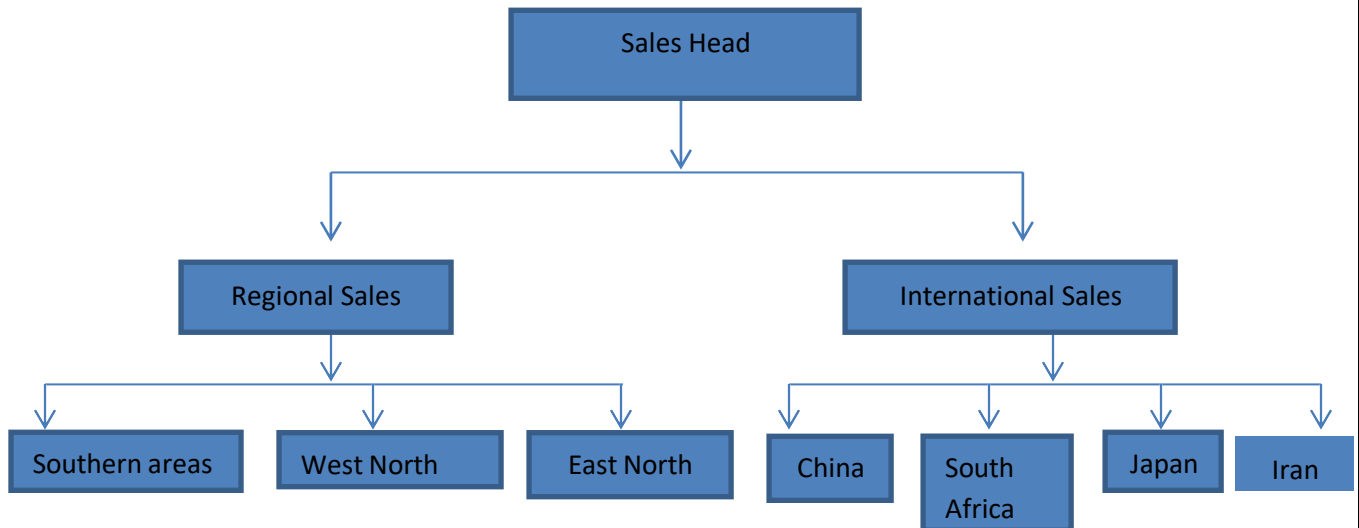
Interpretation

With relation to the above table and graph, the customers choosing Technopac for its quality, pricing, service are 50%, and for quality 25%, for good service 15% and 10% for pricing.

Therefore Technopac stands out selling high quality at a reasonable pricing and a good service altogether.

Place Mix of Technopac

Sales department is classified into regional and international sales (Place/Geographically) since it is the most important factor in fulfilling the objective of the organization and the needs of the customer. It has the activities of selling the machines as per customer satisfaction through its after sales activities.



Technopac have Branches in India and as well as outside India

They operate in various locations which has a large number of customers base. Once they a growth and results in a particular area they eventually start a branch office in that particular area to support and serve the customer from a close distance and also to increase the sales.

Technopac's branches are as follows:

Factory:

64, Athipalayam Road, Chinnavedampatti Post, Ganapathy, Coimbatore – 006.

Branches:

Bangalore, Chennai, China, Hongkong, Srilanka and Kenya

Technopac 's existing domestic markets

1. Chennai,
2. Mumbai,
3. Bangalore,
4. Vijayawada,
5. Kerala,
6. Pune,
7. Delhi,
8. Coimbatore,
9. Bangladesh,
10. Bhutan.

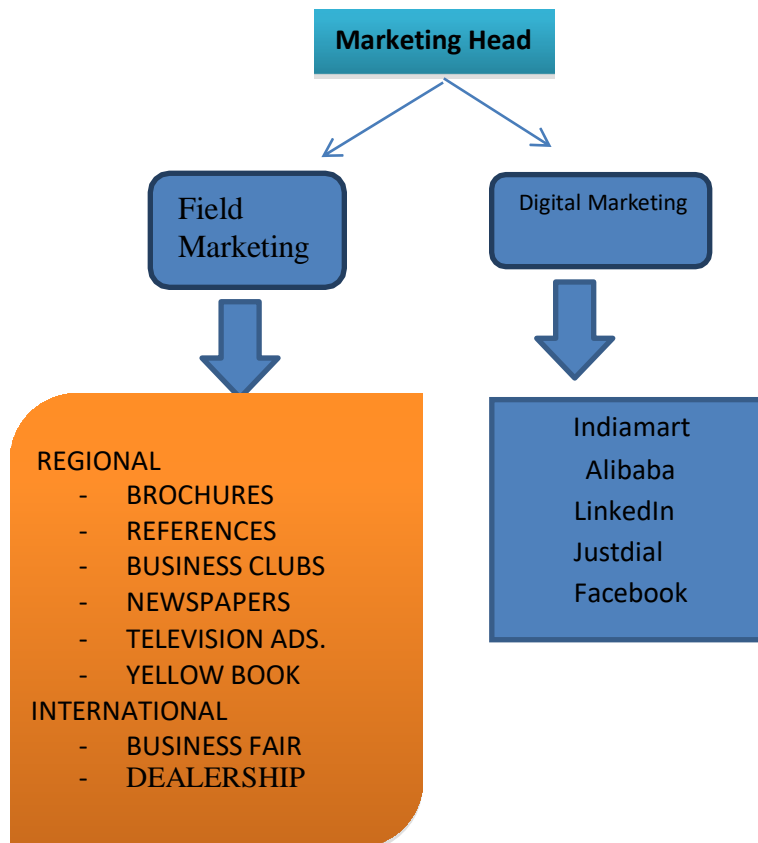
Technopac'S existing International markets

1. China
2. Srilanka
3. Uganda
4. Kenya
5. Dubai
6. Malaysia

Promotion mix of Technopac

Structure of marketing department – Promotional methods:

Image 2:



The above image or flow chart shows the promotional methods that Technopac follows to get leads and to improve its marketing technique and Strategies, Technopac uses both field promotion and digital marketing as part of their promotional mix.

Website: www.technopac.net

Image 3:

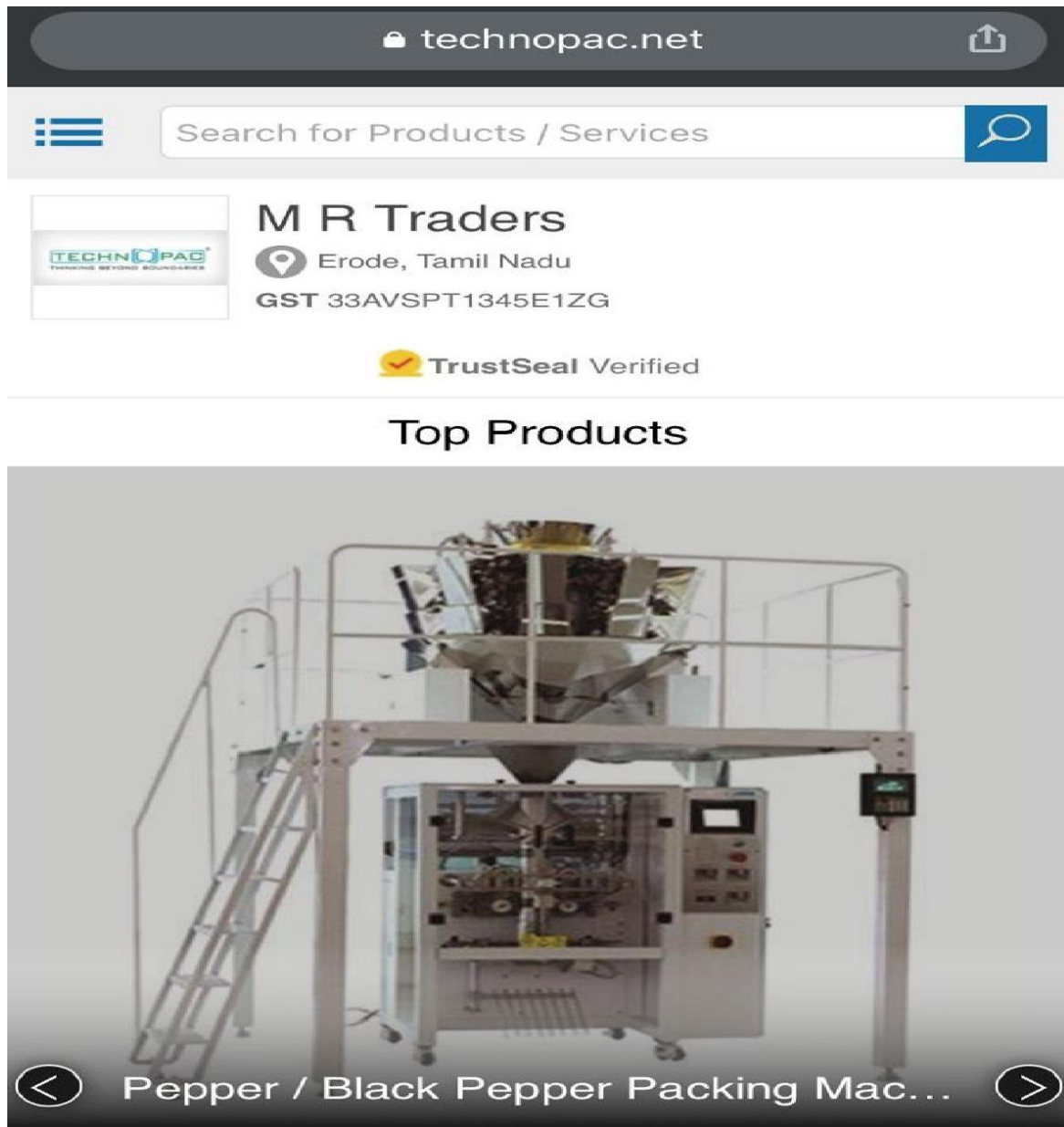


Image 4: Indiamart promotional page

M R Traders
 OF AUTOMATION AND PACKAGING MACHINE, COIMBATORE, Erode, Tamil Nadu

Call 08043051012
 SEND EMAIL

Pepper / Black Pepper Packing Machine
 Price: ₹ 20 Lakh / Piece

About Company

- Nature of Business: Export and Manufacturer
- Annual Turnover: 2019: ₹. 10 - 25 Crore
- Year of Establishment: 2003
- Import Export Code (IEC): AYSP*****
- Liquid Status of Firm: Individual - Proprietor
- GST No.: 33AVSP11348E1Z2

We introduce ourselves as one of the leading manufacturers and exporters of packaging machines like: Powder Filling Machine, Granule Filling Machine, Liquid Filling Machine, Pick and Fill Sealing Machine. [Read More](#)

Our Products

- Processing Machinery
- Packaging Machine
- Filling Machine
- Begging Machine
- Pouch Packaging Machine
- Industrial Conveyors
- Liquid Filling Machine
- View All Products

We Send You The Price Immediately

Image 5: Justdial Promotional page

Free Listing Advertise English Login Sign Up

VANSUN
 Since 1999
 Call : 8586007332

Milking Machine, Milking Parlor, Trolley Type Milking Machine, Fixed Milling Machine

Technopac in Coimbatore

Sort Results By: Top Result Location Distance Ratings

technopac
 0 Votes
 + (91)-422-2667855
 Main Road, Chinnav... more...
 Machinery Manufacturer, Semi Auto...

Technopac Automation & Cont..
 2 Votes
 + (91)-0422-3371491
 Main Road, Chinnav... more...
 Computer Training Institutes, Diplom...

Free Listing
 Customer Care

NoFollow
 META-Robots NoFollow: false
 META-Robots NoIndex: true

Image 6: Technopac's Facebook page

The image shows a screenshot of a Facebook page for Technopac. At the top, there is a search bar with the text "Technopac" and a back arrow on the left and a share icon on the right. Below the search bar is a large promotional graphic with a blue and yellow color scheme. The graphic contains the text "TOTAL PACKING SOLUTIONS STARTS HERE" and "EVERY PACKING SOLUTION IS AUTOMATED." It also lists products: "POUCHES, TIN, CUPS, TRAY, BAGS, BOXES, BOTTLE, AND EVERY PRODUCT AS YOU LIKE TO CUSTOMISED." A "CONTACT US" button is present with the email "info@technopac.net". The Technopac logo is visible, along with the tagline "THINKING BEYOND BOUNDARIES" and the website "www.technopac.net".

Technopac
Commercial and industrial equipment supplier

Liked

WhatsApp

Meenakshi, Vishnu, Arvind and 1,385 others like this

Home Groups Posts Reviews Videos Photos

About [Suggest edits](#)

At the bottom of the page, there is a map showing the location of Technopac with a red location pin.

Image 7: Technopac's Instagram page

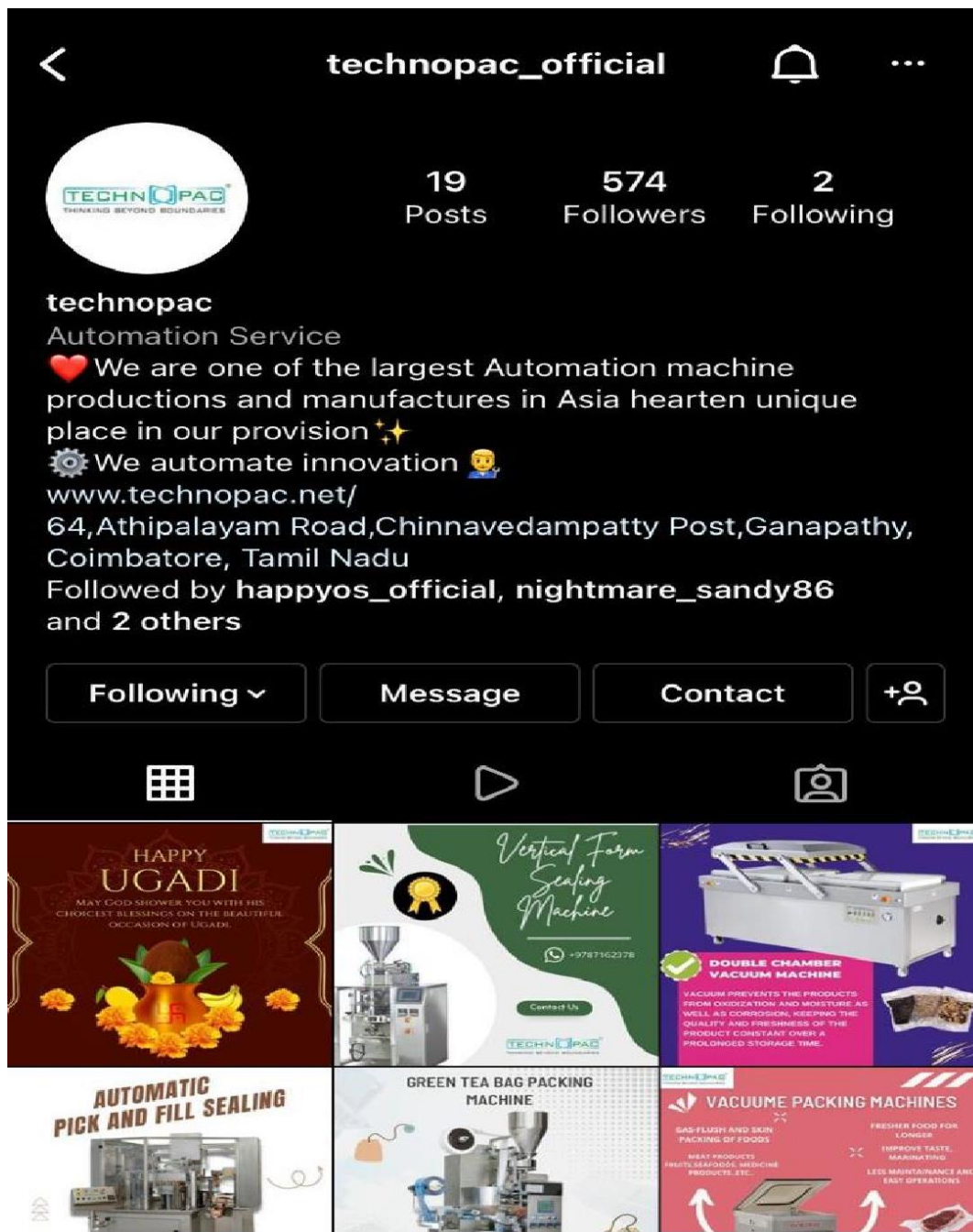


Image 8: Technopac's YouTube page

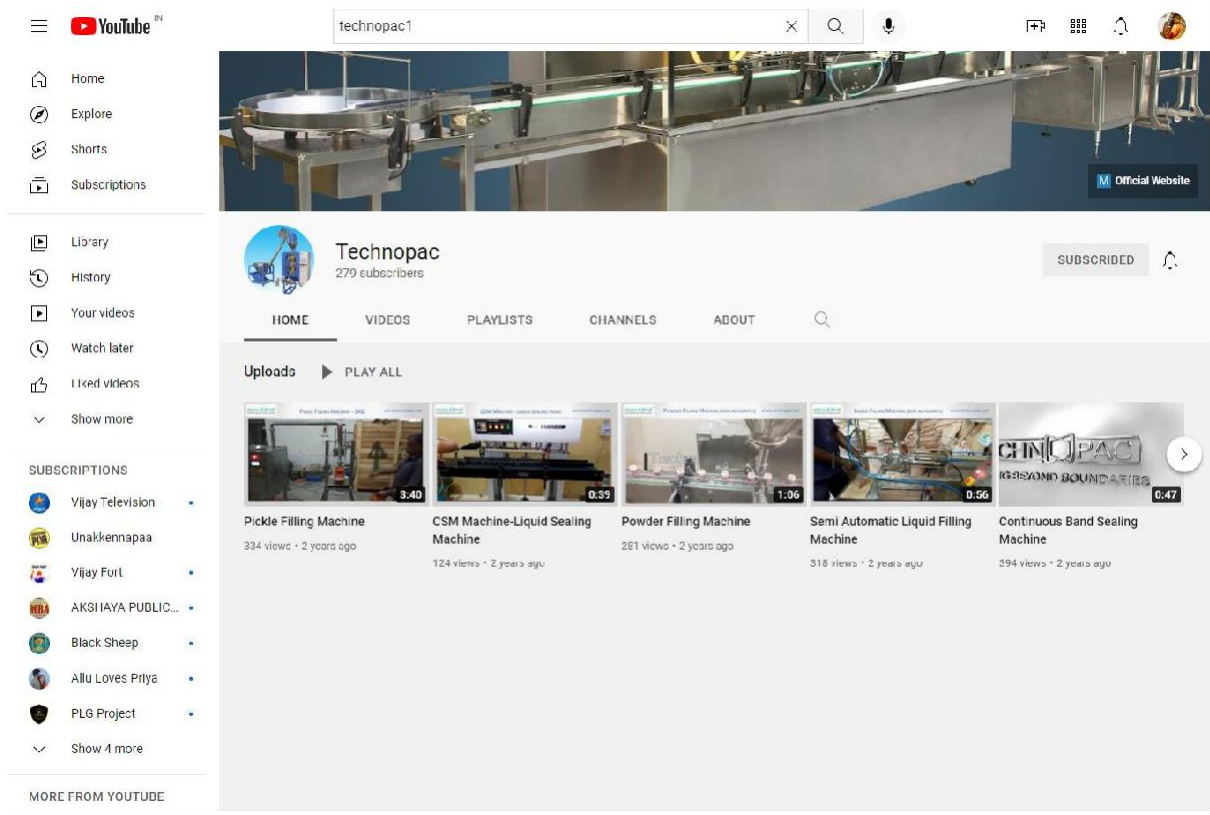
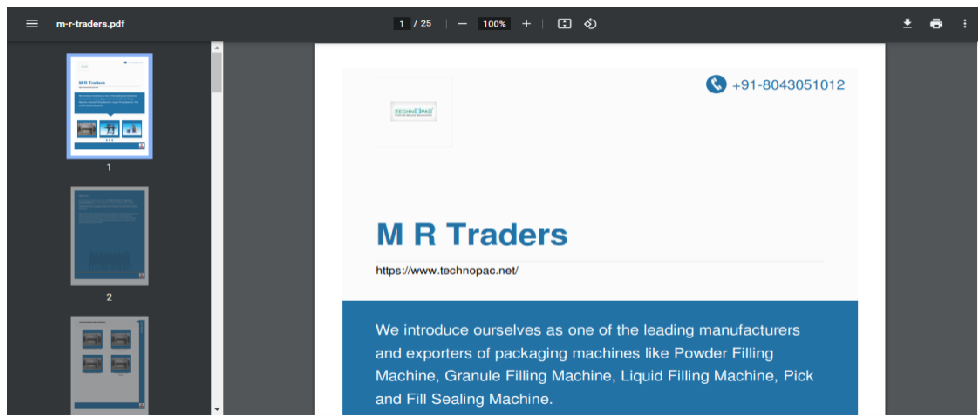


Image 9: Technopac's Brochure



CHAPTER 6
FINDINGS, CONCLUSIONS
AND
SUGGESTIONS

Findings

Technopac's marketing SWOT Analysis

Image:

STRENGTH Brochures Reference Clients Business expo	WEAKNESS Less dealership contacts Less branches No contingency plan
OPPORTUNITIES Diversification Business expo abroad North eastern states Dealership abroad Approach traders	THREATS Competition Financial barrier Political barrier Seasonal barrier

Therefore, SP Automation and Packagiing Machine which is situated in Coimbatore are mainly working on the domestic market. The marketing department collects the potential customers lead through various promotional activities and helps the organization in receiving more orders. The marketing department according to the changes in the market and the demand preplans the promotional activities.

Conclusion

This project report on the company, “SP AUTOMATION AND PACKAGING MACHINE” focuses mainly on the 4P’s of Marketing in general that SP AUTOMATION AND PACKAGING MACHINE holds, and its impact on competitive advantage in the market.

From the above discussion it can conclude that all the 4P’s of marketing mix plays a significant role in the overall functioning of the organization. The company is already doing its best in providing its products with a right competitive price at the right place with various promotional strategies.

SP has a systematic policies when it comes to classifying its products and setting a price for the product. It is also highly concern about the quality of the product that is being manufactured in the company. Whereas the company lacks in certain areas which can be controlled and solved by having a mutual understanding between the marketing personnel and the management

Thus, the objective of every company is to improve its marketing techniques, reach to the customers obtain maximum profit to stay competitive in the market. Through this report I have found out that the Hypothesis remains positive since it is proven that the 4P’s of marketing mix of any company plays a significant impact on the customer perception towards the brand

Suggestions

1. The marketing team can promote the company in various websites like
 - ✓ Tradeindia
 - ✓ Industrybuying
 - ✓ Caterpillar
 - ✓ Letgo
 - ✓ eBay

2. The company may start up marketing office in certain specific regions like:
 - India:** Assam, Bhutan, Hyderabad, Manipur, Arunachal Pradesh, Tripura and West Bengal
 - International:** Zambia, Thailand, Uganda, Senegal, Russia, Japan, Sudan, Vietnham, and Indonesia

3. The company in order to grow and achieve its objective of reaching the whole world may be possible by having business exhibition planned on a monthly basis.

SP might sign up and register the business expos like:

 - China Propack
 - Sri LankaPropack
 - Uganda International tradefair
 - Philippines manufacturing technology world

4. The company might also implement certain promotional activities like
 - sponsorship,
 - banners in airport in order to international audience,
 - publish details on yellow book,
 - Newspaper and radio ads.,
 - give the employees incentives for promoting

5. The company can focus more on standardized machines which are of low prices compared to the customized machines because the customized machines involves a lot of complications and high prices.

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Appendix

Questionnaire

Personal details

Name :

Address:.....

Ph. No:

1. What is your profession?

- Business
- Working

2. Type of Business that you do, or the business that you work in

- Pharma
- Chemical
- Food
- Beverages

3. What is your monthly income

- Upto 25000
- 25000-50000
- 50000-75000
- 75000-100000
- Above 100000

4. What is the product that you manufacture in your business?

- Powder
- Granule
- Liquid
- Snacks (Irregular shapes)

5. Which machine you have purchased from Technopac?

- Powder packing machine
- Granule packing machine
- Liquid packing machine
- Snacks packing machine

6. What is the range of machine you have purchased from Technopac?

- Semi-Automatic machine
- Fully-Automatic machine

7. How satisfied are you with the product quality

- Satisfied
- Neutral
- Dissatisfied

8. How satisfied are you with Technopac's Pricing

- Satisfied
- Neutral
- Dissatisfied

9. How satisfied are you with Technopac's Product installation

- Satisfied
- Neutral
- Dissatisfied

10. How satisfied are you with Technopac's after-sales installation

- Satisfied
- Neutral
- Dissatisfied

11. Where is your manufacturing unit located?

- Tamil Nadu
- Other states
- Other countries

12. If Tamilnadu, which district?

- Chennai
- Madurai
- Salem
- Coimbatore
- Erode

13. If other states, specify

- Kerala
- Andhra
- Pondicherry
- Karnataka
- Maharastra

14. If aboard, specify -----

15. On which basis you require machines from Technopac

- Based on production capacity
- Based on expansion
- Based on Season

16. How did you get to know about Technopac?

- Indiamart
- Justdial
- Facebook
- Instagram
- Website
- Reference

17. How satisfied are you with Technopac's pricing compared to other competitors

- Satisfied
- Neutral
- Dissatisfied

18. Why do you choose Technopac over the other competitors?

- Product quality
- Service
- Price
- All of the above