



**A RESEARCH PAPER ON “MARKET SURVEY OF AURANGABAD FOR  
PROMOTION OF MIDC INDUSTRIAL DIRECTORY”  
ASSENT REFERENCE & DIRECTORY PVT. LTD.**

**D. B. Bagul, Ph.D\***

*“Director”, RJSPM, Institute of Computer and Management Research, Alandi, Pune*

**Abstract**

*The research consist study of Market Survey of Aurangabad for Promotion of MIDC Industrial Directory for Assent Reference & Directory in Aurangabad region for MIDC & Non MIDC. In today's competitive world while entering in the market it is very necessary to have good knowledge of the potential of a particular market.*

**Keywords:** *Advertisement, alphabetic section, B2B, B2C, Corporate Presence, Export, Import, ISO, Joint Venture, MIDC, Organizational Scale, Product Number, Promotional Mix, R&D helpline, Tax Information.*

**OBJECTIVES**

1. To provide an update, detailed genuine information for an industrial info guide “R&D” throughout the MIDC & Non MIDC area of Aurangabad.
2. To Study the Buying Behaviors of the customer for advertisement in directory.
3. Creating awareness about various business promotions in business sector.
4. To sale & circulate the MIDC industrial directory in Aurangabad region.
5. To bridge the gap between buyers & seller.

**COMPANY PROFILE**

Assent Group is joint venture with MIDC to officially publish an Industrial Info-Guide - R&D. It is a detailed, researched & only Valid Document of Maharashtra's Industrial Development. Publishers of information of MIDC companies in R&D, through free listing & Advertisement. Publishers of key MIDC information-Industrial Maps, Tax Information, MIDC Bye laws & Procedures etc. .. Officially Approved, Promoted and Supported by

MIDC.Promotion it is one of the four elements of marketing mix (product, price, promotion, distribution).It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision.

The following are two types of Promotion:

1. Above the line promotion: Promotion in the media (e.g. TV, radio, newspapers, Internet, Mobile Phones, and, historically, illustrated songs) in which the advertiser pays an advertising agency to place the advertise.
2. Below the line promotion: All other promotion. Much of this is intended to be subtle enough for the consumer to be unaware that promotion is taking place. E.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows.

### **SCOPE OF THE STUDY**

1. To bring buyer & seller on one platform for business.
2. To promote MIDC industrial information guide by giving information to the business sector.
3. To scope of the study also includes collection of information regarding the upcoming industries information guide in Aurangabad.
4. To get feedback about the existing industrial information guide.
5. To cover all MIDC & Non MIDC holder complete information in various region for business.
6. Study is conducted with the help of parameters list which include marketing as well as operational factors.
7. Study includes responses given by customer.

### **RESEARCH METHODOLOGY**

**Generally there are three types of research design:**

- Exploratory research
- Descriptive research
- Casual research

As my Project was mainly about vicinity of customer of Industrial therefore in this case descriptive research would come.

### **Source of Data Collection**

The task of data collection begins after a research problem has been defined and a research plan chalked out while deciding about the method of data collection to be used for study. The researcher should keep in mind that there are two types of data.

### **Primary Data**

Primary data are time consuming. But it gives accurate result if the sample is effectively selected. The data used is not outdated. There are several methods of collecting data, important ones are:-

- Interview method
- Questionnaire Method

### **Questionnaire Method of Data Collection**

According to this method a Questionnaire is contain of questions which are asked by the Surveyor to the Respondents. A special & related questions format is prepared for this. For getting maximum, up-to-date & genuine data, a special questionnaire is the basic requirement for this research. Assent group helps me to develop this Questionnaire. Because of this team work I come to know, the expectations of the organization. This efforts result in having a multi dimensions Questionnaire. Along with this one suggestion form is also prepare for getting the suggestions or Opinions of the Industrialists.

### **Secondary Data**

The secondary data are those which have already been collected by some other agency & Organization to satisfy it's own need but it is been used by other department under reference for an entirely different reason.

**Company Publication** - Yellow pages, India Com, MID, Newspapers, Info-media, MIDC Offices

### **LIMITATIONS**

1. Time duration for this research was very short i.e. 2 months in which it was difficult to study the whole market.
2. Some manufacturers and trader are disinclined to share their information of their opinion.
3. Authority person is not available all the time.
4. Unhappiness of MIDC plot holder on MIDC influence research.
5. Due to computerization customer believe less in print media due time factor.
6. Directory is published in 7 regions separate in Maharashtra, some customer want their promotion in one directory with less cost over Maharashtra.

7. Psychology and temperament of respondents (customers) play a significant role. Some respondents are more sensitive as against tolerant ones. Composition of respondent can affect the answers adversely or favorably.
8. Respondent may not be true in answering and may be biased.
9. It was not feasible to contact some of the respondents.

### **FINDINGS**

1. 60% companies are small in scale in MIDC area.
2. Most of companies' turnover is between 1-10 cr.
3. 24% companies are ISO certified and registered under SSI.
4. 40% companies are involved in fabrication and job work, 24% compare are in manufacturing auto components.
5. 24% companies are involved in export.
6. 85% companies does export between 1-25% of their production.
7. 32% companies are in import.
8. 80% companies are promoting their business through advertisement.
9. 48% companies are doing advertisement through Directory.
10. Most of the companies spend up to Rs. 25000 for advertisement.
11. Second most preferred brand is R&D as it collaboration with MIDC.
12. 60% people know about the R&D.

### **SUGGESTIONS**

1. Some people ask for web portal which R&D do not have. It should recover.
2. Company should have customer loyalty scheme such as discounts, offers.
3. Prices of Mumbai region advertisements are very high. It should be competitive level.
4. Directory should print on given time for all regions.
5. Publicity of R&D should be done through various modes like NEWS paper, Radio, Magazine because nearly 40% people don't know about R&D directory.

### **CONCLUSION**

We have to take into consideration buying behavior of the customer. Relationship marketing is very important to generate new business because old customer's reference work a lot for getting new business. In this type of cut throat competition if proper follow up is not maintained than we are losing customers. In this market situation due to competition of cost of cutting so it is very difficult to convince people to buy something. Brand awareness is very

important to sell the product. Trader, supplier and job work of NON MIDC area can be a prospective customer. They can boost the sales of directory as well as advertisement. In this competitive market, one have to do proper promotion activates, because unless product knowledge is given, people never buy product.

## **Reference**

### **BOOKS**

- A.S Gupta, "Advertising And Sales Promotion"Published by Everest Publishing House  
3<sup>rd</sup>Edition 2010
- C. R. Kothari, "Research Methodology" Published by New age international publication  
2<sup>nd</sup>EDITION
- George E. Belch & Michael, "Advertising And Promotion"Published by McGraw-Hill  
Higher Education 6<sup>th</sup> Reviewed Editions 2003
- Philip Kotler, "Marketing Management" Published by Pearson education  
13<sup>th</sup>Edition
- S.A Chunawalla, "Advertising Sales And Promotion Management"Published by Himalaya  
Publishing House 4th Reviewed Edition 2010

### **WEB-SITES**

- [www.wikipedia.com](http://www.wikipedia.com)  
[www.google.com](http://www.google.com)  
[www.assentgroup.com](http://www.assentgroup.com)  
[www.midcdirectory.org](http://www.midcdirectory.org)