CHAPTER-V

Summary of Findings, Suggestions & Conclusion.
I. Findings:

The study on "Marketing Strategies in Battery Industry" has made lot of efforts to find the marketing practices and its performance. The result of this analysis is made in form of the findings, suggestions and conclusion. These findings are made exclusively on the marketing strategies.

The findings of the study related to the satisfaction about the various elements and sub-elements of the marketing-mix in the battery industry and its practices among the selected companies, categories and managerial level staff are presented.

Product:

1. The study found that overall opinion on the product policies at battery industry is satisfactory and it is the most influencing factor for marketing strategies for the battery industry in India.
2. The study also found that Agents and Top-level management staff have expressed their dissatisfaction on the product policies at Panasonic Company.
3. It is found from the study that the product quality factor is not satisfactory with wholesalers and lower level managerial staff at Nippo Company.
4. Lower level managerial staff is not satisfied with regard to product-designing aspect at Panasonic Company.
5. It is found that product features and its impact as marketing strategy is not good with middle level and lower level managerial staff at Eveready Company.
6. Wholesalers and lower level managerial staff at Eveready Company are not satisfied with regard to the brand name.
7. It is observed from the study that wholesalers and lower level managerial staff at Eveready Company are not happy with product varieties.
8. It is found from the study that wholesalers and lower level managerial staff are not satisfactory at Panasonic Company with regard to the packaging and labeling.
9. It is observed that Top and middle level managerial staff are not happy with warranty and guarantee factor at Panasonic Company.

Pricing:

1. It is observed that the agents and middle-level managerial staff at Eveready Company are not satisfied with the pricing policies.
2. It is observed that both employees and top-level managerial staff are not satisfied with discount policies implemented at Eveready Company.
3. It is found that the wholesalers and top-level managerial staff are dissatisfied with credit policies implemented at Nippo.
4. It is found that the wholesalers and top-level managerial staff are not satisfied with the pricing strategies at Panasonic Company.

Place:

1. It is observed that wholesalers and middle-level managerial staff are not satisfied with regard to distribution policies at Eveready Company.
2. The study reveals that the employees and lower-level managerial staff at Sanyo Company are not satisfied with the stock policies.
3. It is found that by the middlemen (wholesalers and agents) are dissatisfied with the market coverage at Sanyo.
4. It is observed from the study that the middle-level and top-level managerial staff at Panasonic Company are not satisfied with services of channel members.
5. It is found that the logistics and supply chain management is not effectively implemented at the Panasonic Company.

Promotion:

1. It is observed that promotional policies which are implemented at Panasonic Company are not satisfactory with regard to the employees and lower-level managerial staff.
2. It is observed that the top-level and lower-level managerial staff at Eveready Company is not satisfied with the advertising policies.
3. It is observed by the study that the wholesalers and middle level managerial staff are not happy with regard to the publicity at Panasonic Company.
4. It is found that the top level managerial staff at Eveready Company is not satisfied with the sales force management efforts.

5. It is revealed from the study that middle level managerial staff has been expressed their dissatisfaction with regard to the strategic activities like event programmes organized at Nippo Company.

6. It is found from the study that the wholesalers and lower level managerial staff have expressed their dissatisfaction about the sales schemes which are implemented at Eveready Company.

7. It is observed from the study regarding the public relations and its impact on the sales of the product at Sanyo Company is not satisfactory to the agents and middle-level managerial staff.

8. It is observed that the lower-level managerial staff have expressed their dissatisfaction about advertising policies at Panasonic company.

II. Suggestions:

Suggestions to the industry as well as to the companies are presented.

Towards Industry:

1. The industry growth and prosperity depends on the product related strategies and management. In Indian battery industry, the attribute like product features are not appropriately managed. 'Brand name' management and strategy is not up to the mark in the Indian battery industry. Hence, brand image of the products can be augmented with improving the quality of the products such as durability, non-corrosive packing and in toxic composition of the inputs etc.

2. In the Indian battery industry the attribute like product variety is not being implemented effectively. The battery industry should focus on variety of batteries such as re-chargeable batteries, different size batteries for the purpose of toys, watches etc., unlike the existing scenario.

3. Good packaging and labeling is neglected by the respective companies of the battery Industry. So, all the companies in industry should consider it as an instrument for marketing. Companies should concentrate on eye-catching,
concealed, and eco-friendly packaging such that it causes attractiveness to the customers and well protection from the damage of the products.

4. In order to satisfy the customers, the battery industry has to adopt the consistent quality, reliable design, anti-leak performance, short circuit protection, improved resistance, long lasting, long storage capabilities and eco-friendly products.

5. Distribution policies that are framed by the Indian battery Industry are very weak. Therefore, all the companies in the industry should develop strong distribution policies as an effective marketing strategy. It would be better to adopt retail marketing on a large scale than the present. The products should be distributed to all the corners of the market, so that the customers feel good about the availability.

6. Market coverage and periodical expansion of market by the company in the industry is poor in its nature. Therefore, all the companies in the industry should adopt it as a strategy for success in the marketing plans. The market expansion is needed in such a way that the dry batteries are available to the needs of house appliances, invertors etc., rather than simple applications of the present product.

7. Promotional policies in the battery industry are not good. So that all the companies should develop an effective promotional policy to compete with one another in this industry. Promotional activities such as advertising, complementary products, personal selling in trains and buses, publicity through palm media will be better useful for the sales growth of the products.

8. The advertising policies are poor in Indian battery industry. Therefore, all the companies in the industry should formulate effective advertising policies. The advertising influences a lot on the customers' minds to take purchasing decisions, better to approach severe advertising through media and USP (Unique Selling Proposition).
9. Sales force management strategies are successful at any industry. But, in Indian battery industry, the sales force management activities are poor. So, all the companies in the industry might consider it as one of the key success formulae of marketing. Sales force should be given more incentives so as to let them put high efforts on increasing the sales volume. The battery industry has to implement the CRM activities like maintaining of the database of the middlemen, and sales force management packages such as incentives, commission, promotions and rewards effectively to the sales force.

B. Towards Individual Companies:

1. In Panasonic company market attributes and strategic factors like product policies, product designing, packaging and labeling, warranty and guaranty, credit policies, pricing strategies, services of channel members, supply chain management, promotional policies, publicity channels and advertising policies are not effectively being managed. Therefore, the company should initiate to strengthen the above attributes as the marketing strategies. Product issues such as size, applicability and interchangeability etc., must be addressed by the company so as to reach more number of customers. The distribution channels through the retailers are more effective and availability would be maximized.

2. The Nippo Company has to strengthen the quality in terms of durability and element programming. The remaining attributes and strategic factors are being implemented effectively. It is better to launch new batteries with different sizes for the purpose of toys and home utilities.

3. In Eveready Company the factors like product features, brand name, product variety, pricing policies, discount policies, distribution policies, market coverage, advertising policies, sales force management and sales schemes are ineffectively managed. Market expansion is needed for the Eveready, especially in South India.

4. In Sanyo Company all attributes are effectively being implemented except stock policies, middlemen policies and public relations. So it is suggested that
they have to strengthen themselves in the above aspects. SANYO products availability is poor when compared to others in the market and hence the company should focus on the distribution channels in an effective manner. The reliability is more but the less availability causes the customer feel unhappy and thus, the product availability must be focused.

III. Conclusion:

The present study on the marketing strategies in the Indian battery industry has been presented effectively with an appropriate statistical tool at the analysis part. The battery industry in India is not such a large industry and its contribution to India’s economy is very negligible one. However, its activities and its strategies move towards growth and prosperity of the industry is highly appreciated.

After the new economic policy (NEP) 1991, the Indian battery industry has been facing severe competition from the china battery manufactures. However, the top-major companies like Sanyo, Panasonic and Eveready are competing as the world-class battery manufactures.

As far as the marketing strategies of the battery industry are concerned, there is not much difference in its regular practices when compared to the other FMCG manufacturing industries in India. As usual, all the four elements of the marketing activities, such as Product, Price, Place and Promotional elements are strongly applied in the marketing process. However, in general, the marketing activities may not be similar to all the industries across the nations, and also it differs from the industry to industry. This is the idea has become need for this study, and formulated specific objectives to prove the stipulated hypothesis with regards to the selected companies of the industry.

As per the findings of this study are concerned, it is quite interesting that all the sub-elements and attributes of the marketing-mix categorically accepted that they are all the critical success factors in the marketing activities at the battery industry. Even though some of the elements and attributes of marketing strategies are not fully engaged, majority of the attributes are completely associated with the marketing aspects of the battery industry.
The study on marketing strategies in Battery industry is confined to the Indian battery industry only.

Product policies of the industry are satisfactory, all the respondents are expressed their views regarding the present policies of the battery industry. It is also found that there is a need for strong product policies in this industry, due to dumping of the China Products in Indian marketing.

The whole industry is doing well as disciplined distribution network system. All the respondents are expressed their satisfaction regarding the existing distribution system. However, some the agents and retailers are not happy with the some of the selected organizations distribution network. In brief, the industry itself has good distribution system for marketing of the battery products to the consumers.

Being an FMCG product, the companies are doing good promotional mix in order to make their respective products to sell in the market. However, the majority of the respondents have expressed their dissatisfaction about the promotional policies of their companies. However, the whole industry has going with satisfactory way on the various promotional things they are adopting.