Preface:

The Study is on Marketing Strategies in Battery Industry- “Of what is and what ought to be” for dry battery marketing in India. It’s a survey of how marketing strategies are implementing in the industry and as well as individual companies to achieving their objectives. It is suitable to say that marketing activities of the battery industry are more specific in it nature and its implantation at the ground level of the practices.

The patterns of marketing mix (4Ps) have been assessed; the realistic of implementing strategies has been scrutinized and recommended beneficiary practices through an abundant data collection on various concerns in relation to marketing practices in Indian battery industry.

The success of battery industry in India requires distinct action plan for promoting and communicating integrated products offered to customers. This study probes to fill the gaps in the knowledge of marketing strategies that need to adopt for its success.

The study presented in five chapters:

Chapter-I: Introduction: Introduction to Indian Battery industry - the concept of marketing management, Marketing strategies and its importance at the delivery of the products in the market - profiles of the selected companies of the battery industry.

Chapter-II: Marketing Strategies in Selected Companies- A Review: Marketing strategies in NIPPO–Marketing strategies in Eveready–Marketing strategies in Panasonic – Marketing strategies in Sanyo –A Comparative analysis:

Chapter-III: Review of Literature & Methodology: Review of literature, Need for the study, Problem statement of the study, Hypothesis of the study, Research methodology, and data collection instruments, data sources and data analysis tools – Limitation of the study and Chapter scheme.

Chapter-IV: Data analysis and interpretation: Analysis and interpretation of various critical success factors related to product, price, place and promotional strategies of marketing.

Chapter: V: Summary of findings, Suggestions & Conclusion: Containing the summary of finding of the study, constructive suggestion to the companies, and conclusion of the study.