PREFACE

We are looking a new face of market now a days. Consumers have lot of choices in a particular product segments. Companies are alluring consumers by offering several promotion schemes. Due to advancement in technological field, business community has not any problem regarding latest technology for huge production, quality of product and effective cost management, they have not problem of getting finance as seed capital or working capital because of the wave of economic liberalization and globalization. Business units are producing huge quantities and enjoying large scale economies and consequently large profits. But there is problem of getting more customers or search of new market for pushing products and services. In most of areas especially in FMCG, lot of companies is fighting for more market share. It is very difficult to them maintain their present market share and gain more market share due to increasing competition. Every one is try to get the solution of this problem.

And the only solution is diversion or movement of companies towards Rural India. When the market of cities have been saturated for the FMCG products. Rural Indian market allures to business community for getting more and more consumers. We know that India is second largest populated country of the world. The market of rural India is almost double as large as the entire market of USA or U S S R . In India total number of house holds are
19,19,63,935 out of which 13,82,71,559 i.e. 72% live in rural areas and only 5,36,92,376 house holds live in urban area. So now a days Indian as well as MNCs started to move towards rural India for ploughing virgin market of future.

Lot of Indian and other multinationals companies are providing their Fast Moving Consumer Goods to Indian rural consumers. Hindustan Lever is the largest and one of the most successful companies, which won the battle of market and create its own brand loyalty not only in urban India but also in rural India. Company is continuously changing its marketing strategies for winning and tapping the rural market which is too vast and full with profit.

Keeping in view the above facts, the topic titled "Marketing Strategies for ploughing rural-market of Fast Moving consumer Goods (A case study of Hindustan Lever Limited)" was taken for the purpose of research study. It is believed that the suggestions provided on the basis of conclusion drawn from this research study will provide helpful in reducing the hurdles in the rural market, which are being faced by customers and dealers in the current scenario.
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