

RATIONALISATION OF MARKETING PRACTICES

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RATIONALISATION

**Reducing cost of industrial production to meet competition
especially in world market.**

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OPTIMISATION

An act, process or methodology of making something as fully perfect, functional or effective as possible.

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MARKETING CONCEPT

Marketing concept is a market focused, customer oriented, coordinated marketing effort aimed at generating customer satisfaction as the key to satisfying organisational goals.

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PRACTICES

A customary action or customary code of behavior.

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THE PROJECT

Improved Marketing Practices (IMP)

i) DEFINE THE STANDARD PRACTICES

- Distribution margin
- Credit / Billing date
- Cash discount rate
- Delivery point
- Transport reimbursement rates

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THE PROJECT

Improved Marketing Practices (IMP)

- ii) **Season-wise Demand estimation vs. Supply / Sales plan – State-wise / Company-wise**

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THE PROJECT

Improved Marketing Practices (IMP)

- iii) **MONITORING SYSTEM**

- **Resource Persons' Market Survey Reports**
- **Any manufacturer / marketer's observations**
- **Monthly LFS Meetings and Quarterly Regional Meetings to review standard practices/supply and sales plans.**
- **Circulation of reports**
- **Report to the FAI Board**

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THE PROJECT

Improved Marketing Practices (IMP)

iv) ENLARGED SCOPE

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THE PROJECT

Improved Marketing Practices (IMP)

v) Problems

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THE PROJECT

Improved Marketing Practices (IMP)

vi) Present status

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OPTIMISATION IN RESPECT OF THE 4 Ps OF MARKETING

Product

- 1. Product packaging material**
- 2. Product packaging size**
- 3. Product range:**
 - i) Value Added Products**
 - ii) Fortified products**

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OPTIMISATION IN RESPECT OF THE 4 Ps OF MARKETING

Promotion

1. Extended concept of Balanced Fertilisation
2. Fertiliser use efficiency

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OPTIMISATION IN RESPECT OF THE 4 Ps OF MARKETING

Place

1. Logistics
 - * Transportation
 - * Warehousing
2. Distribution Channels

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OPTIMISATION IN RESPECT OF THE 4 Ps OF MARKETING

Price

MRPs; Statutorily fixed / Indicated by the GoI / State Governments

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THANK YOU

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