

A Evaluation on the Product and Brand Management at Karlo Automobiles(P) Ltd, Patna

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Abstract Product line must know the wants and needs of the client with regard to both the services or products of MARUTI.To assess the understanding of the channels and how they work.To understand whether the client receives the goods and services on time.Planning for better channeling and product improvement The study enables to know the best product possible.To discover the multiple variables that cause discontent to the client, and to overcome them with better strategy.Channel the allocation that will make it possible to achieve and communicate to the client.This research expands its focus to the research of multiple financial, social and social aspects; geographical, and Political aspects of trade relation between India and the gulf countries.

Keywords :Automobiles,Brand management..

I. INTRODUCTION

Product executives is an administrative life-cycle feature within a company engaged in the planning or predicting or advertising of a item or brand at all phases of the commodity lifecycle..

Product executives and marketing are distinct but supplementary attempts with the aim of optimizing sales profits, profit margins and profitability. The function of product management extends from strategic to tactical operations and differs depending on the organizational structure of the business. Product procurement can be a distinct feature on its own and a advertising or technology partner.[1-10]

While engaged with the full product lifespan, the primary focus of sales and marketing is on guiding the creation of fresh products. As per the Business intelligence and Management Association (PDMA), exceptional and distinguished fresh products— one that delivers distinctive advantages and positive value to the client— are the prime one driver of achievement and productivity of the brand.

Product governance often plays an integrated role, trying to bridge gaps within the organization among teams of distinct skills, most particularly between design-oriented teams and industry-oriented teams. For instance, product managers often translate the company goals set for a product into engineering specifications through marketing or sales. Conversely they may work to explain the capabilities and limitations of the finished product back to Marketing and Sales. [11-15]Product Managers may also have one or more direct reports such as a Product Executive who can manage operational tasks or a Change Manager who can oversee new initiatives

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Brand management

The identification of a particular product, service or company is a trademark. Brands can take many forms, along with names, signs, symbols, color combinations or slogans. The term brand started merely as a means to say one person's cattle to someone else by means of a warm iron stamp. A legally protected brand name is referred to as a brand name. The term brand has developed to incorporate identity-it impacts identity personality of a product, company or service. A concept product is a brand connected with an abstract concept, such as breast cancer awareness or environmental activism, rather than a particular product, service or business. A commodity brand is a brand connected with a resource. Have you got milk? It's an instance of a com[16-18]

II. STATEMENT OF PROBLEM

Brand and Business development is regarded to be the most significant factor as it includes Customer acquisition and generates brand recognition. The typical components that comprise Customer behavior are: Customer nature, attitude, community, living etc. This research seeks to identify the user experience design of MARUTI SUZUKI goods and services.

III. OBJECTIVES OF THE STUDY

The following goals of the research •To discover the finest Maruti Suzuki brand in bihar.
•To understand the significance of four wheelers, i.e. MARUTI SUZUKI, in our daily lives.
•To analyze the factor that influences the use and purchase of MARUTI SUZUKI.
•Identifying the problems of Maruti Suzuki's products and services.

IV. LIMITATIONS OF THE STUDY

The Following are the Limitations of the study
• Due to absence of time, I have not been able to fulfill the observation of various tasks and documents concerning the organisation.
• Most companies are unwilling to reveal their private information about their sales promotion operations and the upcoming Add Campaigns.
• Highly advanced technology products themselves become a constraint in sales Promotion where the customer can not comprehend the technical terms and conditions and their benefits.
• Quite often the researcher has to face intransigent people who have Harp as their own tune.[19-27]

• Non skilled drivers or customers mismanage cars and, for any kind of fault or unhappiness, not only vilify the institution, but also misguide the Upcoming customers.

V. RESEARCH METHODOLOGY

RESEARCH

An examination philosophy characterize, the motivation behind research, how it continue, how to Measure advance and what comprise accomplishment as for the target decided for completing exploration study. The proper research configuration define is point by point underneath:

- Exploratory research : This sort of research has an essential goal of improvement Insights into the issue. It thinks about the fundamental zones where the issue falsehoods and furthermore attempts to assess some suitable strategy.
- The examination strategy for present investigation has been received to mirror those reality and help arrive at the obvious end result in a goal and logical way.

The present examination mulled over an exploratory research Nature of data
 Secondary data: Secondary information that is now accessible and distributed. It could be inward or outside wellspring of information. [28]

•Internal source: Which start from the particular field or zone where

research Is done. Eg-open broacher, official report ,,,,etc. Information COLLECTION

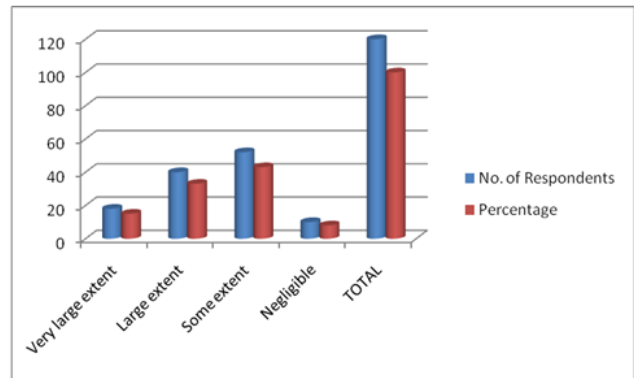
• Secondary information has been utilized which is gathered through article, reports, diaries, Magazines, papers, report displayed by researchers, colleges and web. [29]

TABLE NO. 1

Table demonstrating the inclination towards the recurrence of the preparation program by the respondents

Options	No. of Respondents	Percentage
Weekly	49	41
Monthly	45	38
Quarterly	17	14
Yearly	9	7
TOATL	120	100

INFERENCE: -
 41% of the respondents prefer to get trained weekly.
 FIG.1



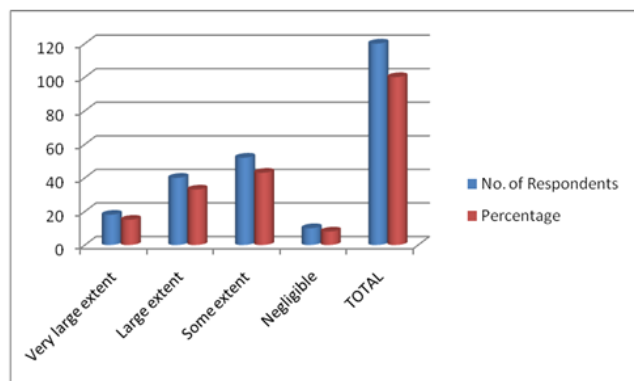
INTERPRETATION:-
 Majority 41% of the respondents prefer to get trained weekly, 38% prefer monthly, 14% of the respondents prefer quarterly training, and only 8% of them prefer to get trained yearly.

TABLE NO. 2 Table showing the respondents freedom to express their views during the training programme

Options	No. of Respondents	Percentage
Very large extent	18	15
Large extent	40	33
Some extent	52	43
Negligible	10	8
TOTAL	120	100

INFERENCE: -
 43% of the respondents feel that they are able to express their views during the training programme to some extent.

FIG. 2



INTERPRETATION:-
 Majority 43% of the respondents feel that they are able to express their views during the training programme to some extent, 33% say to large extent, 15% of the respondents feel that they are able to express their views to a large extent and 8% of the respondents are left negligible. [30]

V.RESULTS

- Majority 87% of the respondents are joined to the training programme.
- Most 42% of the respondents are joined to the 6 months training courses.
- Mostly 47% of the respondents wants to do the short term courses.
- Majority (30%) of the students are post graduates.
- Majority of the respondents are doing the training programme.

- Majority 43% of the respondents attended the training programme three months back.
- Most 44% of the respondents feel that training is to acquire specific skills and knowledge.
- Majority 40% of the respondents say that the training programme planned was very well.
- Most 33% of the respondents agree that the company take efforts to fulfill their training needs.
- Most 38% of the respondents strongly agree on the opinion that the training helps to achieve the job objectives.
- Most 33% of the respondents are of the view that the training programme was effective in job environment.
- Majority 57% of the respondents are satisfied with the topic covered in the training programme.
- Majority 61% of the respondents prefer joining on the basis of placement.
- Majority 80% of the respondents feels positive about their attitude towards the training programme.
- Majority of the respondents gained practical knowledge from the training programme.
- Majority 42% of the respondents prefers to get training programmes in TATA MOTORS
- Majority 57% of the respondents say that trainers in the training programme are immediate supervisor.
- Majority 68% of the respondents prefers internal trainers.[31]
- Most 43% of the respondents are of the view that the communication skills of the trainer in the training programme is highly effective.
- Majority 32% of the respondents are satisfied with the facilitator's performance.
- Majority 41% of the respondents prefer to get trained weekly.

VI.DISCUSSION

- The organization should conduct training programme for the skills that are identified as training need.
- The Tata motors m[32]ust be advertising our product and company brand name.
- The Tata motors has to change the promotional activity.
- The organization must be honest about the work and promise because it's relating to student future.
- The organization has to lake of infrastructure and branch. They exceed the branch as possibility.
- The training programme can include a session, which enables the student to know latest product and technology.
- Company need to design a comprehensive advertisement package to enhance customer awareness.
- Company need to develop good industrial tie-ups.
- Company need to do price review according to the market condition to take competitor advantage.[33]

VII.CONCLUSION

Brands succeed when marketers regard them as the result of a well-integrated marketing process.

1. 1. Marketing as naming, designing or marketing is too myopic and will shorten the expected lifespan of the brand.

2. 2. Branding is a flow of information of the appropriate added values for which customers are ready to pay a premium price.
3. It also ensures that the connection with clients is enhanced and extended.
4. 4. Brands originally operated the role of distinguishing between competing products, portraying performance consistency and offering special protection against copying.

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