



A STUDY ON TELE MARKETING WITH REFERENCE TO FORTUNE FORD

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ABSTRACT

Business-to-business telemarketing is essentially marketing conducted via the medium of the telephone. "Marketing" in itself is the act of bringing a service or product (or combination thereof) to the intended market or target group and creating a need for it among those we want as clients. Some people rather indiscriminately call ANY outbound calling "telemarketing" but in reality there are other forms of telephone work which cannot exactly be included in the concept of telemarketing. Telesales is sales, not marketing. Client-satisfaction interviews conducted by phone are equally not specifically marketing... although both activities are definitely RELATED to telemarketing. Personally, I would exclude "cold calling" from telemarketing also, specifically if it's executed without a cleverly planned approach AND a unique message.

While such cold calling can produce leads, it is extremely inefficient and can promote a negative image of your company inadvertently. Telemarketing should be a carefully planned activity whose strategy and tactics are spot-on. It should be effective so that telemarketers succeed and your company secures an edge over the competition.

When we speak of B2B telemarketing we mean...

"the act of contacting preselected members of your intended target group either for prospecting or presentation of your services/goods for the purpose of creating interest."

In other words, B2B telemarketing covers prospecting — the act of finding those who are potential buyers and need your services/goods and have the power to decide where their company buys these goods/services — as well as those actions that follow the initial contact if done via a phone.

On top of these subjects, we will also investigate the barriers which impede telemarketing (and traditional telemarketing in particular) from obtaining the expected results both in terms of quality and quantity.

1. INTRODUCTION

Markets:

The concepts of exchange and relationships lead to the concept of a market. A market is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange relationships.

Marketing means managing markets to bring about profitable customer relationships. However, creating these relationships takes work. Sellers must search for buyers, identify must first create a need-satisfying marketing offer. It must decide how much it will charge for



the offer (price) and how it will make the offer available target consumers (place). Finally, it must communicate with the target customers about the offer and persuade them of its merits (promotion).

Marketing:

Marketing is the business function that identifies customer needs and wants. Creating customer value and satisfaction are the heart of modern marketing thinking and practice. Marketing is the delivery of customer satisfaction at a profit.

Many people think of marketing only as selling & advertising. But selling & advertising are only the tip of marketing. Marketing means managing markets to bring about exchanges and relationships for the purpose of creating value and satisfying needs & wants.

Today, marketing must be understood not in the old sense of making a sale – “telling and selling” – but in the new sense of satisfying customer needs. If the marketer does a good job of understanding consumer needs; develops products that provide superior value; and prices, distributes, and promotes them effectively, these products will sell very easily. Thus, selling and advertising are only part of a larger “marketing mix” – a set of marketing tools that work together to satisfy customer needs and build customer relationships.

Telemarketing has a huge role to play in expanding a business, ensuring wide spread publicity and targeting the right audience. Firstly, to define telemarketing, it is the process of marketing goods or services over the telephone. What makes this model extremely successful is that fact that just about everyone uses a telephone in the current scenario. In fact, if there are four adults in a family, then possibly each one has a personal cell phone alongside

with a land line installed at home. This definitely ensures easy access to the right target audience. Even though a lot of people might underestimate the power of telemarketing, yet once they look at the way the model functions and the benefits that it offers, they are sure to change their view. In fact telemarketing has made a mark across all the competitive economies across the world and undoubtedly telemarketing India has become rather big too.

Need and Importance of the study

This Particular topic is chosen because every organization requires Tele Marketing to sustain in long run and provide good services. Tele Marketing helps to modify or develop new product as per the market needs and preferences. The purpose of market research is to help companies make better business decisions about the development and marketing of new products. Market research represents the voice of the consumer in a company.

Ford India Pvt Ltd process driven approach forms the foundation for engaging with customers, to build high quality, cost-effective products and applications. Over and above, we lay our thrust in understanding customer needs to devise optimum design and development strategies that would enable them to market their product quickly.

Ford India Pvt Ltd Solutions has the concept of Framework and "Component Based Development" for product / application development and reusability and provides cost-effective services to our customers for outsourced product development

Scope Of The Study

The study has a wider scope covering the Marketing Research of the people who are using



Heritage products and it also emphasizes on the parameters like customer awareness, customer perception branding value and image. It also throws a light on the customer awareness of the retail industry with attention to **Ford India Pvt Ltd**. The project covers the entire branding features on their impact on customer

Objectives of the Study

- To know the customer perception on Tele Marketing in **Ford India Pvt Ltd** products.
- To know the customer satisfaction on Tele Marketing in **Ford India Pvt Ltd** products.
- To estimate the factors influencing the buying behavior of the customer in Tele Marketing.
- To know the brand image among the customers.
- To know the brand awareness among the customers.

2. Research Methodology

Research Design:

A research design is considered as the frame work or plan for a study that guides and helps the collection and analysis of the data.

A sound research is the basis of success of any formal research. It is said to be the blue print of the study conducted.

Nature of the Data:

The data collected for the study was mainly primary in nature. There is first hand information which is customer opinion,

towards the company products. Besides this secondary data was also collected from company brochures and company websites.

Sources of Data:

Primary data was collected from the customers who are using **Ford India Pvt Ltd** products in Hyderabad city.

Secondary data was collected from the company brochures and company websites.

Methods of Data Collection:

The method adopted to elicit information from customers is structured questionnaire that contains close, open ended questions. The reason for choosing the questionnaire method is primarily due to the qualitative nature of the study.

Survey:

Wide range of information about customer opinion, perception, and expectation is gathered through survey from Hyderabad city.

Sampling Design:

Sample Unit: The sampling unit is customers who are using **Ford India Pvt Ltd** products, Hyderabad.

Sample Size: The sample size is 100 customers in Hyderabad city.

Sampling Method: Random Sampling

Limitations:

1. As the most of the customers were businessmen hesitate give correct information.

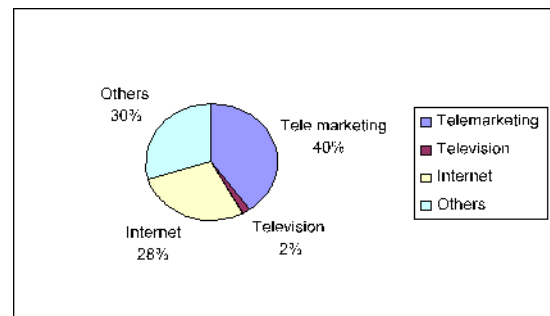


2. The time period of project is 45 days.
3. Though the customers wanted to give information they could not give as it wastes their business time.
4. The accuracy of the answers depends upon the mode of interest of respondents.
5. Though the customers wanted to give information they could not, as they felt it takes away their business time.
6. The accuracy of the answers depends upon the mode of interest of respondents.
7. The opinions of the sample may or may not depict the exact opinions of the total population.
8. The sample size taken is only 100 and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.
9. Respondents might have responded with the actual feelings of facts while giving responses to the questionnaire.
10. Time being a limiting factor was not sufficient to gather opinions from majority of the respondents, who form part of the universal sample.
11. While every care as been taken to eliminate perceptual bias from the side of the researcher and the respondents however certain element of bias might have set in to the research inadvertently.
12. Since this study concentrated on Tele Marketing towards **Ford India Pvt Ltd**, no attempt was made to study other activities of the organization. Such as finance, human resource management etc.,

3. DATA ANALYSIS AND INTERPRETATION

How do you advertise your business?

Tele marketing	40%
Television	2%
Internet	28%
Others	30%

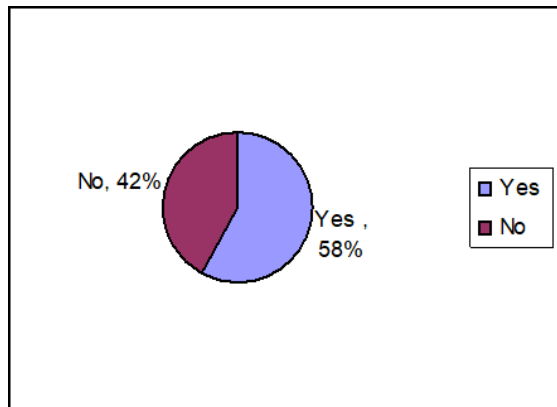


Interpretation:

The above table discloses the facts that most of the respondents i.e., 40% use Tele marketing for advertising, 30% of them uses their own advertisement tools.,28% of the respondents are using online media for advertising.only2% of them are using Television as their advertising tool.

Do you think website is the easiest way of Tele marketing?

Yes	58%
No	42%

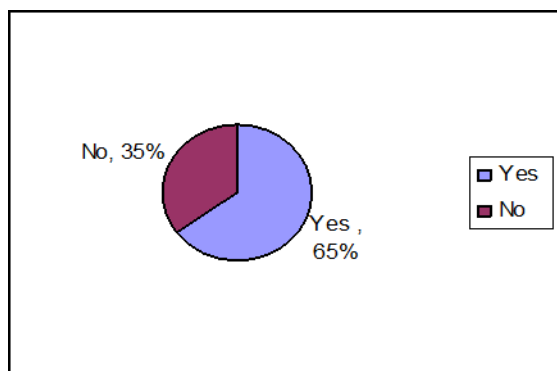


Interpretation:

The above chart reveals that 58% of respondents are thinking website is an easiest way of Tele marketing, 42% of them do not agree with these. So, there is an increasing demand in online advertising.

Do you have website? If Yes Please Mention your website?

Yes	65%
No	35%



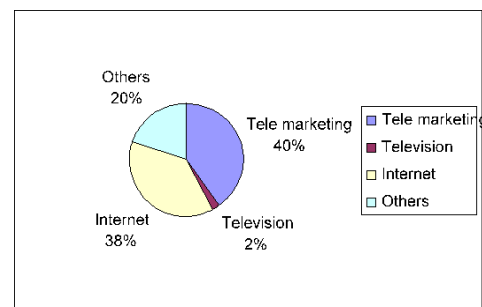
Interpretation:

By observing the above graph we can know

that 65% of the respondents have their own websites, only 35% of them do not maintain any website. By seeing this we can know that many of the respondents use Internet as tool for advertising.

How do you expose your new scheme to public?

Tele marketing	40%
Television	2%
Internet	38%
Others	20%



Interpretation:

Looking at the above picture 40% of the respondent's use Tele marketing, 38% use internet, 20% of the respondents are using their own way. By these we can conclude many respondents are advertising their new scheme through Newspapers and Internet.

4. FINDINGS

- ❖ Most of the Public and customers use Tele marketing next to News paper for sales.
- ❖ I have found that Most of the Public and customers think Tele marketing is the easiest way of sale.
- ❖ As per my Survey I found that many



new product Tele marketing sites serve somewhat important to Public.

- ❖ I found that Selling and buying are the important purpose of watching new products.
- ❖ Most of the Public and customers agree that the a Tele marketing through online is expensive.
- ❖ Most of the Public and customers agree that none of the leading online advertising websites gives clear information with images.

SUGGESTIONS

- ✚ As Most of the Public and customers think Tele marketing is Expensive so it will be better to use penetration method.
- ✚ As most of the websites do not provide clear information with images so it will be better to include images in our new products.
- ✚ Most of the Advertisement websites target only Public so it will be better to provide an opportunity forces tomlerslike Developers, Suppliers, etc.
- ✚ Most of the buyers buy on installment basis so it will be better to provide information of financial institutions or bankers who provide credit facility.
- ✚ Regular Updating should be made for better services.

5. CONCLUSION

In a competitive industry, businesses need to use all the resources they have, including skills and knowledge. Continuous improvement at Corus provides a process in which everybody can play a part in moving the business forward. Working

in teams enables employees to share their ideas and expertise.

Using the expertise of staff helps the business to develop. It also empowers individuals to take on responsibility and provides them with increased job satisfaction.

Tele marketing may involve risk, such as investing time, resources and money in new technologies. However, it also creates business opportunities.

However, in meeting these needs, it has also opened up other business opportunities. By winning this contract, it is now able to make this higher grade steel available as part of its product portfolio. As a long-term strategy, it will help the business to outperform its competitors and increase its market share.

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