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**Biju Patnaik Institute of Information
Technology & Management Studies**

**PROJECT REPORT
ON**

**“ANALYSIS OF SUPPLIERS’ PERCEPTION
TOWARDS THE ONLINE PROMOTIONAL
ACTIVITIES OF INDIAMART INTERMESH”**

**(SUBMITTED FOR MBA IN BIJUPATNAIK INSTITUTE OF
INFORMATION TECHNOLOGY AND MANAGEMENT AFFILIATED TO
BIJUPATNAIK UNIVERSITY OF TECHNOLOGY.)**

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Apart from my own effort, the success of this project depends largely on the encouragement and guidelines of many other. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project. I take this opportunity to express my deep sense of gratitude and appreciation to my project guide Ms. Bebina Mohanty .

INDIAMART INTERMESH LTD. BBSR for providing me summer training in his reputed organization and giving me a chance to have the experience of actual online promotional activities.

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DECLARATION:

I Ms. Sangita Sahoo hereby that the project work titled “**A STUDY ON ANALYSIS OF SUPPLIERS PERCEPTION TOWARDS THE ONLINE PROMOTIONAL ACTIVITIES OF INDIAMART INTERMESH**” Is the original work done by me. And submitted to BPUT, ODISHA. In partially fulfillment of requirement for the award of Master of Business Administration is a record of original work done by me under the supervision of **BB Dash.**

Regd.No. 2006258176

Date:28th Jan 2022

Signature of student

Sangita Sahoo

CERTIFICATE FROM INTERNAL GUIDE

This is to certify that the report of the Major Project Work on the topic which is submitted by Sangita Sahoo in partial fulfillment of the requirement for the award of the of Master of Business Administration of Biju Patnaik University of Technology, Odisha, is a Bonafede record of the candidate's own work carried out by her under my supervision.

(Dr. Biswa Bihari Das)
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CERTIFICATE FROM COMPANY GUIDE



Date: 28/09/21

TO WHOM IT MAY CONCERN

This is to certify that Ms. Sangita Sahoo D/O Rabindra Sahoo of **Biju Patnaik institute of information technology and management** 2nd semester MBA 2020 Bhubaneswar Patia, 751024 has successfully completed a internship programme at **suprit it infoways Pvt Ltd**. The period of her internship programme from 12 July to 30 August with us she was found punctual hardworking and inquisitive.

We wish her every success in life

Suprit IT Infoways Pvt. Ltd.

Managing Director
Authorized Signature

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CHAPTER 1

EXECUTIVE SUMMARY



Working with **INDIAMART INTERMESH LTD** was a great opportunity and a great pleasure to me. During the whole research I was considered as the part of the Indiamart family and this proves the cooperation among the various departments and the employees of Indiamart. The main objective of the research was to study the efficiency of the marketing strategy of Indiamart and to judge its marketing position, its strength over the competitors and the way to utilize it to have the benefit. Since Indiamart is a prominent B2B industry, it actually acts as a platform where the buyers and the sellers meet to perform their business. The research was conducted keeping the objective as the main and the conclusions drawn were that the Indiamart holds a very good position in B2B industry.

The marketing strategy of the company was also fulfilling its aims and was up to the mark. The main strength of the company was its customized solutions and the weakness was that it holds a good service range but is costly as compared with the competitors. The company performance graph is rising day by day showing its progress which could also be justified on the basis of the valuation provided by Alexa.com. In this project the suppliers' perception over the online products' promotion is highlighted. What the suppliers think and what are their adequate strategies through which their product is exposed online through India MART is being researched. The report contains the findings arrived after detailed analysis of the data received through filling the questionnaires by the different suppliers. I went to several suppliers' organization and had a detailed discussion about their promotion of products by Indiamart.com

CHAPTER 2

INTRODUCTION



COMPANY PROFILE:

IndiaMART.com is the India's largest online B2B marketplace for Small & Medium Size Businesses, connecting global buyers with suppliers. The company offers a platform & tools to over 1 million suppliers to generate business leads from over 5 million buyers, who use the platform to find reliable & competitive suppliers. The company has over 4000 employees located across 75 offices in the country. Its existing investors include Intel Capital and Bennett, Coleman & Co. Ltd.

IndiaMART.com offers services that enable small & medium size businesses generate business leads (online catalogs/store-fronts), establish their credibility (third party verified trust profile) and use business information (finance, news, trade shows, tenders) for their business promotion.

IndiaMART.com has won numerous awards over the years, which include coveted 'Red Herring Award', 'Emerging India Award', and many others. The company has also been widely covered by media for its pioneering role in promoting SME business in the country.

SERVICE OVERVIEW

It provides a comprehensive online marketing program that provides enhanced enquiry generation of different products through their DYNAMIC CATALOGUE of products.

With star suppliers, it helps to give a premium positioning among suppliers in all relevant categories.

It provides TRUST SEAL which is a business verification service that checks suppliers' records of existence, credibility and trustworthiness for the benefit of the buyers.

It provides leading suppliers which are the right choices for the companies who have a right mixture of infrastructure, management capabilities and experience in servicing global buyers.

It also provides banner advertising to build the brand so as to attract the buyers.

In short it is a BUSINESS PROMOTION COMPANY offering services and solutions to small and medium level business in India for increasing revenues or reducing cost using internet & internet technology.

CORPORATE INFORMATION:

We have built ourselves to be self-sufficient. Our guiding principles are a mélange of traditional business ethics and contemporary good governance needs. We set higher and tougher performance & governance benchmarks in our industry as we move ahead.

Our customers have always found an integrated business promotion solution more valuable than a simple web presence. Driven by this preference of our customers, we have built ourselves on the key pillars of smart people & smart solutions for business promotion. We have developed an integrated solution

delivery framework which incorporates B2B marketplaces, Internet technology and industry knowledge.

IIL's first B2B marketplace - IndiaMART.com, marked the beginning of online presence of Indian businesses for a global exposure. The diversities of businesses makes it imperative for us to custom delivers our solutions. This presents a great challenge of accumulating & using industry knowledge to deliver high quality solutions.

ABOUT INDIAMART INTERMESH LTD:

We endeavor to maximize value for our customers by offering those efficient and costeffective solutions for business promotion, process support and transaction accomplishment. Our customers have always found an integrated business promotion solution more valuable than a simple web presence. Driven by this preference of our customers, we have built ourselves on the key pillars of smart people & smart solutions for business promotion. We have developed an integrated solution delivery framework which incorporates B2B marketplaces, Internet technology and industry knowledge. IIL's first B2B marketplace - IndiaMART.com, marked the beginning of online presence of Indian businesses for a global exposure. We today serve our customers through a network of over 50 industry / product marketplaces, making us the largest integrated B2B marketplace network from India. We have always seen Internet as a business facilitator rather than a technology phenomenon. Our usage of Internet technology has therefore been directed towards business promotion of our customers. Today, we cater to over 8,000 customers and make Internet technology work for their business. The diversities of businesses make it imperative for us to custom delivers our solutions. This presents a great challenge of accumulating & using industry knowledge to deliver high quality solutions. IIL has developed and established standards for solution delivery and

is India's first organization of its kind to receive an ISO certification. TEAM IIL is poised to maximize the value delivered to our customers through continuous innovation and learning. Vision and Mission We endeavor to maximize value for our customers by offering those efficient and cost-effective solutions for business promotion, process support and transaction accomplishment.

VISION AND MISSION:

We endeavor to maximize value for our customers by offering those efficient and cost-effective solutions for business promotion, process support and transaction accomplishment.

VISION:

We strive to become an integral part of every organization's business promotion plan.

We envision providing complete business enhancement and promotion services to our clients.

MISSION :

With firm belief in our vision and with complete dedication integrity and honesty, we endeavor to generate profitable returns for our customers through high quality business promotion services and solutions that enhance revenues and are cost effective at the same time.

Fact Sheet:

IIL started its operations in 1996 and has stood its ground even in the toughest times. We had a profitable business even when other companies in this domain found it hard to sustain. Today, we operate from a 18,000 sq. ft. office in Noida (near Delhi), and have 20 branch offices spread all over the country. Our team includes over 550 professionals from diverse background, bound together to serve over 8000 customers.

HIGHLIGHT:

1999-2000

- Accomplished 'Bharat on Line' - MTNL's online portal project
- Launched auto industry channel

- Opened branch office in Mumbai

2000-01

- Touched 5 million page views/month
- Crossed 1000 client's mark
- Crossed 100,000 business queries/month
- Accomplished Online projects for HHEC, Jindal Organization, Modi Corp,
- Won Britannica (BIG) Award for Travel.indiamart.com
- New Branch Office in Chennai
- Profits increased by 12.8% over last year

2001-02

- Declared as "the only profitable Indian Dotcom, with positive cash flows" by Business World - Cover Story: 14 May 2001 issue
- Added to its service portfolio - Electronic Trade Offers, and Request for Quotation / Request for Proposal
- Recognized by CNBC India as one of the only profitable dotcoms in India based on report by McKinsey.

2002-03:

- Moved operation to state of the NOIDA
- Launched online hotel reservation system
- Crossed 2 lakhs business queries mark with 12 million

2003-04:

- Launched trust SEAL to bridge the trust gap between B2B Trade
- Touched 26 million page views per month, generating more than 3 lacs

2004-05

- Become the first ISO 9001-2000 company on its Domain
- Launched online payment gateway ABC payments. com
- Crossed 8000 client

2005-06:

- Indiamart.com completed Ten successful years 1996-2006
- Launched MDC ,a four page online catalogue for client
- Implanted corporate wide WEBERP
- IIL s INDIA gifts portal team hit the chart with Rs 1.3 crores

AWARD AND ACHIEVEMENT

Success of our customers is our greatest achievement. Their confidence in us and our innovation, to give them the best, has got us applauds from various sources

- IIL's successful business model featured on CNBC India as analyzed by McKinsey
 - Declared as India's only profit-making dotcom company by Business World (Cover story)
 - Special footage for IIL's contribution in enabling e-business for exporters from Moradabad; Mr. Dinesh Agarwal interviewed (India Tomorrow - BBC News)
- Wwv.indiantravelportal.com bags eighth "BIG" Award from Britannicaindia.com
- IndiaMART.com nominated for Britannica Internet Guide (BIG) Awards for excellence on Internet
- IndiaMART.com listed among Top Indian Websites under Business - to business category by Encored.
 - The best India related yellow pages on the Net – Cosmopolitan
 - Top Indian Site by www.indiatimes.com
 - Termed as 'Online Gateway to Indian marketplace'- The Economic Time

CHAPTER- 3

LITRETURE REVIEW

Starting the journey from 1996, with a small member in the functioning process, Indiamart has tried to give a smart proposition in the field of online promotional activities.

IndiaMART.com- Shaping The Value Proposition

India needed to improve its foreign earnings. The liberalized International Trade decisions in 1996 included:

- Incentives on Import and Export
- Focus on small and medium business.

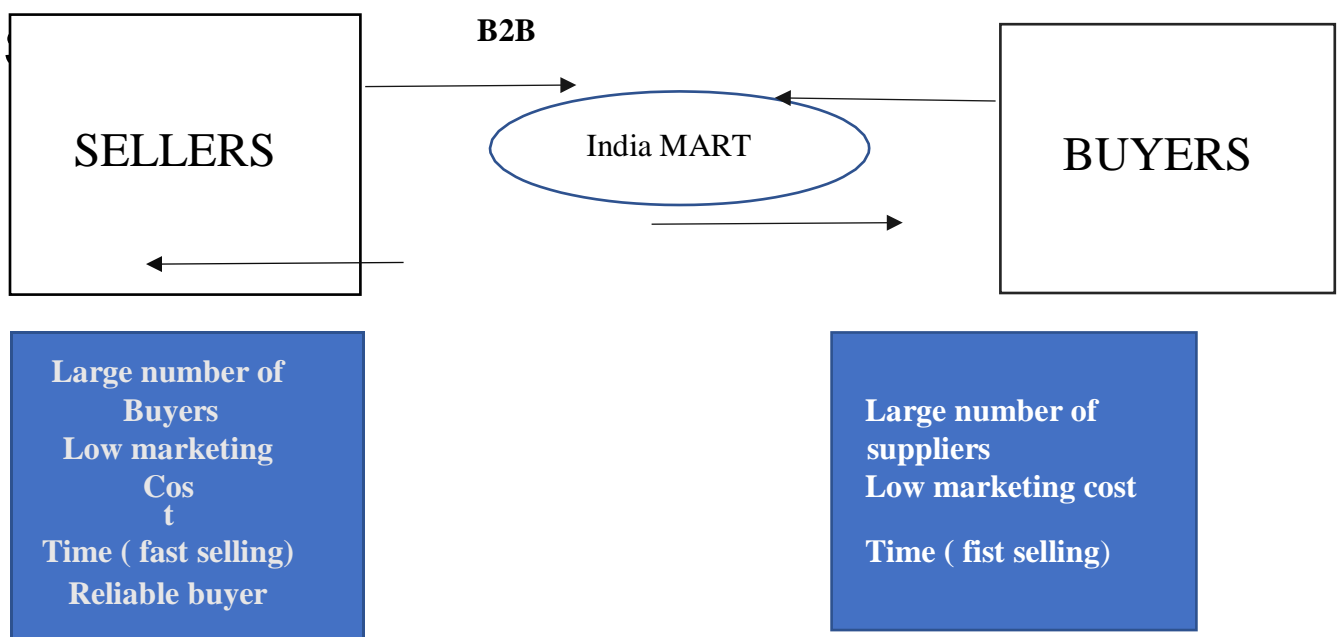
Opportunity for IndiaMART:

- Internet was widely being used in US for business at a very low cost.
- Global buyers saw India as a lucrative supplier in a number of industries,
- Hardly any organized supplier information was available from India; Export Promotion Councils/Trade Agencies did not offer enough information's also.

Based on the above, the targeted market for us was:

- Business in India – matches with our geographical presence,
- Small & Medium Size – willing to take more risk in order to achieve higher growth,
- Interest in International Trade- high value proposition for sellers.

Purpose:



B2B MARKETPLACE

B2B Marketplace is a “platform” where manufacturers, suppliers, distributors and exporters meet through with the help of search engines. Search Engines are basically a web tool designed to search for information on the world wide web. List of search engines includes Google, Yahoo, MSN, ask.com etc. “B2B marketing” meaning information or databases of “business to business” marketing. B2B Marketplace is the hub of marketing tools through which search engine scrolls databases available on the net. B2B marketplace therefore provides immense knowledge about the products one wishes to buy or sell through or give information regarding their products, profiles, services etc. B2B Marketplace offers wide benefits to the manufacturers, suppliers, buyers, exporters as well as importers.

IndiaMART.com & The Network- Benefit to the Buyers

- International buyers are able to access the largest database of Indian suppliers instantly.
- IndiaMART.com is the only Indian marketplace which offers trusted supplier profiles, which makes it easier for the buyers to take an informed decision.
- Largest variety of products, of desired quality from India, it is the fastest mode of communicating with a large number of sellers simultaneously, thereby reducing the total cost of purchasing.
- Only Indian marketplace which offers single-point source of not just supplier data & catalogs but also offers industry and product information along with general trade and Exim information.
- Due to large number of sellers on the marketplace, buyers get the most competitive pricing. This is how it gives most of the benefits to the buyers so as to get an international access of the suppliers according to the need of their products.

IndiaMART.COM & The Network- Benefits to The Sellers

- Indian suppliers get access to a large pool of international buyers instantly,
- Reduce the communication cost and international marketing cost which amounts up to 20% of the total turnover,

- Opportunity to the buyers and sellers to operate from a virtual office and access business enquiries without any need for proper official setup.
- Buyers and the sellers deal with each other directly, without any intermediary. Business queries generated are forwarded to the suppliers without any intermediation.

IndiaMART.com – MARKETPLACE FACTS

- 3 SERVICE PORTALS,
- 13+ Industry portals,
- 126+ product portals,
- 100+ Travel portals,
- 5 Lac+ registered companies,
- 5 Lac+ business enquiries every month,
- 50 million + unique visitors every month, most visited Indian B2B marketplaces
- **MAJOR COMPONENTS**
- ONLINE DIRECTORY,
- ONLINE PRODUCT CATALOGS
- TRADE LEADS
- INDUSTRY VERTICALS
- PRODUCT PORTALS ONLINE **DIRECTORY**

IndiaMART offers :

- Comprehensive business directory of Indian/Foreign manufacturers ,suppliers and service providers.
- Facility of interviewing their company profile, product catalogs, verified business details,
- Sending an online request for quote,
- All the product/service categories have their own unique URLs which are individually promoted on internet as manufacturers, exporters/service providers of respective products/services,
- Search engine optimization of company listing pages,

ONLINE PRODUCT CATALOGS

Indiamart has over 15000 business catalogs of Indian suppliers having more than 100000 unique product portals in total. This is the largest collection of products from India.

- User friendly advanced search based makes it easy to find out any product,
- Information is well laid out and categorized in a way that it makes navigation through the platform easy and fast,
- Special identification for the latest catalogs added which helps the repeat visitors to easily identify new products,
- Direct link to catalogs of related categories and products
- Direct visibility of various product pages in search engine.

BENEFITS:

- It is the largest aggregation of catalogs from India, thereby making it most comprehensive source of product information for the buyers,
- Catalogs expedite the decisions making process of buyers thereby making it one of the most preferred sources for product sourcing by the buyers,
- Customers can view all the products & its variation, allowing them to make informed decisions,
- Routine tasks & queries such as downloading files & clarifying product specifications can be automatically handled on the websites,
- Suppliers reach many new entities without the need for the typical marketing expenses & investment,
- Enjoys top searches positions on all major search engines , because of which a good amount of buyer traffic is generated through online catalogs.
- You can search the catalogs online through catalogs.indiamart.com

TRADE LEADS:

- It provides for the buyers/sellers to post/reply to offer for buying & selling of products and establishing business association in India.
- Buyers and sellers can post their trade offers to either buy or sell a product/service or to enter into a business association.
- Once an offer is posted, the interested buyer, seller or potential business associate can reply to this trade offer online.
- The reply generated reaches the person who posted the original trade offer, thereby initiating a business dialog.
- Effective tool for faster business response.

BENEFITS

- Buyers can search for vendors who can supply the products & services they need – both for ad hoc as well as regular purchase.
- If they do not find the product on their choice on sale, they can post a buying requirement and get the quotations right at their desktop, rather having to search for a supplier.
- It is the fastest way for the buyers to access direct product information, put on sale by a seller,
- It also provides priority listing to the client offers

INDUSTRY VERTICALS

- A complete marketplace in itself
- Focus on a specific industry or product only,
 - For e.g.- while IndiaMART.com covers all the industries, handicraft.indiamart.com focuses on the Indian handicrafts industry,
 - Aggregates disparate content and services of interest to a particular industry and makes it available to buyers and sellers from that industry,
- In case of vertical portals, the audience or participants may be smaller, but they possess higher interest as the audience is highly targeted,

- Like IndiaMART.com, all its member vertical portals have a directory, catalogs, trade leads, newsletter, search and industry/product information section of their own.

BENEFITS

- It is the source of generating business enquiries,
- No other marketplace in India has such a wide and information rich portfolio of industry verticals,
- Offers multiple promotion to suppliers who build a website/catalog with IIL,
- It helps to get focused buyers, resulting in better quality enquiries.

CHAPTER 4

RESEARCH & METHODOLOGY

RESEARCH METHODOLOGY

Research refers to „a search for knowledge. It can be defined as a scientific and “ systematic search for pertinent information on a specific topic. Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deduction and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis – Clifford Wood.

RESEARCH AND METHODOLOGY

It is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically. In it we study the various steps that are generally adopted by the researcher in studying his research problem along with the logic behind them. In general methodology is an optional framework within which the facts are placed so that the meaning may be seen more clearly. The sources of data shown that designing of a research plan calls for decision on the data sources are research approaches (primary and secondary data) research instruments (observation survey experiment) sampling plan and contact methods(personal interviews).

RESEARCH DESIGN

A research design is the determination and statement of the general research approach or strategy adopted for the particular project. It is the heart of the planning. If the design adheres to the research objectives, it will ensure that the client need will be served. Research design is a plan structured and strategies of investigation. It is the arrangement of condition and analysis of data in a manner to combine relevance to the research purpose with economy in procedure. In order to achieve the objective it was necessary to talk to the suppliers and public to draws the conclusions regarding the objective. For visiting the suppliers and publics to collect the relevant information; a

questionnaire has to be designed. The questionnaire was designed in such a manner to achieve the objective of the research. The sample size taken is 50

Descriptive Research

This is a kind of research structure which is concerned with describing the characteristics of the problem. In this way the main purpose of such a research design is to present a descriptive picture about the marketing problem on the basis of actual facts. For this it is important to obtain the complete and actual information about the subjects.

NATURE OF RESEARCH

Quantitative type of research has been used. As all the data was based on numerical figures obtained in the survey.

TYPE OF QUESTIONS

The questions were self-administered, with a view to obtain maximum information from the respondent that is why the questions were straightforward.

TYPE OF QUESTIONNAIRE

The entire questionnaire was standardized and formalized.

TYPE OF ANALYSIS

As all the data found in the survey are totally numerically so the type of analysis

SOURCE OF DATA

PRIMARY DATA

The data which is collected fresh and for the first time and thus happen to be the original one characteristic is called primary data.

SECONDARY DATA

The data which is already collected by someone else and which have been passed through the statistical process is known as the secondary data.

SECONDARY DATA COLLECTION

The report mainly consists of data from the primary source gathered through the schedule of questions and from other sources of websites, newspapers etc.

Project Research Type:	Descriptive Research
Data Sources:	Primary Data, Secondary Data
Research Approach:	Survey Method
Research Instrument:	Questionnaire
Data Analysis:	Logical analysis
Sampling Procedure:	Random Sampling
Sample Size :	50 Respondents
Geographical Coverage:	Cuttack, Bhubaneswar
Duration of the Survey:	6 weeks

CHAPTER 5

ANALYSIS&INTERPRETATION

FOR HOW LONG YEARS YOU ARE USING INTERNET?

INTERPRETATION:

I wanted to know the duration of using internet of the suppliers. After calculating the options, I found that it was only 5% of the suppliers who are using internet for a year. Most of them are familiar with the internet for more than 3 years which is about 27% out of the 50 respondents

.

HAVE YOU DONE ANY TRANSACTION OVER INTERNET?

INTERPRETATION:

While asking the question of the usage of internet, 85% of the suppliers have done several transactions over internet. It implies the fact that as internet is very popular among the business, so a brief knowledge of that is also present with them.

WHICH TRANSACTION HAVE YOU MADE OVER INTERNET?

INTERPRETATION:

Through this question I can clearly formulate that, many of the suppliers use internet in their business purpose, others use for recharging mobile, ticket reservation and enquiries. It is clearly evident that internet usage is of vast importance in their business transactions.

WHAT IS THE NATURE OF YOUR BUSINESS?

INTERPRETATION:

Through this question I wanted to know the nature of the business of the suppliers, and found that 55% of the suppliers are into manufacturing, and a very little percentage is in other types. So, the nature of the business is a very essential.

IS YOUR BUSINESS GLOBALLY RECOGNISED?

INTERPRETATION:

25% of the suppliers' business are globally recognized are not 75%. Through this I have come to know that most of their business are not having a global exposure. Lack of promotional strategies may be a factor as accepted by many and also the competition in the existing market. Criterion which is required to know to carry out my project.

LEGAL STATUS OF YOUR BUSINESS?

INTERPRETATION:

About the organization 30% was partnership, 20% was HUF and private ltd and LTD CO, and 10% was proprietorship. The nature of the business gives a clear idea about their dealings.

WHERE DO YOU CURRENTLY GET THE MAJORITY OF SALES LEADS?

INTERPRETATION:

Through this it is very evident that most of the suppliers earn their revenue through sales networking (45%), some use cold calling (10%), Trade shows (30%), and the rest use websites. So there is a definite urge of the e-commerce for them.

ADVERTISEMENT MEDIUM OF YOUR COMPANY?

INTERPRETATION:

Out of the various respondents, maximum number of the suppliers use TV, and the others use newspapers, magazines and they also participate in Trade shows and Exhibitions.

ADVERTISING BUDGET OF YOUR COMPANY?

INTERPRETATION:

There are various suppliers whose advertising budget exceeds 20000 (35%), and the others range in between 10000-20000 margin. A lot of money is spent on the promotional of their products.

HAVE YOU EVER USED ANY PORTALS FOR THE PROMOTIONS?

INTERPRETATION

45% of the suppliers have used portals for their promotions of the products, and 55% have not used yet. The reasons are inadequate information's, high costs, etc.

RANK IN ORDER OF YOUR PREFERENCE THE VARIOUS PORTALS PROVIDED BY THE COMPANY (RANK 1 FOR THE BEST)

INTERPRETATION

Around 58% of the suppliers think that indiamart.com provides the best online promotional services, 38% thinks it is Tradeindia.com, and the rest opts for alibaba.com.

DO YOU THINK THAT PROMOTING A BUSINESS THROUGH DEFINITE BUSINESS PORTALS WILL ULTIMATELY GIVE YOU THE GLOBAL EXPOSURE?

INTERPRETATION

In this case around 65% of the suppliers think that online promotions do definitely help in getting a vast global exposure, and 35% think it does not

**WHICH IS THE BEST MEDIUM OF PROMOTING THE PRODUCT'S
FEATURES THROUGH ONLINE? RANK IN ORDER OF YOUR
PREFERENCE(I FOR THE BEST)**

INTERPRETATION

Most of the suppliers are of the opinion that trade fare and print media can be the best medium of promoting a product's features through indiamart.com.

They think that it is a very user-friendly format provided by Indiamart in order to advertise the suppliers' products.

CHAPTER 6

FINDING

After I completed my training in Indiamart, I had a very mixed experience regarding the online promotions. Indiamart is having a very good standing in the market at the present market outset. Being an online promotional company, they have taken subtle online promotional strategies which is fruitful for the company. During this session, I had managed to interact to many suppliers, prepared the questionnaire for their suppliers' perception towards the activities of Indiamart.com and I come up with the company's positive and the negative aspects along with some limitations.

1. Some of the important findings in Indiamart was that most of the suppliers were very reluctant to spend money on the online promotions of their products.
2. They have a very good knowledge of the online promotional tools which are prevalent in the market and they are interested also.
3. They are also aware of the other competitors in the market like alibaba.com, tradeindia.com, etc.
4. Most importantly they have enough faith on indiamart.com and they are very much interested in promoting their product through the Indiamart. as they know the number of clients in Indiamart are very high.
5. They are also in the belief that if they want to promote their business globally, online promotions are necessary.
6. The suppliers are also in the opinion that print media, trade fares are very much beneficial in the online promotion activities.
7. During the interaction with the suppliers, it was very much clear of the fact that the service rendered by Indiamart is of supreme quality and they want to be the client of the company.

CHAPTER 7

ANALYSIS

SWOT ANALYSIS

Organization performs SWOT (Strength, Weakness, Opportunity, Threats) analysis to identify and evaluate their competitive position.

(A) STRENGTHS

The most power full point in hand of the company is that they provide the customized solution to the customers.

- 1) The company has excellent distribution system.
- 2) The company has built a strong image among the customers.
- 3) The company experiences excellent Brand loyalty for its Products from the customer.

(B) WEAKNESS

- 1) Some products have high prices as compared to the other products.
- 2) The company branches are not spread throughout the region; as a result load of the work at the head office is tremendous.
- 3) The company pays less attention towards the matured client.

(C) OPPORTUNITIES

- 1) India has a vast potential market, which the company can get hold up.
- 2) The company can prove to be major threats for its competitor's if it increases its marketing efforts.

3) IIL should concentrate on the premium segment market. quaintly the products are favorite among the customers.

(D) THREATS

- 1) The major threat that company faces is from its competitors who are introducing products with lower cost backed by aggressive promotional schemes to attract the customer. The arrival of the MNC is a major serious threat for the company.

ANALYSIS

Most of the businessman is aware of the Internet or online business. But they are not aware of the exact process neither they are in a mood to know until nor unless they are being told of the benefits, they can have by entering into this business promotion. It was also concluded that Indiamart is the most known company in this kind of industry. The major hand to achieve this goal is because of the strategy followed by Indiamart. threat is their mode of calling the potential clients and generating awareness about them. The follow up process made by the company also has a good hand in the awareness about the Indiamart. The good percentage of satisfied clients is also an additional factor for its publicity. Most of its clients are satisfied and they place Indiamart as the best company in this industry. The appraisal made by them proves an addition to its image in the market. The wide range of products offered by the company helps the customer to have the product of his choice and the very tool of the customized solution in an additional factor, which attracts towards Indiamart. Thus, it could be said the company is in a good position in the market and is expected to have a bright future ahead.

LIMITATIONS OBSERVED

Following are some limitations which affect our performance in the organization. Indiamart.com is providing eminent facilities so as to increase and maintain the performance of each and every employee in the organization.

1. The basic problem that everyone faces today is of recession. The same case is with small scale sectors. The most likely argument is not getting enough return on their investment so it's difficult for them to invest at this point of time.
2. Some of the suppliers are satisfied with the present status of their business. They don't want to expand further due to limited resources or lack of vision and like to avoid risk. For e.g. if company gets regular order from government, shows no interest to online promotional services.
3. The price factor also plays key role in generating leads because aware customers are likely to respond to those services which offer maximum advantages at minimum cost. For e.g., tradeindia.com provides almost same services but at considerably low amount as compared to indiamart.com.
4. Some of the clients are not able to afford the cost or price that indiamart.com offers. It necessitates keeping record of their status at regular interval. For e.g., with the help of appointment at regular intervals, the probability of converting the prospect into regular client can be found out
5. Many of the clients had bad experiences as a result they have withdrawn from it. The most likely reasons are unsatisfactory inquiries and fake inquiries. Some of them had suffered heavy losses by accepting those fake inquiries

6. Most of the organizations are controlled from their respective headquarters as a result the decision remains pending for a long period of time. Regular follow up is required to maintain their proper status.
7. The absence of respective departmental head because of meetings or on leave requires follow up on continuous basis.
8. Some of the clients are very satisfied with their business as they are generating enough business locally and so they do not go for online marketing.
9. Few clients are satisfied with their present service provider in all respect so they don't want to change it.
10. Some of the organizations are positive about online promotional services but they can't afford it at present due to low turnover or profit.
11. Many of the clients are not willing to fill up the questionnaire because they feel that it will result into leaking out important information which is harmful to their organization at later stage. Some of them neglected to fill up such questionnaire without the authority of their respective superiors.
12. Some of the organizations have their own web pages and also have contacts of website developers who help them to develop website for companies in more cost-effective way.

CHAPTER 8

SUGGESTION

SUGGESTION

For an effective online promotional marketing strategy for a manufacturer, there are some recommendations which need to be followed so as to increase the revenue of the company.

REGISTRATIONS AT B2B MARKETPLACES

Leveraging services of an online B2B marketplace opens up numerous doors of opportunities. It offers both options for registrations –free and paid. The latter offers additional features to enhance business prospects. To gain maximum exposure manufacturing companies should register at many online B2B marketplaces as possible and be visible to buyers visiting from across the globe.

BUILD A WEBSITE

A website that covers complete product and company information alongwith client testimonials has become a prerequisite for manufacturers looking for web presence. Updating the product catalogue and other latest happenings such as trade fair participations at regular intervals is also essential to keep the customers and visitor's interest. The company must be prompt in replying to business queries from buyers over email or phone.

• SEARCH ENGINE OPTIMISATION

A specialized company needs to be engaged to undertake the SEO activities for your company. Also, the manufacturer firms should register themselves at Google Local, Google Maps, and similar services across all search engines, both major and minor.

- EMAIL MARKETING

A concrete database of the target customers from a reliable source should be obtained and send mailers using a service that gives detailed statistics of its rate, click through, etc.

- BUILD TRUST

Online marketing is mainly based on trust. You can capitalize on mechanism which bridge the trust gap associated with the online medium and enhance your credibility. Indiamart.com has a business verification service 'Trust Seal' and that needs to be used in a very fair way to obtain the customer's trust.

- SOCIAL MEDIA MARKETING:

It is a powerful tool to speed the word about your company and increase network possibilities, social media, holds immense potentials. Sending regular update messages in your LinkedIn network, updating company's products at various blogs, uploading product pictures on photo sharing sites like Flickr, putting product videos on all video sharing sites like You Tube, placing company presentations and documents on document sharing sites, such as Slide shares, Scribe can improve the suppliers' perceptions over the online promotional products.

CHAPTER 9

CONCLUSION

The main purpose of Summer Internship Program (SIP) is to gain practical knowledge and apply our skills in practical and real environment. It is the time when we have to sharpen our skills, abilities and knowledge which would help me in getting final placement. In Indiamart.com, I have got an opportunity to explore my potential. By preparing extensive research reports I have attained fundamental knowledge of online promotional services, its scope, the suppliers' perceptions towards the different online promotional tools provided by the company and its importance in coming years. I have also come across various technicalities related to online promotional services. I am very confident that after completing my internship in Indiamart.com Company I would have mastered in various online promotional services.

CHAPTER-10

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