



Summer Internship Project Report
On

**BUILDING BRAND AWARENESS AMONG TARGET SEGMENT VIA
INNOVATIVE AND CREATIVE USE OF SOCIAL MEDIA
STRATEGIES FOR A NEW AGE.**

BY

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SUBMITTED TO



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

In partial fulfillment of the requirement for the degree of
Master of Business Administration

Under the guidance of

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Biju Patnaik Institute of Information Technology & Management Studies

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I sincerely express my thanks to my internal project guide **Professor Varun Agarwal** for his valuable guidance and intellectual suggestions during this project.

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Biju Patnaik Institute of Information Technology & Management Studies

CERTIFICATE

To Whomsoever It May Concern

This is to certify that Mr. Akash Kumar Gupta is a bonafide student of this Institute and has successfully completed his project entitled “**Building Brand Awareness Among Target Segment Via Innovative & Creative Use Of Social Media Strategies For a New Age**” at Clans Machina, Bhubaneswar for partial fulfillment of the course Master of Business Administration (Marketing), affiliated to Biju Patnaik University from Biju Patnaik Institute Of IT and Management.

Dr. Mihir Ranjan Nayak
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Prof. Varun Agarwal
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Biju Patnaik Institute of Information Technology & Management Studies

DECLARATION

I , **AKASH KUMAR GUPTA** , bearing registration number-2006258009 a student of Biju Patnaik Institute Of IT and Managment here by declare that the project entitled **Building Brand Awarness Among Target Segment Via Innovative & Creative Use Of Social Media Strategies For a New Age** is based on the study undertaken by me, to the best of my knowledge and belief under the guidance of Professor **Varun Agarwal**.

I further declare that this project or part thereof has not been submitted to any other university or institution for the award of any degree,diploma or other similar tittle.

Akash Kumar Gupta
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EXECUTIVE SUMMARY

This project report is prepared as the partial fulfillment of two years of Masters in Business Administration at **Biju patnaik institute of IT and Managment**. This project is a compulsory part of the academics. This research is done in the second semester of the MBA program.

Title of project is **“Building Brand Awareness Among Target Segment Via Innovative & Creative Use Of Social Media Strategies For a New Age”** is aimed at finding prospects for the business, generating leads for the same and then approaching them for sales with constant follow ups.

The project was started on 02, May, 2021 in which one week was our induction program organized by Mr. Swadhin kumar in which deep knowledge of company, products and services was given by the company as I belong to technical background it takes me no time to learn about the technicalities of the product which is Elevators.

After one week of successful induction program, my mentor allocated me the project title which is hard core B2B sales and Lead Generation. I have given area of Bhubaneswar and Cuttack. I had to visit the area and search the builders, concerned person, etc. After that I had to collect the detail by filtering and validating the data followed by cold calling by extracting the details and direct talk with the concerned person for seeking the appointment for taking requirements then after giving the demo we have to do regular follow ups and try to reach the senior concerned person who is the decision maker of their company and organization.

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Abbreviations

B2B :- Business to Business.

GDP :- Gross Domestic Product.

LOP :- Landing Operating Panel.

COP :-Cabin Operating Panel.

Chapter 1: Introduction

Introduction

Introduction to the Title:-

CLANS MACHINA was founded in 2019, based in Bhubaneswar, Odisha Offering a range of services in lift industry and operates throughout Odisha.

The title was to study lead generation process by effecting use of social media and understand B2B sales for business expansion of the company. Business networking is an effective low costing marketing method for developing sales opportunities, either face-to-face at meeting and gatherings, or by other contact methods such as phone, email, and increasingly social and business networking websites.

Interns were allotted in bhubaneswar region for visiting construction companies and builders. There we had to identify construction companies and then after identifying we had to visit their site office or their head office to meet their manager and to give brief about the Clans machine elevators and take appointment for the meeting and demonstration of Sungard elevators. Along with that we have to do cold calling on phone to take appointment to meet them in person and to give demonstration.

Primary objective of this study is lead generation and to generate awareness about the brand among clients to increase the company's sales channel.

The company was a start-up so adoption of low cost and yet effective marketing methods was the most important concern. Main aim was to generate new sources of revenue. To achieve this, following activities were carried out –

The survey in Bhubaneswar area to find out potential clients by visiting various construction sites. To bring the general awareness about the c l a n s m a c h i n a elevators among the clients in this channel.

To obtain the Quotation of elevators from the clients according to their requirement and according to their potential for elevators.

Taking the appointment for final meeting and closing the deal.

Benefits of this study to company is that company will be able to increase its sales and will be able to do segmentation of its channel, according to their requirement, their potential, area of operation and various other attributes. It will in turn will help in achieving its target of increasing its sales.

Significance:-

Indeed, inspiring clans machina was a small-scale start-up company. The study of the potential clients was important to know about the current scenario and it also helped the organization to finalize their various marketing strategies and also in decision making.

If sales channel is expanded, then it would be beneficial for customers to buy Clans machine elevators which can only be done by increasing its dealer in the market. So this study also helped the company to know how many dealers are ready to become the dealer of clans machina elevators.

The study includes :

1. Lead Generation

Ultimately field visits are aimed for generating leads of clients during the field visit. New lead generation are been obtained and more clients willing to understand product offerings in more details to match it to solve their problems.

2. Awareness

In B2B market every organization maintains a database of its suppliers also clients often rate suppliers depending on their trustworthiness. And for any future purchases

clients refer to this database. Therefore, project helped clans machina elevators to create awareness about the company and the brand name among various clients in this channel.

3. Market Penetration

Almost all construction sites have elevator requirements also clients keep on changing their preference for elevators. So company not having a current requirement may have a requirement in future but at the time the client should be aware of clans machina elevator in this channel. For this reason clans machina elevator is trying to penetrate deep into this channel by reaching as many clients as possible.

Significance of study:

This project helped to understand consumer behaviour how they react to new product, specification of new product, to price, what are their needs and wants with respect to technologically evolving world.

Intern understand the standard format for reaching the prospect customer either by cold calling or by reference and to be in contact for longer period'

This project gives insights about products specification, product technicalities, products demand in the market, other competitors for the product, some idea about demand and specifications of the competitor's product.

Interns understand how the work-flow in big as well as small organizations, hierarchy of the organization.

Intern also came to know about customers demand for the technical assistance after the sale of the product.



Chapter 2: Industry Overview & Company Overview

Industry / Company Overview

Overview of the Industry:

Elevators and escalators are installed in commercial and residential buildings, and find extensive use in IT parks, hotels, restaurants, and retail outlets. Steady growth of the construction industry coupled with the development of high-quality public transport systems in India is responsible for this market's impressive growth rate of more than 15% during the forecast period.

Rapid urbanization and high disposable income of the populace in this region is a critical driver that is expected to spur market growth during the forecast period. Due to rapid urbanization, the annual disposable income of the country is increasing. This increase in disposable income is expected to augment the buying power of customers in this region, which in turn will result in the increased spending on infrastructure development during the next five years.

This market is dominated by the large vendors who primarily focus on providing installation and maintenance services. These vendors also provide modern solutions for large-scale public infrastructure, residential, and commercial construction projects.

Leading vendors in this market are –

Johnson Lifts

Kone India

Mitsubishi Elevator India

Otis India

Schindler Elevators India

ThyssenKrupp Elevators India

Other prominent vendors in this market are Kinetic Hyundai Elevator, Hitachi Lift India, and Express Lifts.

Contribution of the sector towards GDP

Manufacturing has emerged as one of the high growth sectors in India. The Government's 'Make in India' program intends to place India on the world map as a manufacturing hub and give global recognition to the Indian economy. India's manufacturing sector has the potential to touch US\$ 1 trillion by 2025, increasing the contribution of manufacturing output to 25 per cent of Gross Domestic Product (GDP) by 2025.

Being one of the larger geographic territories and its unique position that serves as a gateway to countries in Southeast Asia, the Middle East and Africa, we identified India as a hub for our manufacturing operations and export base long before the government's initiatives, with an aim to '**Make in India and Export from India**'. With the access to a huge skilled workforce and a conducive business environment, India is poised to establish itself as the manufacturing hub for the World.

India's elevator market is the second largest after China. Compared to China's 400,000 units sold per year, India is currently between 40,000 and 45,000 units. There is certainly a huge gap. But with India being our focus, the number is expected to grow to about 85,000 units by 2021, and considering the growing population in cities, we expect this to increase by 40 per cent by 2030.

Elevator industry witnessed 6 per cent GDP growth. The market grew by 11 per cent and that is not bad. The retail segment did experience a slowdown, but that too did not have much of an impact.

Major players :

1. Otis elevator

Origin - United States

Year Established-1853

Note- The largest elevator manufacturer in the world.



2. Schindler elevator

Origin-Switzerland

Year Established- 1874

Note- Second largest elevator manufacturer in the world, and the largest escalator manufacturer in the world.



3. Thyssenkrupp elevator

Origin- Germany

Year Established- 1999

Note- Third largest elevator manufacturer in the world.



4. Kone elevator

Origin- Finland

Year Established- 1910

Note- Fourth largest elevator manufacturer in the world. It is also the pioneer of [machine room less](#) elevator system.



Logo-

5. Thyssen elevator

Origin- Germany

Year Established- 1871

Note- Defunct as part of the merger with Krupp to form [ThyssenKrupp](#).



Logo-

6. Dover elevator

Origin- United States

Year Established- 1955

Note- Formerly known as [Rotary Lift](#). Acquired by [Thyssen](#) in 1999.



Logo-_____

7. Express Lift

Origin- Northampton, United Kingdom

Year Established-1917

Note- Acquired by [Otis](#) in 1997.



Logo-

8. Sigma elevator

Origin- Changwon, South Korea

Year Established- 2000

Note- A subsidiary company of Otis Elevator Korea in South Korea, this is a brand for overseas/export markets. Basically their elevators are Otis made in South Korea but branded as Sigma.

Logo-  SIGMA

9. Mitsubishi elevator

Origin- Japan

Year Established- 1931

Logo-  MITSUBISHI
ELECTRIC

10. Hyundai elevator

Origin- South Korea

Year Established- 1984

Logo-  HYUNDAI
ELEVATOR CO., LTD.

Regulatory framework :

All the construction, safety and maintenance of elevators are regulated either by the Bureau Indian Standards or Lift Acts and Rules in some states. These are the agencies that are responsible for the technical specifications, recommended dimensions and testing of lifts.

So, everyone should know all the rules and regulations associated with the safety and security norms in India.

What are the Approvals Required?

As installation of the elevators in a commercial or residential building is a matter of safety, hence the process needs approvals from different concerned authorities. For this purpose, either the owner of the building or builder has to apply for two different licences, 1) Licence of installation, 2) Licence to use the elevator. It should also be noted that the validity of these licences may vary in different states.

The road to mount and use the lift doesn't end here. After getting the above-said licences, there are many other rigorous tests to be done to ensure security and safety of users. Now, the owner has to install the lift at the designated location by an engineer of the manufacturing company. As the elevator is successfully installed and commissioned by the engineer, now it has to be inspected by a lift inspector. It is his job to check if the elevator has been installed in accordance with the rules and regulations implemented in the state or not. After getting a green signal from the inspector, the owner can now operate the lift in his building.

Furthermore, the elevator is subjected to get annual renewal licence under the lift regulations from the concerned authorities.

Factors to be Checked While Applying for Lift License :

There are some factors that should be taken into consideration while applying for an elevator license to smooth the process. These are:

- Capacity requirements

- Number of residents in the building

- Speed of the elevator and

- Timings, when the load is maximum

These days, the elevators with energy-efficient mechanisms, low maintenance and automatic switch-off and power stand-by mode, and noise and vibration-free lifts are also very popular in the market.

Though there are loopholes in the rules and regulations for the installation of the lifts in residential and commercial complexes as these are not in control of the central law body. But, things are improving with time and a visible change can be seen soon.

Regulatory Laws in elevators:

THE BOMBAY LIFT ACT, 1939mbay Lift Act 1939

This Act lays down provisions for regulating construction maintenance and safe working of certain classes of lifts and all machineries, apparatus pertaining thereto in the N.C.T. of Delhi and also prescribes procedure for issue of licence for working of the lifts. This act also provides power to make rules about the specifications, testing and licensing of the lifts etc.

Administrative Machinery:-

This Act is being enforced by the Inspector of lifts and officers appointed to assist the Inspector of Lifts. The Electrical Inspector is the Inspector of Lifts and Assistant Electrical Inspectors are the Officers appointed to assist the Inspectors of Lifts to take action against defaulters.

Penalty:-

The penalty clause is also provided in the Act, which prescribes a penalty of Rs.500/- for breach of any provisions of the Act or Rules made there under and for continuous offence Rs.50/- shall be charged for every day after the first day during which such breach continues. The Inspector of Lifts inspects lifts installed in any building located in N.C.T. of Delhi except the building maintained by PWD and MES to check whether the provisions of this Act and rules made thereunder have been complied with and issue notices to the defaulters for rectification of defects if any and also issues licenses /NOC to those lifts which are adhering to the provisions of this Act.

The Delhi Lift Rules, 1942

Enforcement:- These rules provide procedure for applying/obtaining licenses for working of lifts, specification of lift components/ machinery and safety devices to be used in the lift and procedure for inspection/testing of the lifts. These rules are basically safety regulations which are being enforced for safe and proper construction, working, maintenance and inspection of lifts for ensuring safety of users and also smooth working of the same. As per the provisions of these rules whosoever desires to install passenger lift, shall have to submit an application on a prescribed performa to the Inspector of Lifts for obtaining permission to erect the lifts. On receipt of the application the designated field staff visits the site and if the same is found suitable for erection of

lift then permission is granted to applicant to install the lift. On completion of lift, the owner of the lift shall inform the Inspector of lifts on a prescribed form along with the license fees varying between Rs. 520/- to Rs.1020/- depending upon the speed of the lift . On receipt of such application, the inspecting staff inspects the electrical installation of lift, its layout, safety mechanisms and safety gears etc to see whether the provisions of lift Act/Rules and the guidelines laid down in relevant Bureau of Indian Standards have been complied with. If upon inspection, the same is found in accordance with relevant provisions of lift Act and rules, then license for working of lift is issued. The lifts are also periodically inspected almost once in a year to check whether the same are being maintained properly and also whether the safety provisions are being followed or not. As present there are about five thousand lifts installed in various buildings excluding the lifts maintained by PWD and MES.

Company Overview:

Clans machine was founded in 2019, based in Bhubaneshwar, Odisha offering a range of services in lift industry and operates throughout Maharashtra.

Clans Machina has a dynamic and experienced team of technical persons including electrical, mechanical, electronic, lift and erection engineers have an average over 10 years of experience and knowledge in lift industry.

Clans Machina offer services such as erection, maintenance, inspection, repairs and modernization of lift by our team of qualified and experienced engineers and trained technicians. They support the customers every step of the way from consultancy, design, manufacturing and installation to maintenance and modernization.

Vision, Mission and Values

Vision

Clans Machina vision is to be market leader by offering safe and excellent services with customer delight.

Mission

Enable customer to have trust in our services for rich elevator experience in terms of safety, quality and reliability.

Values

Safety

Clans machine believe in safety of each one of our customer and employee is first and foremost.

Integrity

They keep our commitments and are 100 percent accountable for delivering safe and quality services what we promise

Excellence

they are committed to service excellence by providing hassle free, reliable and innovative solutions to delight the customer.

Growth drivers, challenges, and upcoming trends: Elevators and Escalators:

Market research analyst has estimated upcoming trends, such as the advent of smart elevators, to foster market growth during the next five years. Smart elevators are majorly incorporated in smart buildings and are designed to provide an amalgamation of features like high-speed, maximum

efficiency, transit management, and access control. The ability of these elevators to collect data pertaining to passenger movement within a building is expected to bolster growth of this market during the forecast period

Why clans machina?



Fi
2.5.1

g. No.

Basic Information:

Nature of Business	Manufacturer
Additional Business	Trader Service Provider
Company CEO	Swadhin Kumar
Total Number of Employees	11 to 25 People
Year of Establishment	2019
Legal Status of Firm	Private Limited Company
Annual Turnover	Rs. 5 - 10 Crore

Table No. 2.5.1**Address :-**

Clans Machina , floor no-2 , Dlf cybercity , patia , Bhubaneshwar , Odisha

Branches :- Bhubaneshwar,Ranchi.

Clientele:

Financial performance

Clans Machina Private Limited is a Private incorporated on 2019. It is classified as Non-govt company and is registered at Registrar of Companies, Bhubaneswar. Its authorized share capital is Rs. 100,000 and its paid up capital is Rs. 100,000. It is involved in Manufacture of special purpose machinery

Founder of Clans Machina – Swadhin Kumar

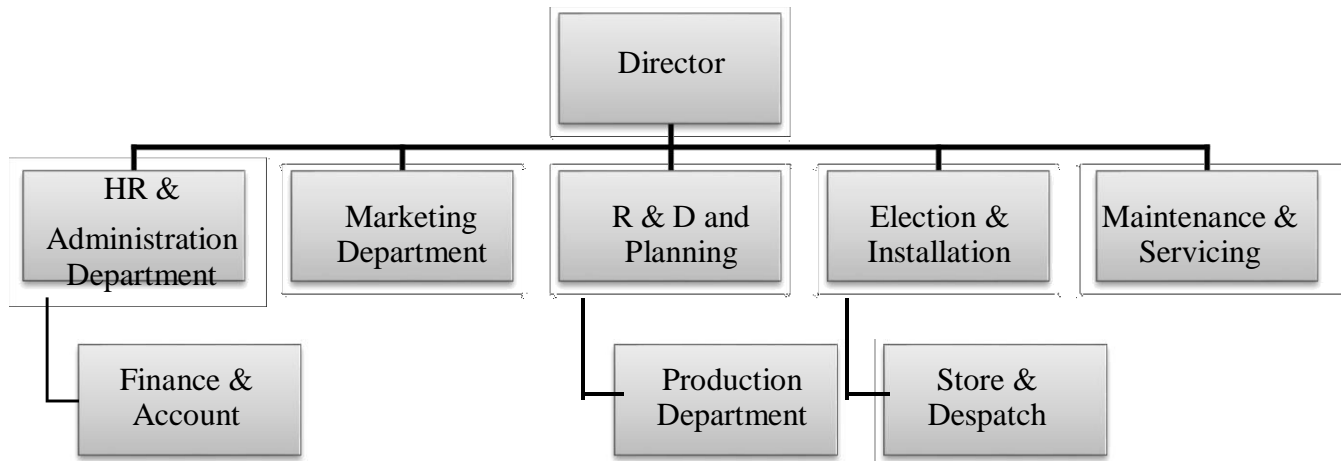
Company Details :

CIN	
Company Name	Clans Machina
Company Status	Active
RoC	RoC-Bhubaneswar

CIN	
Registration Number	152792
Company Category	Company limited by Shares
Company Sub Category	Non-govt company
Class of Company	Private
Date of Incorporation	2019
Age of Company	3 years,
Activity	Manufacture of special purpose machinery
Authorised Capital	100,000
Paid up capital	100,000
Number of Employees	20-25
Listing status	Unlisted
Date of Last Annual General Meeting	
Date of Latest Balance Sheet	

Table No. 2.5.2

Organogram:



Major product line :



Fig. No. 2.5.2

Passenger Elevators

We offer range of Passenger Elevators of a superior quality with dimensional accuracy, reliability, rust resistance and fine finish

Provide right size of the elevator based on traffic density and number of floors

Features

- Corrosion proof
- Durable



Table No. 2.5.3

Home /Hydraulic Elevators

We provide judiciously selected product from global leader GMV Matini s.p.a of Italy

Having conformity with the standards defined by the industry and Govt. norms

Features

- High quality and finish
- Durable
- Perfect built



Table No. 2.5.5

Hospital Elevators

Offer specifically designed elevator considering patient in beds need to be transported quickly and smoothly with staff and medical equipment

Features

Car dimensions to accommodate the bed and medical equipment, with wide-opening doors
Accurate leveling for easy entry of wheelchairs, beds and patients especially important for elderly and disabled people

Provision of emergency calls for immediate availability during emergency situations
Smooth operation to avoid disturbance to travelling patient and rooms nearby.



Table No. 2.5.4

Panoramic Elevators

Offer an elevator with aesthetically rich design for shopping centers, hotels and transit centers

Enhances a building's trendy design with style and elegance, and offer passengers a memorable moving experience with a magnificent view

Features

Elegant glass walls

Ceilings with stainless steel hairline finishes and smooth spotlights

Innovative flooring designs and refined handrails



Table No. 2.5.5

Car Elevators

Offer safe and cost effective solution to transport automobiles in parking lots, condominiums, car showrooms, garages, workshops etc.

Features

Better use of building space

Equipment is designed for a long life cycle

Reliability achieved through a completely integrated system

Depending on the application, an MRL can reduce overhead mechanical structural support.



Table No. 2.5.6

Freight/Goods Elevators

Offers wide range of to carry loads in industrial buildings, warehouses, shopping centers, schools or buildings for the healthcare industry.

Features

- o Capacity ranging from 500kg to 9000kg and more
- o High-quality materials features make the elevator a durable
- o Solves complex transport tasks anywhere simply, flexibly, durably, and cost-effectively.



Table No. 2.5.7

Dumb waiters

Offer dumb waiters for Restaurants, Hotels, Banks, Departmental stores, industries and other applications where material is shifted from one level to another

Features

- o Flexible, reliable and robust design
- o Precise leveling for easy loading
- o Decoration flexibility
- o Quite operation

Chapter 3: Objectives

Objective

Project title: Building Brand Awareness Among Target Segment Via Innovative & Creative Use Of Social Media Strategies For a New Age

V

Objectives of the Project:

1. To study lead generation process in B2B sales.
2. To find out potential customer & converting them into leads.
3. To study the customer buying behavior in B2B sales..
4. To identify the decision making parameter of the customer to select an elevator company.

Scope of the Project:

Increased number of client

data. Lead generation.

Use of social media for

upgradation

Upgraded coverage of target market.

Information about competitors in the market.

Sales promotion of new product.

Feedback from any client if any.

Chapter 4: Literature Overview / Theoretical background

Literature review

Lead generation (commonly abbreviated as lead-gen) is a [marketing](#) term that refers to the creation or generation of prospective consumer interest or inquiry into a business' products or services. A lead is a sign-up for an advertiser offer that includes contact information and demographic information. There are two types of leads in the lead generation market.

1. Sales leads:

Sales leads are generated on the basis of demographic criteria such as FICO score, income, age, HHI, etc. These leads are resold to multiple advertisers. Sales leads are typically followed up through phone calls by the sales force. Sales leads are commonly found in the mortgage, insurance and finance markets.

2. Marketing leads:

Marketing leads are brand-specific leads generated for a unique advertiser offer. In direct contrast to sales leads, marketing leads are sold only once. Because transparency is a necessary requisite for generating marketing leads, marketing lead campaigns can be optimized by mapping leads to their sources.

The nature of lead generation depends entirely on the decision process of the buyer. For complex products and services requiring a complex decision process, the keys are identifying the most likely prospects and then educating and qualifying them before deploying more expensive sales resources.

Successful lead generation is one of those things that is going to lead almost any business to massive successes. Branding tools, building effective lists and providing value are the activities that lead to success of the business.

Lead Generation Techniques

Most of the fastest growing B2B companies do not rely solely on just one sales lead generation method. They have a complete arsenal of sales lead generation tools at their fingertips that they can use at any given time.

By using these eight proven B2B [sales lead generation](#) methods, you will capture more sales-ready opportunities for your salespeople to turn into new business, meaning greater sales revenue and profits for your company.

1. Relationship marketing :

Relationship marketing is the approach underlying all of the "sales-lead-generation-success" methods. [Sales lead generation](#) using this method simply refers to cultivating a personal, sales-winning relationship with your prospects. Keeping in touch with prospects via a series of ongoing communications and offers throughout your prospective customers' consideration processes lets you pick up sales others leave on the table.

2. Complementary partner referrals :

By joining forces with complementary partners, you can instantly multiply your sales lead generation pool and make it easier for companies to engage in doing business with you. Of all the sales lead generation programs, complementary partner referral programs generate the highest quality B2B sales leads.

3. Internet marketing and search engine optimization :

Business buyers are more sophisticated and getting harder to reach than ever. Studies show that about 90% of business buyers start with research on the Internet. Therefore, it's critical to have a well-tuned sales lead generation program that includes Search Engine Optimization (SEO)/Internet marketing strategies to attract prospects at the beginning of their buying cycle.

4. Telemarketing :

Even though many people despise the thought of telemarketing, it is very effective for sales lead generation when executed properly. [Telemarketing](#) is a personal marketing and sales lead generation technique that offers a cost-effective, efficient alternative to field selling, but it can be significantly more expensive than direct mail email. By including telemarketing in your B2B sales lead generation marketing plan, you can reach up to thirty

decision-makers a day. In contrast, with field sales, you can reach only four or five decision-makers a day. Direct mail may cost as little as a dollar, and email is often much less. However, if you consistently prospect for and nurture leads via phone, you will consistently generate qualified sales leads.

5. Email publications :

By creating your own email newsletter, you could send out industry news and tips to suspects in your market. Since you will be on your prospects' minds more often than your competition, eventually, your sales leads will turn into actual sales.

6. Direct mail :

Sales letters can be an excellent sales lead generation method. But most sales and business professionals do not know how to use this lead generation technique effectively and efficiently.

7. Print advertising :

When done correctly, print advertising can be a highly effective sales lead generation activity. But these publications that deliver messages should directly target the audience.

8. Event marketing :

Whether you do it live, through the telephone (teleseminars) or via the Web (webinars), seminars and workshops are a great sales lead generation tool. People who attend the seminar have an interest in the information that is presented and a need for your product or service.

Live seminars can be done inexpensively. Teleseminars are the least expensive, with the only costs being conference phone line rental and promotion fees. Webinars are more expensive but it creates a very interactive environment for attendees without having to leave the office.

Chapter 5: Research Methodology

Research Methodology

Market Research:

Research is the process which involves the well-structured research activity which is designed to collect relevant data from customers and channel partner to understand the behavior of customers and implemented to provide the data for solving important genuine and recurrent problems. Market research is a form of applied sociology that concentrates on understanding the behaviors, thoughts and preference, of consumer's economy, and aims to understand the effects and comparative success of market going on. Market research is a tool to find out the effect to any job had done and it can also be used to find out of job you are going to do. The purpose of methodology is to explain the acceptable procedure while we go through research work. It includes over all research design, data collection process, sampling process, field survey, analysis, procedure.

Sources of data collection:

Primary Data:

Primary data are those data specially collected for problem in hand. In this study data are collected from primary sources to personal interview of individuals and retailers by survey method. This method of data collection is quite popular.

These are the major methods of data collection in the research study.

1. Data was collected through personal interviews and discussion with the owner or purchase manager.
2. With the help of cold calling or with the help of mail.

Secondary Data:

Secondary data are those data which are collected already for some purpose and which is being used for the report or in other words data that is not collected by self and taken from some other sources is the secondary data.

These are the major methods of Secondary data collection in the research study.

1. Data was been collected with the help of the old records of clients.
2. With the references of people or with the help of the internet sites.

Definition of Research Design:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which the research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Types Of Research Design:-

Exploratory research design.

Descriptive research design.

Casual or experimental research design.

Exploratory research design:-

Exploratory research studies are also termed as formulative research studies. The main purpose of such studies is that of formulating a problem for more precise investigation of developing the working hypotheses from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights.

Descriptive research design:-

Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. Studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research. Most of the social researches come under this category.

Casual or experimental research design:-

Causal research design deals with determining cause and effect relationship. It is typically in form of experiment. In causal research design, attempt is made to measure impact of manipulation on independent variables (like price, products, advertising and selling efforts or marketing strategies in general) on dependent variables (like sales volume, profits, and brand image and brand loyalty). It has more practical value in resolving marketing problems. We can set and test hypotheses by conducting experiments.

Type of research in project:-

Descriptive research design: As the data is been collected on one to one basis by interviewing persons using structured questionnaire. It gives the detail overview about the research.

Descriptive research study:-

- ☐ Determining the relationship between two & more variables.
- ☐ It is well structured.
- ☐ It is more economical, as we can gather more information.
- ☐ Problems can be found after the questionnaire preparation.
- ☐ It needs less time.

Sampling Design: - Sampling design consists of:

a) Sampling unit: The construction sites, sales office in Pune.

There are total 471 Builders & Developers which are members of Confederation of Real Estate Developers' Associations of India (CREDAI) Pune. Which accounts for 75% construction and development activity in pune.

b) Sample Size: It was taken sample size of 120 customers for this study.

marginal error (8%) – I used a margin of error of 8% and (x)% percent of my sample picks an answer, I can be “sure” that if I had asked the question to the entire population, between (x-8) and (x+8) would have picked that answer.

confidence level (95%) -This tells that how sure I can be of the margin of error. It is expressed as a percentage and represents that 95% of the times the true percentage of the population who would pick an answer lies within the margin of error

c) Sampling Procedure: - Simple Random sampling procedure was followed.

d) Sampling Method: - Data were collected by meeting the customers on constructions personally.

Chapter 6: Data Analysis and Interpretation

1. Which brand comes to your mind when you think about elevator?

Type of Brand	Percentage
Otis	40
Kone	35
Schindler	20
Johnson	16
Mitsubishi	9

Table No. 6.1.1

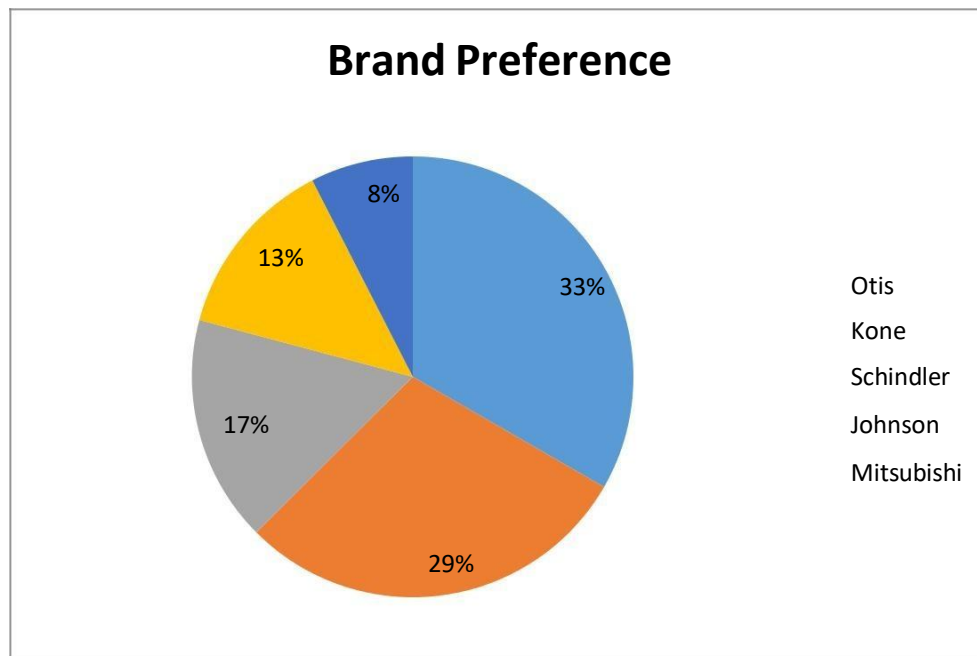


Fig. No. 6.1.1

Interpretation:

Above pie chart shows that 33% people are aware of Otis brand followed by Kone (29%), Schindler (17%), Johnson (13%), and Mitsubishi (6%).

Thus it result as, in Pune most of the people prefer Otis and Kone as a brand.

2. Are you aware of Clans Machina Elevators Pvt Ltd.?

Total Responses	120
Yes	36
No	84

Table No. 6.1.2

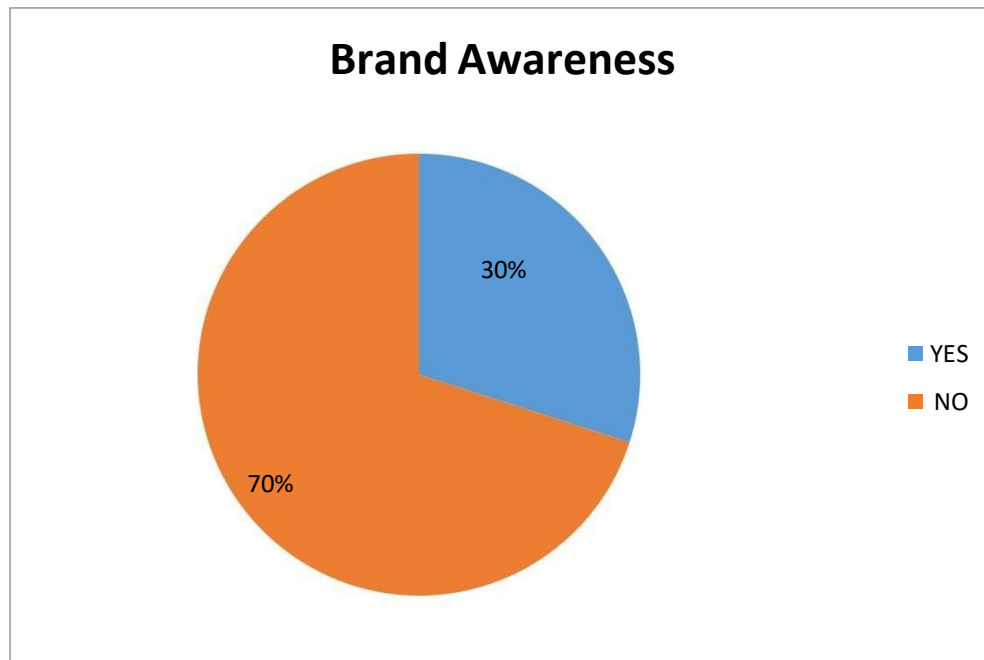


Fig. No. 6.1.2

Interpretation:

By observing the pie chart, only 30% of people are aware of the clans machine as a brand in theelevator industry.

Hence, there is requirement of more awareness of the clans machine elevator.

3. Which type of projects are you having?

Total Responses	120
Residential	70
Commercial	50
Residential + Commercial	40

Table No. 6.1.3

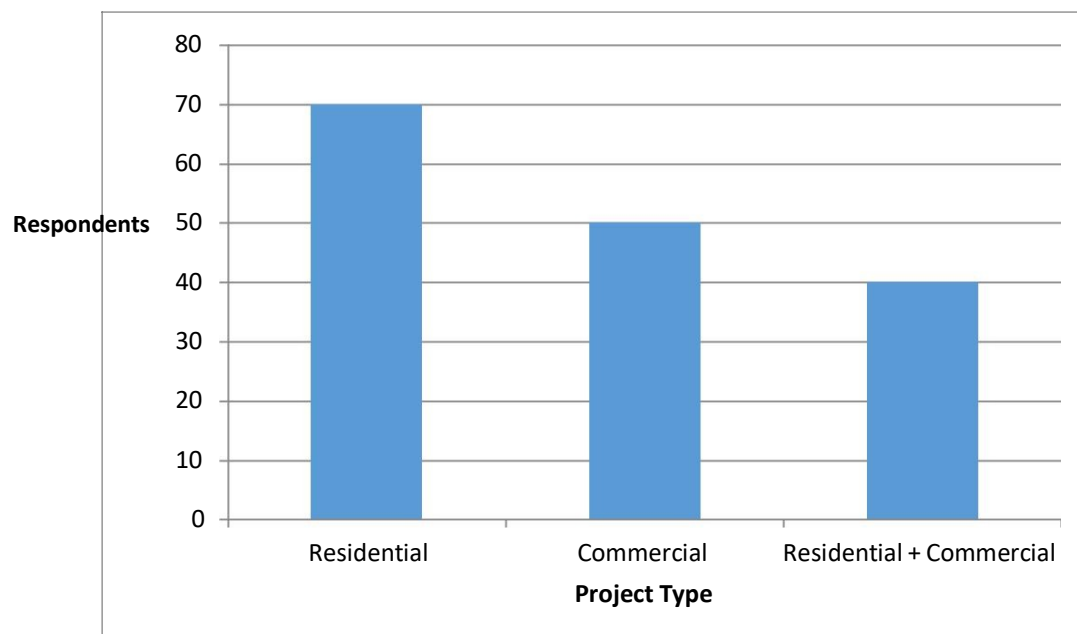


Fig. No. 6.1.3

Interpretation:

Above pie chart shows that majority of the projects are Residential Projects followed by commercial projects and considerable amount of builders have residential & commercial mixed projects.

4. Have you used any elevator for your project before?

Total Responses	120
Yes	78
No	42

Table No. 6.1.4

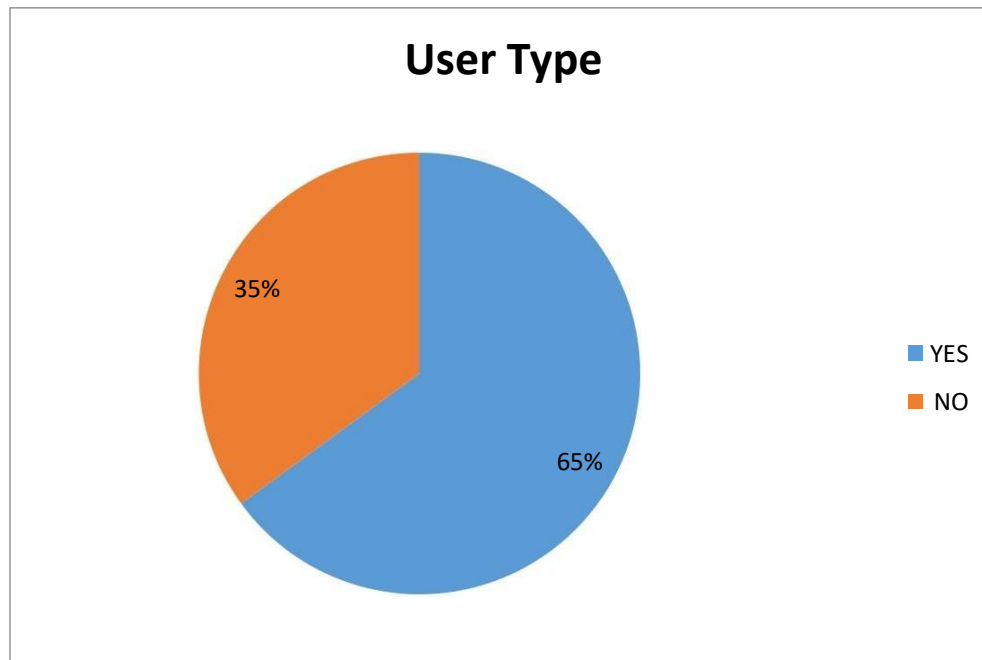


Fig. No. 6.1.4

Interpretation:

Most of the clients (i.e. 65%) have used elevators in past. Hence, there is requirement of more strategic approach of sales to the clients. Sales person should be able to differentiate company's product effectively.

5. How do you came to know about elevators provider?

Sources	Frequency
Radio/Television	5
Newspaper/magazine	13
Internet	30
Friends/Relatives/Associates	18
Exhibitions.	12

Table No. 6.1.5

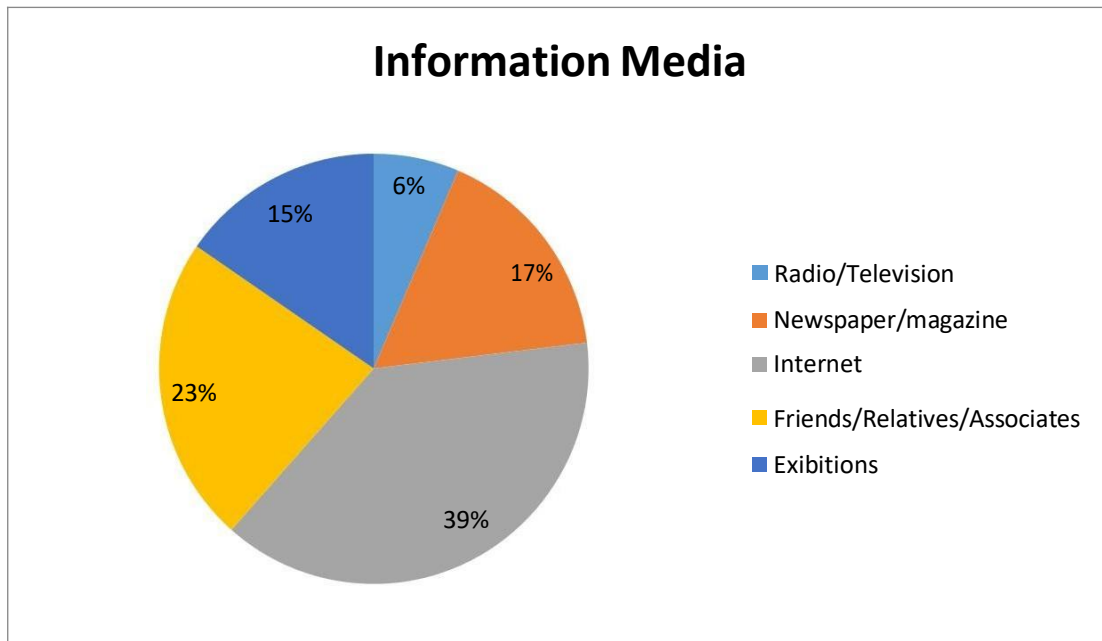


Fig. No. 6.1.5

Interpretation:

Above pie chart shows that, 39% of the customer prefer internet as a medium of information, 23% by friends/relatives this shows that the word of mouth is also one of the good medium to deliver information.

6. How satisfied you are with your previous elevator service provider?

Satisfaction level	Responses
Highly Satisfied	9
Satisfied	10
Average	15
Dissatisfied	28
Highly Dissatisfied	16
Total	78

Table No. 6.1.6

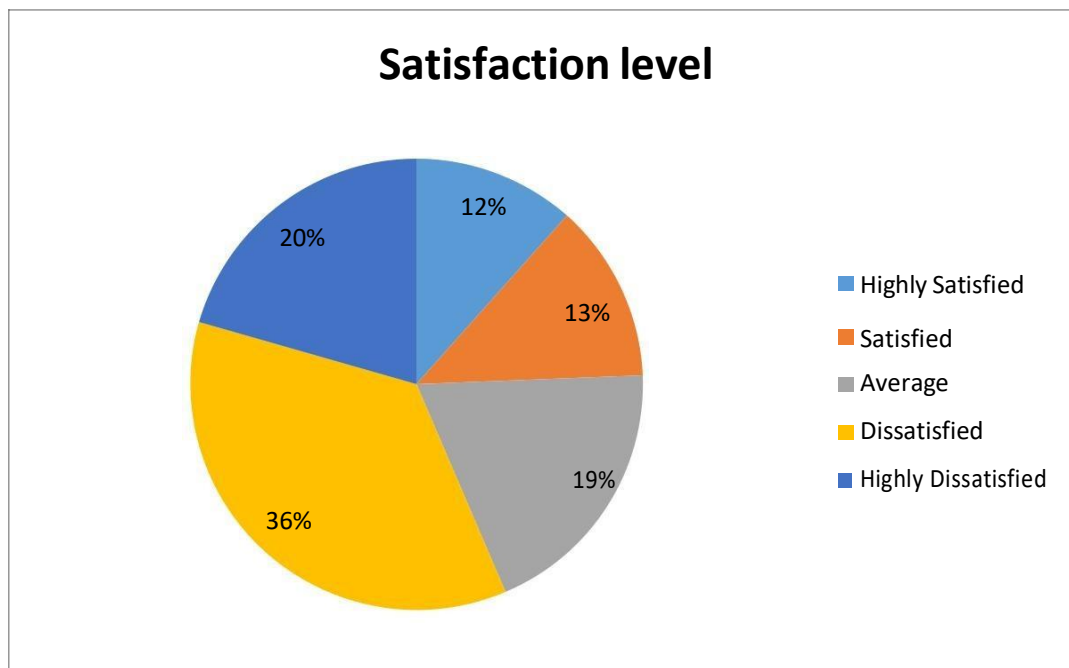


Fig. No. 6.1.6

Interpretation:

Looking at pie chart one can conclude that there are less people who are satisfied with services provided by elevator companies. It is require to focus on customers' expectations from the company.

7. What are your preferences while choosing an elevator company?

Reasons	Frequency
Brand	70
Price	60
Safety	100
Advanced Technology	70
Quality Products	90
Good Service	100
Other reasons	40

Table No. 6.1.7

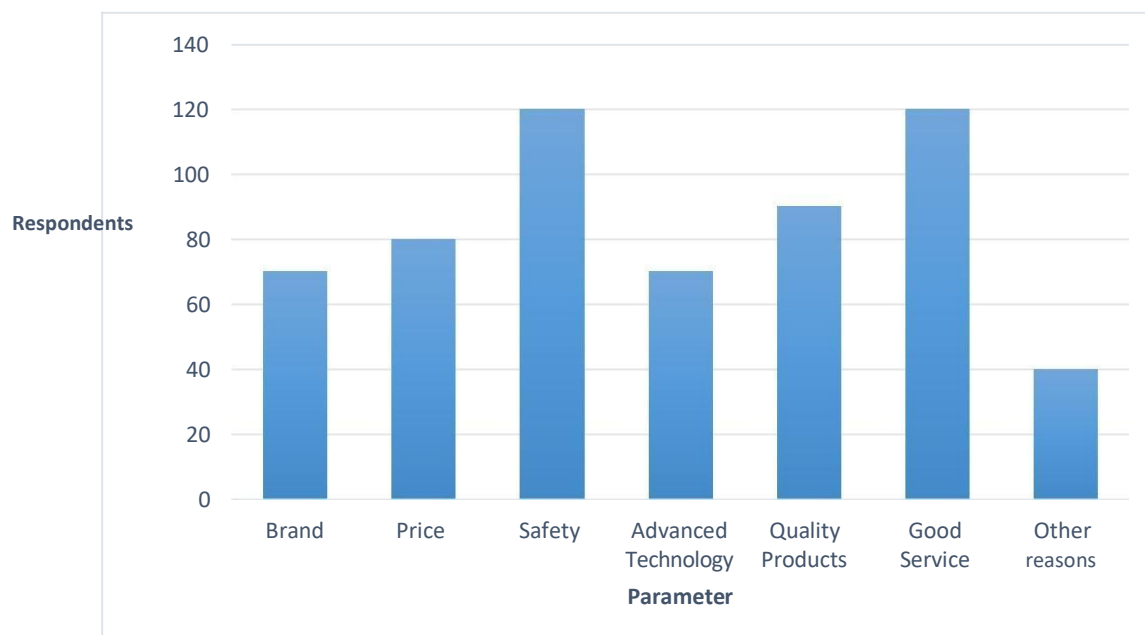


Fig. No. 6.1.7

Interpretation:

Data shows that the most of the people prefer Safety and Good service as a factors while choosing the elevators.

8. Do you prefer demonstration of elevator before purchasing it?

Total Responses	78
Yes	56
No	22

Table No. 6.1.8

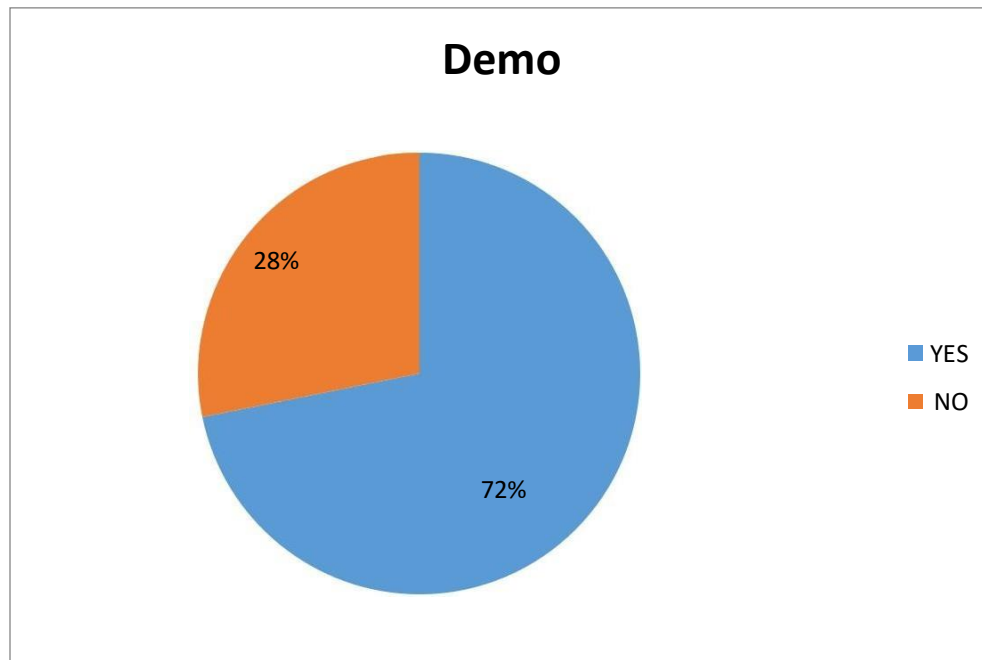


Fig. No. 6.1.8

Interpretation:

By observing above pie chart majority of the builders (72%) prefers to have Demo of an elevator before taking purchasing decision.

9. Do you have requirement of elevator for your project?

Total Responses	120
Yes	85
No	35

Table No. 6.1.9

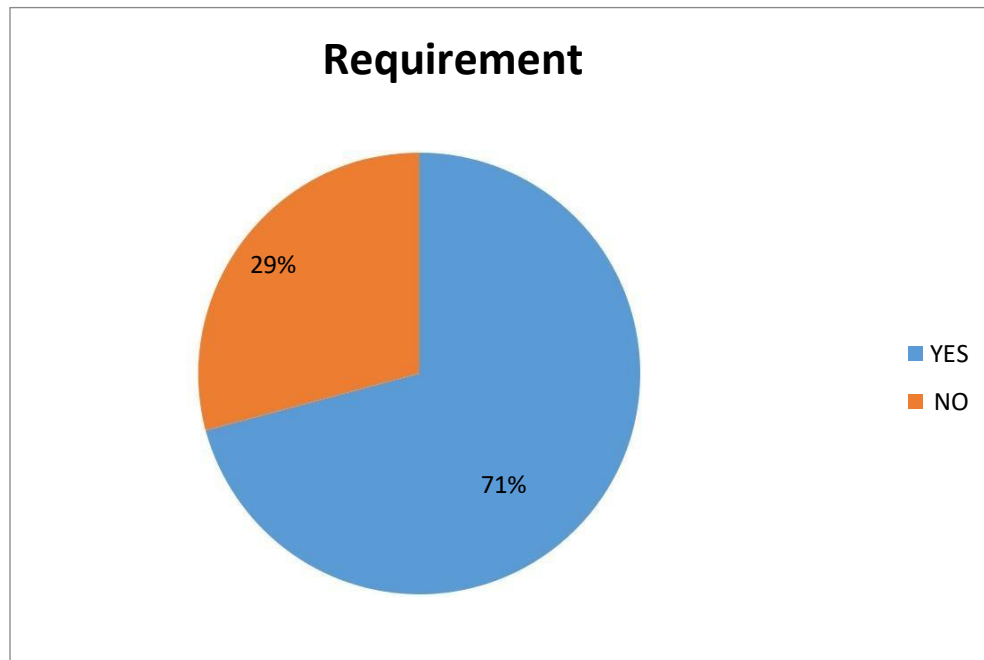


Fig. No. 6.1.9

Interpretation:

By observing the pie chart, 71% of builders are having requirement of elevator for their current project.

Hence, these are the potential customers.

10. Tentative date of requirement of elevator for your project?

Total Responses	85
Within a month	32
After 3 months	20
After 6 Months	23
After 1 year	10

Table No. 6.1.10

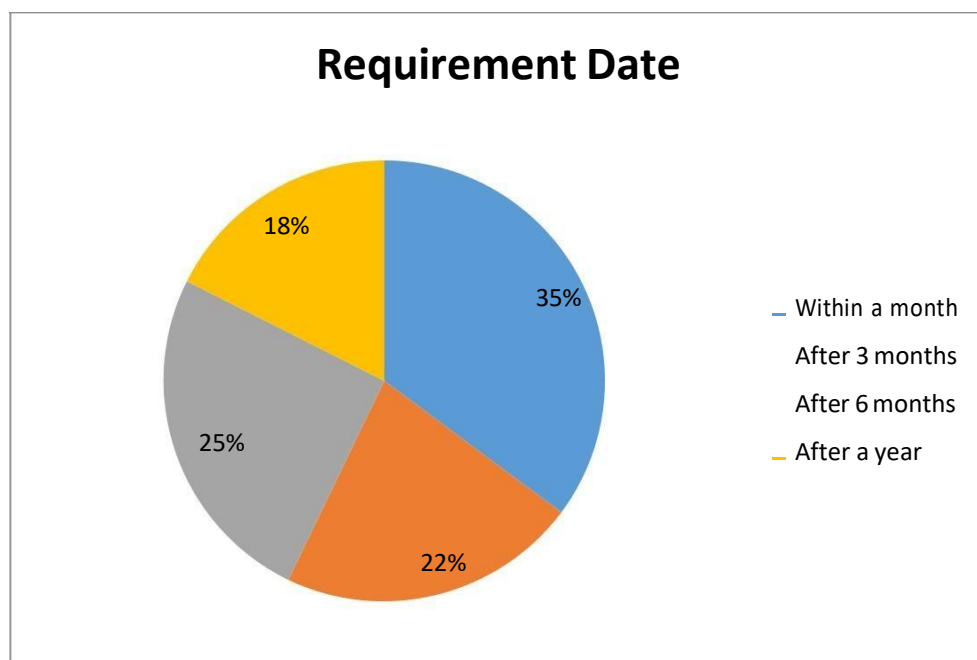


Fig. No. 6.1.10

Interpretation:

By observing the above pie chart, 35% of the builders have requirement of elevator within month. And 47% of the builders have requirements within a year. Hence, these 82% of potential customers requires more attention. Also further appointments and proper follow ups should be planned for these leads.

11. Which type of elevator do you require?

Total Responses	85
Automatic + MR	40
Automatic + MRL	20
Manual	25

Table No. 6.1.11

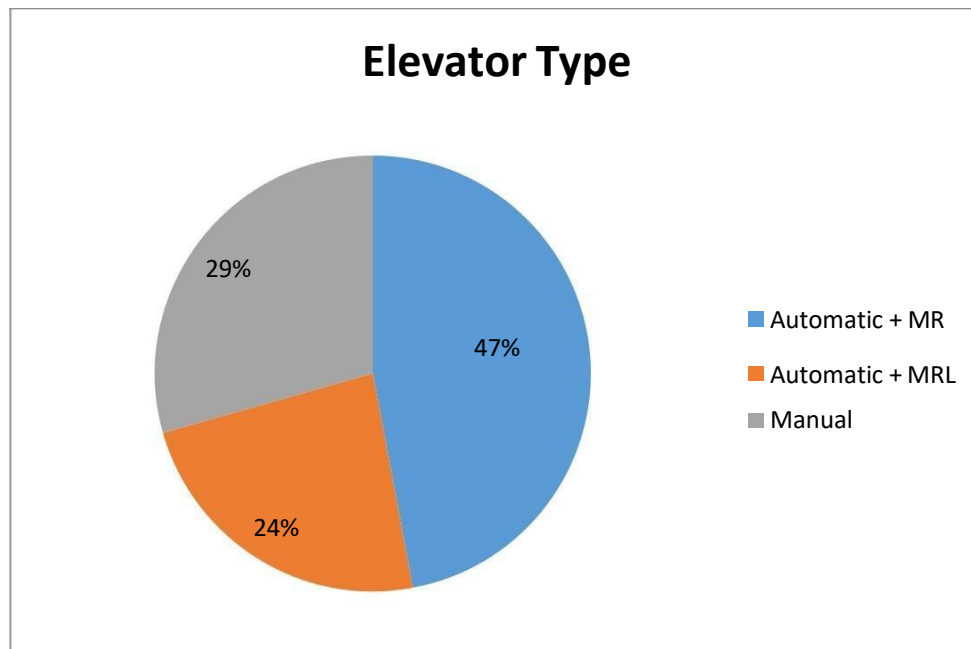


Fig. No. 6.1.11

Interpretation:

Above pie chart shows that most of the customers (47%) prefer Automatic elevator with Machine room, followed by manual (29) elevator and Automatic without machine room (24%) elevator.

12. Have you decided any brand in elevator for your project?

Total Responses	85
Yes	22
No	63

Table No. 6.1.12

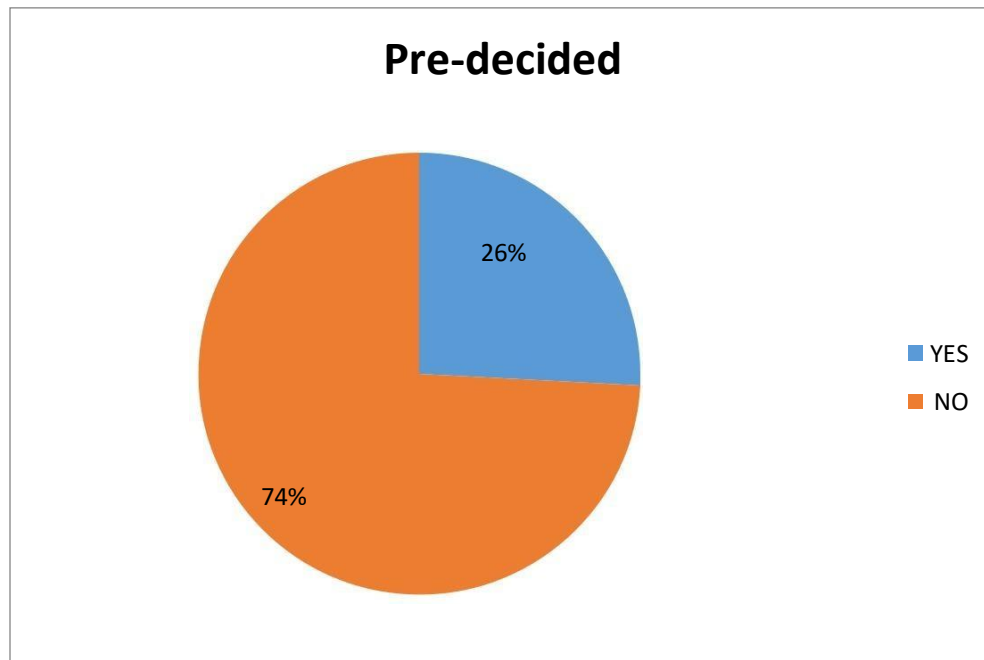


Fig. No. 6.1.12

Interpretation: Above pie chart shows that only 26% of builders have already decided Elevator Company for their current project. And majority of them i.e. 74% have not decided yet.

13. Which type of communication medium do you prefer?

Total Responses	120
Sales People	58
E-mail	42
Social Media	20

Table No. 6.1.13

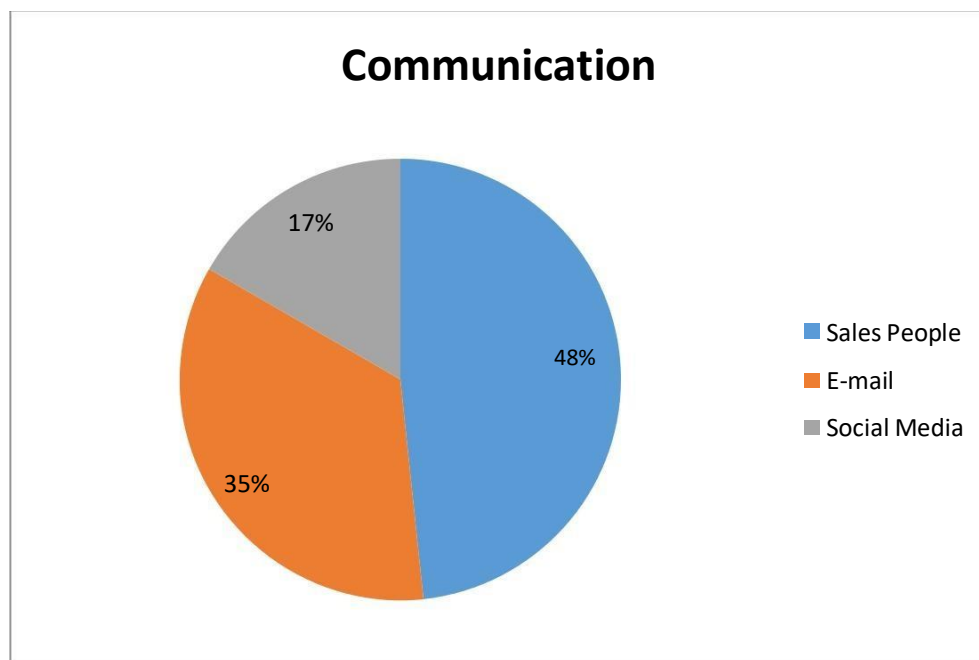


Fig. No. 6.1.13

Interference:

Form above we can infer that most of the people (48%) prefer communication through sales people followed by E-mail (35%), and then Social Media (17%).

Chapter 7: Conclusions

Findings & Conclusion:

The primary data collected from the clients by interviewing them and information collected by secondary sources led to the following key observations were made to meet objectives of the study.

Data shows that the most of the people prefer Safety and Good service as a factors while choosing the elevators

It is observed during the research most of the customer give more importance to the cost of products followed by good quality. As these equipments are expensive and its cost is directly charged to the clients, they also give cost as one of the main factors before buying.

Majority of the customers prefer to have a demo before taking purchasing decision because of the high value of the product.

It is observed that awareness about the clans machina elevator is very poor. About 70% of customers are not aware about clans machina elevator and 30% customers are well aware about it but not using right now

It is observed during the research that most of the customer prefer communication through sales people therefore Relationship marketing is main factor through which company can do business in the market.

It has been observed that word of mouth is also have a good marketing effect on customer as most of the customer got to know about elevator company from their friends .

In the Survey, most of the construction where residential project, hence most of the client requirement was for the passenger lift.

Most of the clients have used elevator in past projects. Hence, there is requirement of more strategic sales approach and sales person should be able differentiate company's product from other competitors.

Chapter 8: Learnings & Contribution/Recommendation

Learnings:

Now-a-days the manufacturing industry has a tremendous growth and there is a lot of scope for new entrants in this industry.

Lead generation is an essential key factor of personal selling process.

Most of the personal selling occurs through relationship marketing and it is very essential to have a good relationship with the customers, that lead to future sales also.

The price of the product plays a key role in selling process and customers like to purchase the product only when its results are practically proved with some evidence.

Selling a less branded elevator is complex compared to that of a branded elevator.

This project helped to understand consumer behaviour how they react to new product, specification of new product, to their price, what are their needs and wants with respect to technologically evolving world.

Intern understand the standard format for reaching the prospect customer either by cold calling or by reference and to be in contact for longer period'

This project gives insights about products specification, product technicalities, products demand in the market, other competitors for the product, some idea about demand and specifications of the competitor's product.

Recommendations:

As the Clans Machina elevators equipment is little expensive because of its superior quality but still by educating about these products, it may lead to some tragic changes in the perception of customers as this matter is for safety of people.

It is difficult to approach every builder as they don't have enough time to listen about the product. So it is better to promote the product on real estate exhibitions, forums and special magazines and also heavily in social media platforms.

It is better to promote a branded equipment with the help of local reputed consumer serving as the representatives for the product. This will develop a trust and confidence among other customers.

By doing so it will also develop a word of mouth publicity among the customers also.

As in the tangible products industry people want to see it physically so demo should be arranged in strategic way which may alone persuade them to buy the product. So at the end I would say there are different people with different preferences some go with brand, some give more emphasis on quality and some give more importance to cost. So company could make strategies to satisfy each individual needs.

Relationships and references work a lot in this business as one customer visits many constructions. So by making relationship with those customers may make company enter in many constructions.

A sale is never complete until it is referenceable. It could be done only when we provide solution according to customer need.

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