

**MANAGEMENT THESIS - I**  
**ON**

**Market Analysis & Market Development of a New Service Product of**  
**Pinnacle Solution**

**“A Survey”**  
**(Promotional Bulk SMS Services)**

By

(Name)

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**COMPANY**

**(Pinnacle Solution)**

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Date:-

Place :-

(Name)

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## SUMMARY

From this project the practical knowledge about the market in respect to the product which is Promotional bulk SMS service for Reliance, This kind of service is used by a potential customers in order to promote their brand names and to increase there business in the market. Through market research we have learnt about the perceptions as well as the awareness level of the customers and also the market size of Pinnacle Solution and its competitors from the data collected during market survey. This project gives the data of the potential scopes, segments and the position of the product in respective to the competitors. It also shows the growth opportunities in various sector of the market.



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## **Introduction**

Promotional bulk sms service is a new product of Pinnacle Solution which is a new medium of advertisement through mobile sms service.

This research is done to find out the various market segments available in Pune region to promote Promotional bulk sms service.

The goal of this survey is to analyze the best potential marketing segment in comparison to different market segments that are available in Pune region.

This report also gives the comparative position of Promotional bulk sms service in the market in comparison to the competitors like Idea and Airtel in terms of market share, customer preference, and brand awareness in the market and cost effectiveness.



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## Abbreviations

LTD.....Limited Company

PVT.....Private Company

EX.....Examples

HO.....Head Office



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## OBJECTIVES

- ◆ To promote Promotional bulk sms service in the various segments of the market those are available in Pune region.
- ◆ To analyze the best segment which has great potential in comparison to other segments to promote Promotional bulk sms service?
- ◆ To study the customer preference in comparison to the competitors
- ◆ To study and predict the growth opportunities for Promotional bulk sms services in future



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## LIMITATIONS

- ❖ Many companies have their HO in other metropolitan cities like Delhi, Mumbai, etc, so it was difficult to collect the required information.
- ❖ Customer waits for any event or a festival to utilize the service which is Promotional bulk sms.
- ❖ Competitors were not friendly enough to provide their data.
- ❖ There is no segmented data available for the customers, in terms of gender, marital status and area wise for the proper or effective utilization of Promotional bulk sms service.

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## METHODOLOGY

Personal interview were conducted of the existing customers as well as of the potential customer who are the owner of the following sectors.

- Jewellers
- Automobile sector
- Garment sector

The objective is to find out the individual perceptions in terms of cost, prompt service, and validity period and customer base in Pune region.

This research is done specially for Pune region and the sample size is 32 and the areas which are included in the research are as follows:-

- Camp
- Fatimanagar
- Laxmi Road
- Kothrud
- Shivaji nagar
- S.B.Road

The segments which are included for personal interview where, the survey is conducted are as follows:-

- Retail sector
- Jewellers
- Automobile sector
- Electronic sector
- Garment sector

❖ **Interviews were conducted with the help of questionnaire**

## Literature Review

**By: - Alessandro Griccioli**

This study is done analyze the Indian economy focusing to the sector of wine market. It also brief the sudden improvement in the Indian economy through social factors such as 108 million children attend primary schools in India by making the country's education system the second largest in the world after China. In the economic sector Gross Domestic Product (GDP) in nominal terms of US\$ 692 billion in 2004, has made the country the world's tenth largest economy with a real GDP grew by 6.9 percent in 2004/05 compared to 8.5 percent a year.

And coming to the sector of market the consumption of wines in India recorded 14% growth in 2003-04 to reach 490,000 9-litre cases, against 430,000 cases the previous year and 22% growth in 2005-2006 to reach 650.000 cases. Exports have grown, especially exports of services, which grew by 105 percent in 2004-05. India is primarily a whisky, vodka and rum drinking country.

Sign of the changes happening is the emergence of Wine Clubs in a number of cities – Delhi has two (the Delhi Wine Club and the Wine Society, Delhi); the Bangalore Wine Club has been around since 2001; there is the Chandigarh Wine Club & The Hyderabad Wine Club and some cities want to open the wine club.

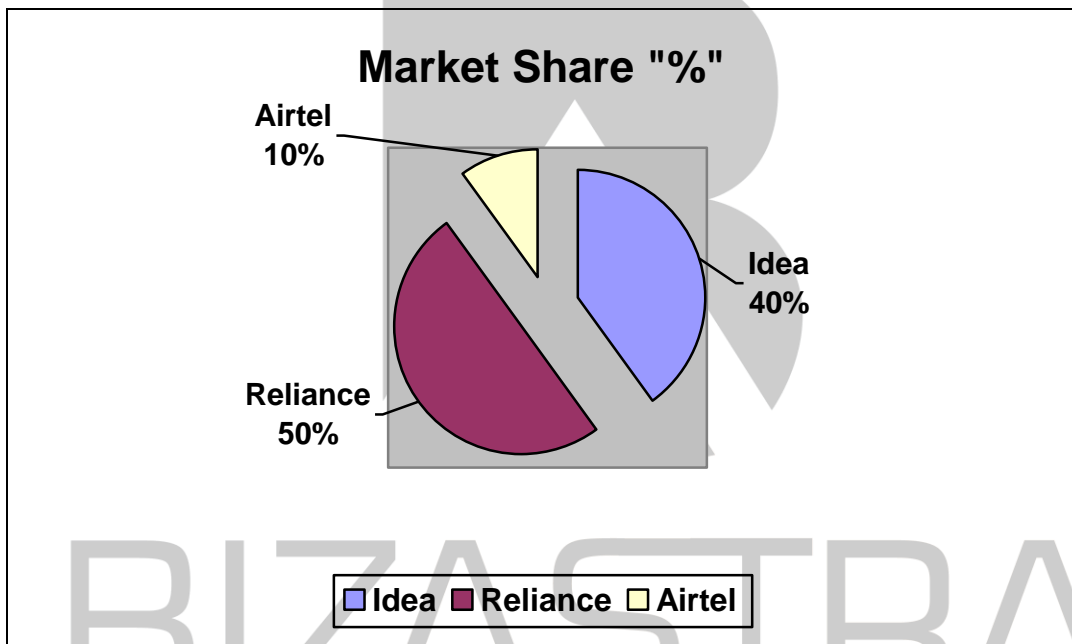
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## Empirical Analysis

### Market Share

In terms of Promotional bulk SMS services.

- (1) Idea is having 40% of market share.
- (2) Reliance is having 50% of market share.
- (3) Airtel is having 10% of market share.



**Figure 1**

**Interpretation:** - Figure 1 shows the current market share of the respective corporate bodies. In this it is clear that Airtel is lacking behind, so the main competition is in between Idea & Reliance. Currently Reliance is the leader & Idea is a follower and the market share of Idea is 40%, Reliance is 50% and Airtel is 10%.

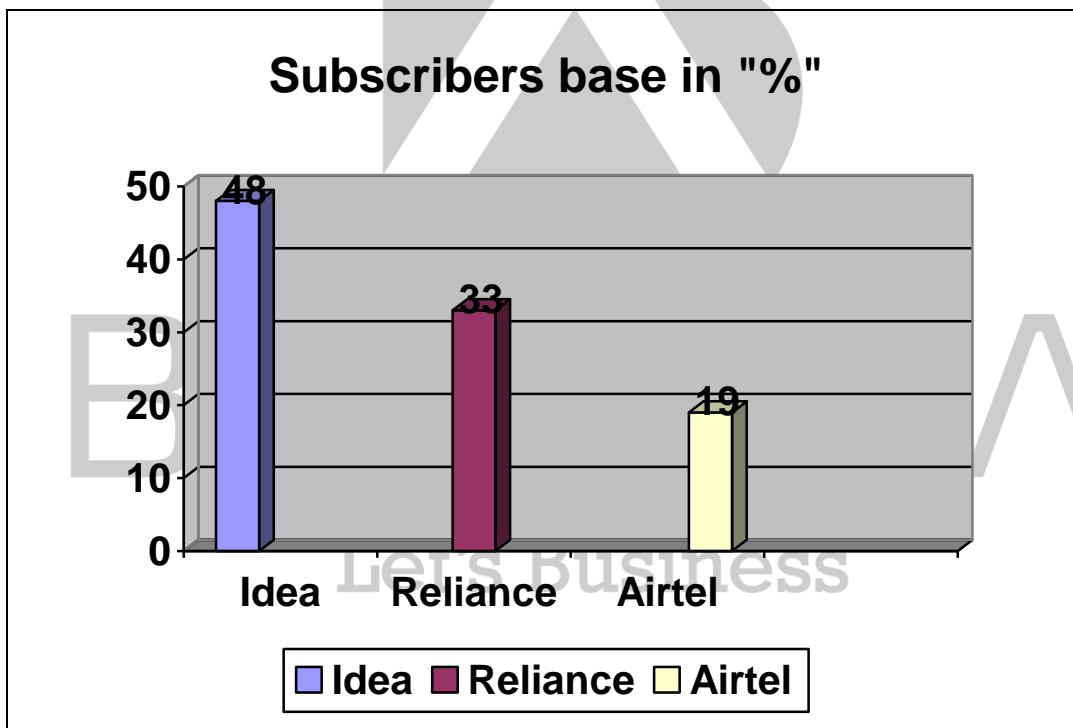
## Subscriber Base

Subscribers' base in Pune for post paid card holders.

**In total → 1350000 approx.**

- ❖ Idea is having 650000 of total Post paid subscribers in Pune that is 48% of the total subscriber base of Post paid card holders in Pune.
- ❖ Reliance is having 450000 of total Post paid subscribers in Pune that is 33% of the total subscriber base of Post paid card holders in Pune.
- ❖ Airtel is having 250000 of total Post paid subscribers in Pune that is 19% of the total subscriber base of Post paid card holders in Pune.

This data is collected only for post paid subscribers of Idea, Reliance & Airtel.



**Figure 2**

**Interpretation:** - In Figure 2 the data is collected from Pune region and the criteria is only Post Paid Subscribers with in Pune region. The total subscriber base is 1350000 (approx) in which Idea is having 48% of market share in comparison to Reliance and Airtel which are having 33% & 19% respectively.

## Segments Available For Promotion:-

### ❖ In Corporate Bodies

- ✓ Retailers are having 25% of scope in Pune market
- ✓ Jewellers are having 35% of scope in Pune market
- ✓ Electronic Showroom are having 20% of scope in Pune market
- ✓ Automobile sector are having 15% of scope in Pune market
- ✓ Others (Institutes, etc) are having 5% of scope in Pune market

### Scope in Corporate bodies

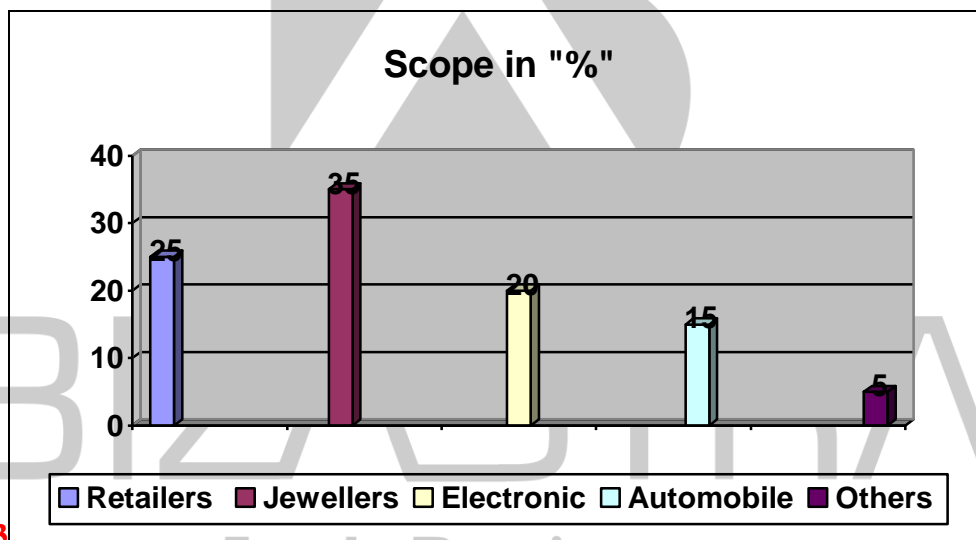


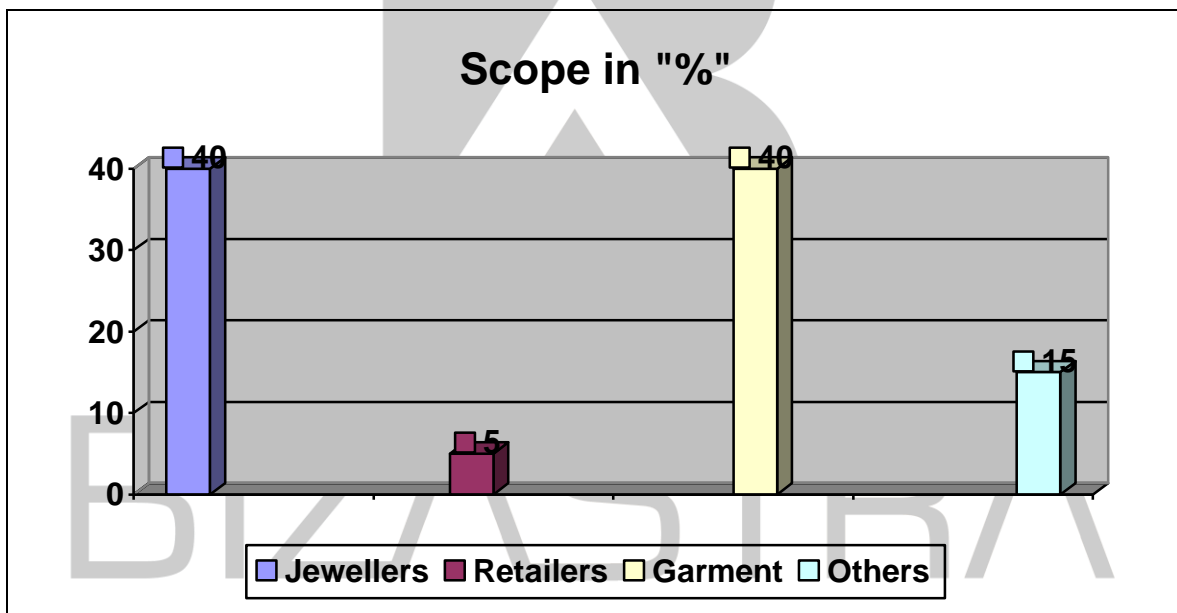
Figure 3

**Interpretation:** -Figure 3 includes all the corporate bodies in the market which has need for “Promotion Bulk SMS Services”. It is clear that jeweler sector has the most opportunities for “Promotion Bulk SMS Services” in comparison to the other sectors. So the focus should be on Jewellers.

❖ **In Private or Local Bodies**

- ✓ Jewellers are having 40% of scope in Pune market
- ✓ Retailers are having 5% of scope in Pune market
- ✓ Garments are having 40% of scope in Pune market
- ✓ Others (Institutes, etc) are having 15% of scope in Pune market

**Scope in Private or Local bodies**



**Figure 4**

**Interpretation:** - Figure 4 includes all the Private bodies in the market which has need for “Promotion Bulk SMS Services”. It is clear that Jeweller and garment sectors have the most opportunities for “Promotion Bulk SMS Services” in comparison to the other sectors. So the focus should be more on Jewellers and Garment sector.

### **Service feedback given by the company**

- Actual data given by the companies (Idea, Reliance, Airtel) in terms of validity period, prompt service, effective and potential subscriber base for Promotional bulk sms service.

**Table 1**

<b>Company</b>	<b>Potential subscribers base</b>	<b>Prompt service</b>	<b>Validity period</b>	<b>Cost effectiveness</b>	<b>Schemes duration</b>
<b>Idea</b>	80%	In 12hr to 24hr	7 days	35 paisa/sms	Nil
<b>Reliance</b>	90%	In 4hr to 5hr	1 month	20 paisa/sms	6months & 12 months
<b>Airtel</b>	50%	In 12hr to 24hr	7 days	70 paisa/sms	Nil

**Description:-** In this table, feedback is taken for the companies which are in the market and promoting their services that is Promotional bulk sms service. The companies that are included are Idea, Reliance, and Airtel. This table shows the actual service package offered by these companies with various additional facilities for example:- Reliance offer added validity period in comparison to others. In Potential subscribers base column it shows the potential subscribers in percentage that are there out off the actual subscriber base. In prompt service column it shows the actual time taken by the company to activate there service. In validity period column, it shows the validity period given by the company to avail there service. Cost effectiveness column shows the comparison between the company in terms of cost of the service and schemes duration column shows the additional offer or schemes offered by the companies.



### Service feedback given by the potential customers

Criteria: - Good, Fair, Low. This was the criteria given to the customers to answer the related questions.

### Feedback conducted for 'Idea'

**Table 2**

Criteria	Potential subscribers base	Prompt service	Cost effectiveness	Schemes duration & Facilities	Total Average
<b>Good</b>	80%	30%	90%	45%	<b>61.25%</b>
<b>Fair</b>	15%	40%	10%	20%	<b>21.25%</b>
<b>Low</b>	5%	30%	Nil	35%	<b>17.50%</b>

**Description:** - In this table it is clear that how many percent of the customers had voted **Good** for the following services offered by the companies. This feedback is conducted from the existing customers of **Idea**. The total average column shows the response from the customer in average for the different areas of service. It also show the total average of customers which are satisfied with the service.

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### Result of: - Customer feedback

61.25% customers rated **Good** for the services, 21.25% customers rated **Fair** and 17.50% customers rated **Low** for the services offered by **Idea**.

**Feedback conducted for 'Reliance'**

**Table 3**

<b>Criteria</b>	<b>Potential subscribers base</b>	<b>Prompt service</b>	<b>Cost effectiveness</b>	<b>Schemes duration &amp; Facilities</b>	<b>Total Average</b>
<b>Good</b>	90%	90%	30%	75%	<b>71.25%</b>
<b>Fair</b>	10%	10%	30%	10%	<b>15%</b>
<b>Low</b>	Nil	Nil	40%	15%	<b>13.75%</b>

**Description:** - In this table it is clear that how many percent of the customers had voted **Good** for the following services offered by the companies. This feedback is conducted from the existing customers of **Reliance**. The total average column shows the response from the customer in average for the different areas of service. It also show the total average of customers which are satisfied with the service.

**Result of: - Customer feedback**

71.25% customers rated **Good** for the services, 15% customers rated **Fair** and 13.75% customers rated **Low** for the services offered by **Reliance**.

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**Feedback conducted for 'Airtel'**

**Table 4**

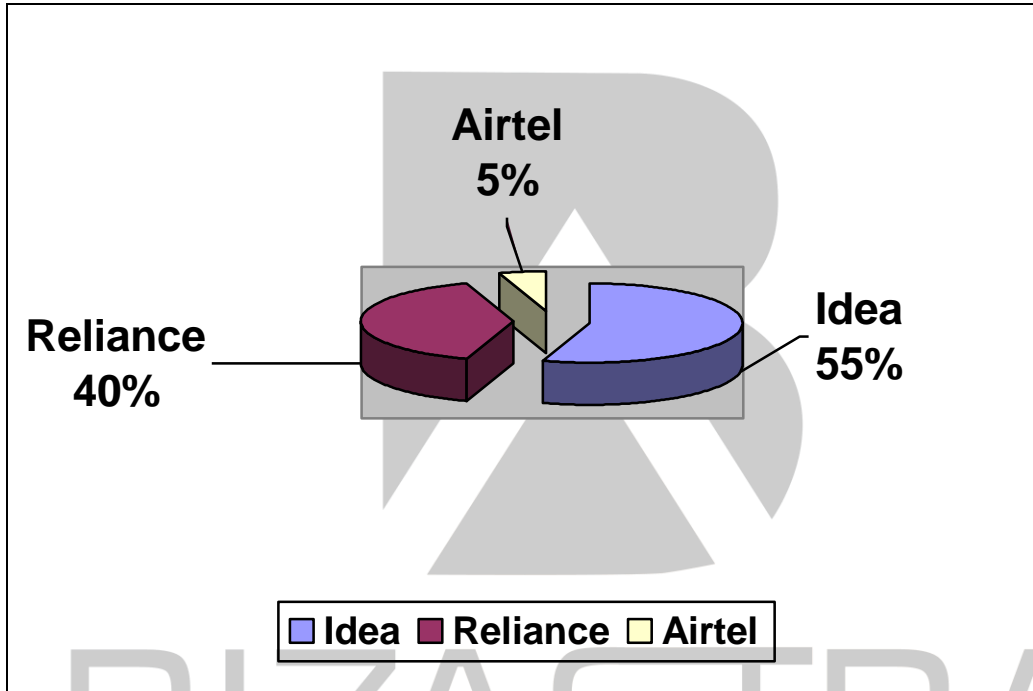
<b>Criteria</b>	<b>Potential subscribers base</b>	<b>Prompt service</b>	<b>Cost effectiveness</b>	<b>Schemes duration &amp; Facilities</b>	<b>Total Average</b>
<b>Good</b>	60%	70%	20%	25%	<b>43.75%</b>
<b>Fair</b>	20%	25%	30%	10%	<b>21.25%</b>
<b>Low</b>	20%	5%	50%	65%	<b>35%</b>

**Description:** - In this table it is clear that how many percent of the customers had voted **Good** for the following services offered by the companies. This feedback is conducted from the existing customers of **Airtel**. The total average column shows the response from the customer in average for the different areas of service. It also show the total average of customers which are satisfied with the service

**Result:- Customer feedback**

43.75% customers rated **Good** for the services, 21.25% customers rated **Fair** and 35% customers rated **Low** for the services offered by **Airtel**.

**Comparative study on customer preference in taking Promotional Bulk SMS Services**



**Figure 5**

**Interpretation:** - Figure 5 shows the customer preference on the basis of cost, prompt service, validity of the product and potential subscriber base. Here Idea is the leader and reason for it is that the tariff of Idea with customer base is better in comparison to the others.

**Result:-**

Customer preference for Promotional bulk sms services for Idea is 55% for Reliance 40% and for Airtel it is 5% that shows Idea is the market leader when it comes to the customer preference.

## FINDINGS

- ◆ The main market for Promotional bulk sms service in the private sector are:-
  - Garment showrooms
  - Jewellers' showrooms
  - Corporate Industries like Sony India Pvt. Ltd. (It is an example of electronic sector)

How to develop the product according to the needs and requirements of the customer taking financial terms into consideration.

- ◆ To make innovational changes in the price structure of the product
- ◆ To set the validation period for the service.
- ◆ To increase the character limit of the message.
- ◆ To make segments in the data of the Reliance postpaid customer for example: - area wise segmentation of the Reliance data of customers.

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## CONCLUSION

- (1) Promotional bulk SMS service is a product which covers the masses although the readership of the product is 99% and with a segmented data of customers
- (2) There is cutthroat competition between Idea and Reliance in terms of cost effectiveness, subscriber base and other additional facilities.
- (3) Huge untapped market is available in Pune region.



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## Recommendations

- ◆ To provide segmented data to facilitate the customer (if possible).
  - In terms of gender
  - In terms of marital status
  - Age wise segmentation
  - Area wise or location wise
- ◆ The company should give more attention to the positioning of the product.
- ◆ Product should also be provided in various offers.
  - In terms of validity period
  - In terms of price and tariff
- ❖ Customer should be provided with the proper feedback of the service, such as 'to how many subscribers does the message has reached'

## Reference

[www.ezeesms.com](http://www.ezeesms.com)

[www.pinnaclesolution.com](http://www.pinnaclesolution.com)



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## Appendix

### Questionnaire for Company

This information will be used specifically for the study purpose.

Qus 1- What is your name?

Qus 2- In which company you are working?

Qus 3- What is your designation in the company?

Qus 4- What is the subscriber base for post paid cards in Pune region?

Qus 5- What is the potential base of subscribers of your company in Pune region?

Qus 6- Tariff for Promotional bulk sms services is?

Qus 7- Any additional services that your company provides to the end user. If any, please mention?

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## **Questionnaire for the end user (Customer)**

This information will be used specifically for the study purpose.

Qus 1- What is your name?

Qus 2- What is your occupation?

Qus 3- Are you aware of Promotional bulk sms services?

- (a) Yes
- (b) No

Qus 4- Are you using Promotional bulk sms services? If yes, then please select which one of the followings:-

- (c) Idea
- (d) Reliance
- (e) Airtel

Qus 5- Your gradation, Is Promotional bulk sms services is effective medium of advertisement? (Select)

- (a) Good
- (b) Fair
- (c) Low

Qus 6- According to you can Promotional bulk sms services will promote the sale of your product? (Select)

- (a) Yes
- (b) May Be
- (c) No

Qus 7- Gradation for the following services for **Idea**:-

(1) Potential subscriber base.

- (a) Good
- (b) Fair
- (c) Low

(2) Prompt services.

- (a) Good
- (b) Fair
- (c) Low

(3) Cost effectiveness.

- (a) Good
- (b) Fair
- (c) Low

(4) Scheme duration and other facilities.

- (a) Good
- (b) Fair
- (c) Low

Qus 8- Gradation for the following services for **Reliance**:-

(1) Potential subscriber base.

- (a) Good
- (b) Fair
- (c) Low

(2) Prompt services.

- (a) Good
- (b) Fair
- (c) Low

(3) Cost effectiveness.

- (a) Good
- (b) Fair
- (c) Low

(4) Scheme duration and other facilities.

- (a) Good
- (b) Fair
- (c) Low

Qus 9- Gradation for the following services for Airtel:-

(1) Potential subscriber base.

- (a) Good
- (b) Fair
- (c) Low

(2) Prompt services.

- (a) Good
- (b) Fair
- (c) Low

(3) Cost effectiveness.

- (a) Good
- (b) Fair
- (c) Low

(4) Scheme duration and other facilities.

- (a) Good
- (b) Fair
- (c) Low

Qus 8- Your preference for the company to avail Promotional bulk sms service? (Select)

- (a) Idea
- (b) Reliance
- (c) Airtel

## Glossary

**Promotional Bulk SMS Service:** - It is a promotional service like another medium of advertisement through which an entrepreneur can reach to the masses of the region and can convey his offers to the customer in only 2hr of time.

**Potential subscribers' base:** - In a given subscriber base the segmentation is done resulting better and effective customer or subscriber base.



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