

# Marketing strategies rule markets

Marketing trends are changing and evolving to bridge the gaps between the producers and consumers in an effective way

## Telemarketing, the new trend of business



Telemarketing employees push sales

Courtesy Google images

RICHY D ALEXANDER

Telemarketing is one of the new faces of business. Whenever people call just dial services the executives try to give some extra information other than what we ask. Sometime they ask about our 'real needs'. This clearly shows the actual difference between an advertisement and telemarketing. Advertisements goes to every section of people in a society, but telemarketing is a bit different, the executives bridge the gap between the real customers and the products. The 'do not disturb registration' has greatly helped, as due to that telemarketing cannot be a disturbance or nuisance to everybody. This is one of the ways of promotion. On each call the executives try to sell different company's products.

In addition the telemarketing companies and private mobile operators have tie-ups. If a customer is efficient in paying his monthly bills timely, the mobile operators forward his number to telemarketing firms along with all his details.

Another case is of the lucky dip contest in every shopping mall. Sometimes sales executives request the customer to write the contact numbers. When we make a comparison between telemarketing and advertisements, we can understand that advertisements reach every part of the society including the 'have-nots'. But in telemarketing the executives call people those who really need products in other words we can say that it will reach only to the real customers. Telemarketing is also one of the emerging ways to widen business. The customers are really satisfied with the services of telemarketing. Mr. Sameer, a student said that when he needed a bouquet, he got that with the help of a telemarketing services. Telemarketing is one of the best ways to increase business; also telemarketing aims at customer satisfaction. The motto of telemarketing is fast enquiry and delivery. Telemarketing therefore may turn to be the future of effective advertising to push up sales in the country.

## Stores push sales through direct marketing

ITIKA SHARMA

Marketing is one of the most important milestones between the producers and the consumers. It is a social process of enlightening the consumers and enabling the producers to sell their products most efficiently.

Both producers and consumers have always understood the importance of marketing. Advertising, distribution, promotion campaigns, services, etc have all been used to market products. There has been a race for capturing the markets depending largely on marketing strategies. Two of the leading soft drink brands, Pepsi Co. and Coca Cola India, have been openly competing for capturing Indian markets. From hiring the top celebrities to spending millions on advertising, they have been there and done that.

In the recent times companies have devised novel and unique ideas of marketing. With the markets buzzing during the Diwali time, it was a delight to see how companies focused not only on sales, but also on marketing. While the market places were lively with buyers, satellite radio stations made it even better by putting up speakers around as a part of their promotional campaign.

Even the fortune cookies at coffee shops carried notes that promoted the bakery. Mr. Vijay S, executive at Big Bazaar said that his company had many schemes and incentives to attract buyers. He remarked that many customers availed these schemes and the sales were very good because of such schemes. He added that all over India Big Bazaar conducted contests, which pushed their sales

to a great extent.

But in this hoard for capturing market shares through marketing stunts, quality and trust seem to have lost. Advertising has slipped into almost every area of our lives. From the hoardings on the roads, to the unending commercial breaks and the newspapers becoming thicker with advertisements, advertising has conquered almost all spheres of life.

While one enjoys this to a certain extent, there is a great risk of such promotional advertising being misleading. Tall claims with a tag of "conditions apply" can often fall quite expensive for the buyers. Gayathri Vaidyanathan, a buyer said, "the schemes Big Bazaar run are not worth it. The quality of their goods is very bad and the strategies that they use to push sales just entice the customers to spend money for products which are not worth the money."

Thus the buyer needs to understand that all that glitters is not gold. Though the seller may go that extra edge to make sure his goods are consumed, it's in the hands of the buyer to decide whether or not the product is worth a buy.



Customers line up to enter Big Bazaar

Courtesy Google images

## Rupee rise reduces handloom exports

SAMEER R BAKSHI

The exports of the 'Cauvery' Karnataka State and Crafts Emporium, this year has fallen because of the rupee appreciation in recent years. Last year the export revenues was about one crore and 70 lakhs, while in 2005-06, the export revenue was about one crore and 95 lakhs and in 2004-05, the export revenue was 2 crore and ten lakhs.

About five thousand registered Artisans are dependent on this art and craft industry undertaken by the 'Cauvery' Karnataka state and crafts and Emporium. Furniture is exported mainly to U.S and western countries, while the gulf countries mainly import jewelry and

**Furniture is exported to U.S and western countries. Gulf countries import jewelry and ornaments.**

ornaments. Umashankar Apali, manager (exports) of 'Cauvery' Karnataka State Arts and Crafts Emporium, said that though the export has fallen in recent years, but due care is taken to keep the livelihood of artisans intact.

The Karnataka State Art and Craft Emporium provides all the raw materials to the registered artisans and ask them to deliver the handicrafts and furnitures at some agreed date. The procurement price paid to the Artisans is also attractive and takes enough care to compensate the loses if any loses is suffered by them in the future due to slump in exports of the Handicrafts and Furniture.



Handicraft items displayed at Cauvery Emporium

By Richy D Alexander

## Channapatna handicrafts in demand

RICHY D ALEXANDER

Demand for Channapatna handicrafts is surging said Mr. Umashankar Apali, Manager Cauvery Karnataka State Arts & Crafts Emporium. Last year the total business of Channapatna handicrafts was recorded to be Rs. 2 lakh while this year it increased to Rs. 3.5Lakh. Compared to previous year total handicrafts business for this year increased by Rs.1.5Lakh.

At Cauvery Karnataka State Arts & Crafts Emporium, M G Road, we often see a crowd of foreigners buying handicrafts, especially the Channapatna made handicrafts and toys.

Interestingly like Indians there is a great demand for Channapatna toys among foreigners. When we match up to the other products Channapatna handicrafts are dominant in the market. There can be two reasons for the same, firstly, the simplicity of the product and secondly, foreigners giving preference to small and pretty products.

The designs and pattern of toys are very unique. Each time when Cauvery Emporium launches new variety of handicrafts it adds some special features. Mr. Apali, added, "Compared to last year there is a big demand for Channapatna handicrafts, especially toys."

**"Compared to last year there is a big demand for channapatna handicrafts"**

Cauvery Emporium sources the handicrafts and toys from seven different places in Karnataka. They have skilled artisans working in different part of the state including districts like Mysore, Channapatna, Ramanagaram, Swaraba, Singi, Kumta and Sagar.

But the Channapatna handicrafts have an edge above all the others in terms of demand.