

## **Market Strategy for Hindustan Product**

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**Abstract:** *In Marketing Management, the term Go-To-Market strategy refers to the set of integrated tactics which a company will use to connect with its customers/business and the organizational processes it develops (such as pricing and contracting) to guide customer interactions from initial contact through fulfillment. GTM is frequently associated with the product launches, and it explores the specific steps that the company will focus towards the customer's expectations in an existing product. GTM strategy focused on how the organization put offerings into the market and how they reach market penetration, making revenue and profitability expectations.*

**Key words:** *Marketing, Customers Behavior, Etc.*

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### **I. Introduction**

#### **Gtm Strategy**

Go-to-market or go to market strategy (GTM strategy) is the plan of an organization, utilizing their inside and outside resources effectively to deliver their products to the end consumers. Initially the strategy adapted in an automobile and insurance industry. The organization has to choose the market segmentation where the customers are considered as specific households and then the company starts to work in creating interest to their potential customer in forms of media such as advertisement – TV, Websites, and bill boards. It is a plan, an action plan that specifies company will reach customers and achieve competitive advantage.

#### **Gtm Strategy Stages**

1. Identify primary target market
2. Define market value proposition
3. Review existing marketing channels
4. Create detailed channel approach

#### **Steps Involved In A Gtm Strategy**

##### **1. Market Analysis**

- ❖ Product Overview
- ❖ Who would be interested in this product/solution? (Small, Medium and Large Enterprises? Or Consumers?)
- ❖ Users and their Current Problem (Identifying current problems faced by potential users that the product/solution is expected to address)
- ❖ Market Research (Identifying the overall market size for product/solution, market segmentation, user base, growth trends, etc. Depicting the market and product potential by means of charts and graphs)
- ❖ Competitors and the Competitive landscape (Direct Competition and Indirect Competition)
- ❖ USPs (Identifying and providing the USPs of your Product / Solution)

##### **2. Go To Market**

- ❖ End Goal in a Year (Starting out with end goal in a year or two or some suitable timeline. Mentioning target in sales numbers and revenues.)
- ❖ Whom to sell? (Regions - Segments – Industries – etc.)
- ❖ Marketing Strategies (Identifying and detailing the marketing strategies with clear timelines – when to start and how long to execute it. Prioritizing the marketing strategies based on their impact and budget)
- ❖ Partnership Strategies (What sort of Partners to tie up for GTM? What unique benefits do they bring?)

#### **Objectives Of The Study**

##### **Primary objectives:**

To study the Go-To-Market strategy of Coca Cola brand in India for improvement of the market coverage of interior areas in Coimbatore city.

**Secondary objectives:**

- To identify the market areas and preferable brands of Coca Cola products in Coimbatore city.
- To study the market share of Coca Cola products in overall soft drinks sales.
- To analyze the most demandable Coca Cola products.
- To give suggestion for widening the distribution channels by enhancing Go To Market Strategy.

**Need And Scope Of The Study**

The developing companies are focusing more on creating the sustainability of the market and acquire the nominal part of market share. By increasing in market competition, the company focuses various market strategies and had made the company local through this Go to Market Strategy. It steps in to low price bottles which represents as a low cost soft drinks by the price starts from Rs.10 in Indian Market and it creates a marginal improvement in product sales in rural area. Coimbatore is the biggest market for Coca Cola brand it focuses on more sales volumes by devising new marketing strategies. Continuous improvement in the distributor sales policies and retailers timing management are also helpful to attract the customer than local brand. The study is also helpful for the new start-ups and gives valuable information to the researcher.

**II. Review Of Literature**

A literature review is a specific type of research paper that focuses on published literature in a given topic. It is often the first step in doing original research, either scientific or otherwise. It is more than a mere summary of the literature, however, as it presents analysis, patterns, and critiques of individual sources, groups of sources, and the body of literature as a whole. It is a written document that presents a logically argued case founded on a comprehensive understanding of the current state of knowledge.

- **GaurayArora et.al (2004)<sup>1</sup>** found that there are a wide variety of products and services offered by the players in the Indian soft drinks Industry. Players provide a complete range of soft drinks services, and a wide range of value added services and applications that enhance productivity of enterprises and individuals.
- **Sridhar (2004)<sup>2</sup>** in his report commented that in recent years, there has been a growing interest to cultivate customer relationships. Trust is important because financial institutions have an implicit responsibility to manage their customers' funds and also towards the nature of financial advice supplied, otherwise referred to as fiduciary responsibility. The author emphasis on some strategies for establishing and maintaining trust for the benefit of longer-term relationships are: 1.Reducing the perceived risk 2.Offering contractual safeguards 3.Building customer confidence 4.Emphasising competence 5.Communication 6.Signal commitments to the customer 7.Resolving conflicts 8.Make-trust part of the corporate culture.
- **Gabbita (2004)<sup>3</sup>** stated that most analysts agree that Customer Relationship Management (CRM) is a business strategy where technology just facilitated the use of customer information to maximize the long-term value and profitability of a relationship with customers. This article takes a critical look at the elusive essence of CRM and questions the validity of the fundamental premises that it is claimed to be based upon and argues that until businessmen learn to respect the customer they will always gain much less than they can gain through any profitability designs, especially in a world of competition and increased customer choice. If CRM implementation is failing in America, from where if Indian's tend to borrow the existing concepts and blindly apply to it, then CRM implementation will be a futile exercise, because the concept of CRM is not well recognized by the marketers. The author finally comments that customers are not duly respected by the marketers.
- **Dr. Kaushik Mukerjee (2004)<sup>4</sup>** in his research article provides useful insights into the concepts and practices of CRM. The essential elements of CRM are explained which can be useful while creating winning CRM strategies. The author mentions the essentials of CRM as: contact audits, channels, personalized services, easy and quick procedures, real value for money, total solutions, lifetime services, etc. The article describes the concept, using several cases and real life examples.
- **Francis and Lydia (2005)<sup>5</sup>** in their research article state that present day customer seeks more information about product class, category and brand before making purchase. So, considerable amount of information should be given through advertisement and any change in schemes should be communicated to the customers on regular basis. The current literature on consumer purchasing decisions has mainly

concentrated on identifying the factors which affect the willingness of consumers to engage in shopping. In the domain of consumer behavior research, there are general models of buying behavior that depict the process which consumers use in making a purchase decision. These models are very important to marketers as they have the ability to explain and predict consumers' purchase behavior.

### **Industry Profile And Major Players - Beverages**

There are many leading companies that have prominent presence in the soft drink industry. The leaders in the industry include companies like Coca-Cola, Pepsi & co Inc., Cadbury Schweppes and the list goes endless, With the expanding markets across countries in Eastern Europe, China, India and Mexico, these beverage companies have found local partners in bottling the essence to keep up their extended reach to the customers. There are still many opportunities left with the rest of the world, to replace hot beverage like coffee and tea with cold beverages among which these companies are primarily categorized.

### **Beverage Market In India**

Indian population, represented by more volume of Middle Class Income earners has seen a lower per capita income in consumption of soft drinks that makes this market a competitive one with several prize contests for various soft drinks companies to enter and evolve a strategy. With the broad base of population still living in rural areas as compared to urban population, an average consumption of bottles consumed is much less than four. Today the beverage market has understood the need, taste and preference of the customer to come up with several new products with different flavors and non-carbonated beverages that are growing in the pipeline.

### **Classification of Beverages**

Soft Drinks are available in Glass bottles, Aluminum cans, and PET bottles for home consumption. Fountains also dispense them in disposable containers. Soft Drinks are categorised under the Beverages Industry. A Classification is built within the Soft Drinks based on the ingredients used for the preparation such as alcoholic and non-alcoholic etc.

Classifications are provided below:

1. Alcoholic
2. Non Alcoholic
  - Carbonated Soft Drinks that include Cola, Lemon flavored and Orange flavored Cola.
  - Non-Carbonated that include Mango drinks.

The market can also be segmented on the basis of type of products namely Cola Products and Non-Cola Products. The Cola Products account for nearly 61- 62 % of the total soft drinks market. The brands that fall in this category are Pepsi, Cola – Cola, Thumps Up, Coke etc., The Non-Cola Products constitutes 36% which can be further divided into four categories based on the types of flavors available namely, orange, cloudy lime, clear lime and mango.

Hindustan Coca-Cola Beverages Pvt., Ltd; thirteen licensed bottling partners of the Coca-Cola Company, who are authorized to prepare, package, sell and distribute beverages under certain specified trademarks of The Coca-Cola Company; and an extensive distribution system comprising of our customers, distributors and retailers.

### **Mission**

Our roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- To refresh the world
- To inspire moments of optimism and happiness
- To create value and make a difference

### **Vision**

It guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

- **People**  
Be a great place to where people are inspired to be the best they can be.
- **Planet**  
Be a responsible citizen that makes a difference by helping build and support sustainable communities
- **Portfolio**  
Bring to the world a portfolio of quality beverages brands that anticipate and satisfy people's desires and needs

- **Profit**

Maximize long term return to share owners while being mindful of our overall responsibilities

- **Partners**

Nurture a winning network of customers and suppliers together we create mutual, enduring value.

- **Productivity**

Be a highly effective, lean and fast moving organization.

### **Values**

Values serve as a compass for our actions and describe how we behave in the world.

- **Leadership:** The courage to shape a better future
- **Collaboration:** Leverage collective genius
- **Integrity:** Be real
- **Accountability:** If it is to be, it's up to me
- **Passion:** Committed in heart and mind

### **Focus on the Market**

- Focus on needs of our consumers, customers and franchise partners
- Get out into the market and listen, observe and learn
- Possess a world view
- Be insatiably curious

### **Work Smart**

- Act with urgency
  - Remain responsive to change
- Have the courage to change course when needed

## **III. Conclusion**

From the face to face interview with retailers it was evident that supply was not happening properly in the current distribution area, hence broadening the market area with current distributors was out of the question. An on-boarding new distributor it seems is a solution. During summer season, company fails to supply all the flavor products to retailers. That seriously affects company sales and ensures rival's progression and new competitor's entry. In the interior markets, a road does not have proper connectivity and the by-lanes are also narrow, so vehicles for transportation are to be reconsidered. Coca Cola also needs to provide more schemes to not lose account in small outlets that doesn't have large volume sales, but can increase the brand image. Finally, the company grievance handling of shop owners needs to be more effective and also the company must ensure that the distributors are also doing so.

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