

# ANALYSIS OF MARKETING STRATEGIES OF PACKAGED DRINKING WATER PRODUCING COMPANIES.

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## Abstract

*One of the main functions within a company is the marketing area. Thus, creation and implementation a successful marketing strategy in business is very essential, especially when we deal with a business such as packaged water production, still or sparkling. During the research we have found most water producing companies strategize more on production than on sales and or marketing. The main tool they use to round competition seems to remain the pricing strategy, the other method that the water manufacturer's use, apart from the price rivalry, is product proliferation and variation, as well as product development.*

**Keywords:** Marketing, Strategy, packaged water producers, Product, Customer, Competitive advantage, price.

## Introduction

Packaged drinking water production has become very popular after 1999, after the time when globalization has come to new habits on drinking water. Before that, only an irrelevant percentage of people used to drink still water in bottles. The today's market has grown to more than fourteen billion rupees. The organized sector branded mineral water has only Five billion rupees of market share. The termination is accounted for by the disorderly sector, which is subject by small area players. The market is still increasing at a rate greater than eighty percent per annum. It is complete and an invincible plan designed exclusively for getting the marketing point of a firm. The marketing purposes indicate the firm's achievement. The marketing strategy affords the design for achieving them the association between marketing strategies and overall corporate success is indeed direct and vital. Realize the marketing objectives is the purpose some generic categories. **Price based, Taste based, Logistic based, Package based, Quality based, Competitive based,** Each company should consider opportunities and threats coming from external environment and using as better as they could their internal strengths and reducing internal weaknesses. Water producer has very good chances for growth and development, but also they can arrest market share from remains imports of produced and bottled still water.

## Price based

A business that choose for the price route in its competitive battle will enjoy certain flexibilities in matter of its product and use prices as main competitive level, it will price its product to suit the changeable cutthroat demands . It will be benefit from certain inherent cost advantages, which permit it to resort a price based strategy. It provides freedom in the matter of pricing but after producing a particular product and getting stuck in the face of the competition; one cannot successfully opt for a price led strategy. Pricing plays vital part influence demand among the retailers, it makes them to think to keep which product so that they will have more profit & fitting to sell.

## Taste based

Development of marketing strategy of packaged drinking water based on people's taste predilection by analyzing taste components of packaged drinking water. A two-dimensional analysis has been used in classifying tastes' data. Amalgamation of Principal Component Analysis and Self-organizing Map is functional to classify the tastes of packaged drinking water Human being's taste manner help in analyze food's status. It's frangible according to different people. Water which was not treated properly sometimes has an unpleasant taste or is unsuitable for drinking. The flavors can be separated into two groups, pre-taste and post-taste, according to the time periods in which people feel and recognize them. Pre taste is the taste at the time people eat the food. The post taste is the lingering feeling from the taste substances left on the surface of the tongue after the food is swallowed.

### **Logistic Based**

Logistics are responsible for transporting goods from point A to point B and are often tasked with managing the flow of a product from the time it leaves a manufacturing site, until it reaches the consumer. To get done this task proficiently, logistics use technology to transmit and track packages. Identify your competitive advantage. Conceivably you offer lower prices, newer trucks, superior service or high tech tracking tools. To conclude how you will talk your differences to your target market. One must be able to reach the market with his product, when customer fails to get the product it makes bad impression on product.

### **Package based**

Variety is spices of life. Today for any business organization to be successful it has to provide its customer with the differentiate product that is a cost buy for them. In order to cater to yet varying needs of the customer the industry has to endlessly come out with the variant of the harvest so that it can object the most segments. Today mineral water produced company's offers a sort of packaging options: Half liter, 750 ml, One liter, two liter. The One liter bottles account for Fifty five percentage of sales showing a budding health misery among the Indian society. The two liter bottles relation for twenty percentage of the share. Rest shared by 0.75 lit & 0.5 lit.

### **Competitive based**

Competitive strategies are the method by which you achieve a competitive advantage in the market. There are classically three types of good strategies that can be executed. They are cost leadership, differentiation and a focus strategy.

### **Cost leadership**

The aim of this strategy is to be a low-cost producer relative to your competitors and is particularly useful in markets where price is a deciding factor. Cost leadership is frequently achieved by judiciously selecting suppliers and production techniques to minimize production, distribution and marketing charges. However you need to be aware of any grave loss in quality that may render low cost ineffective.

### **Differentiation**

A differentiation strategy seeks to develop a competitive advantage through supplying and marketing a product that is in some way different to what the rivalry is doing. If developed effectively this strategy can potentially reduce price sensitivity and improve brand loyalty from customers.

### **Focus strategy**

This strategy recognizes that marketing to a homogenous customer group may not be that effective a strategy for the product the business is selling. As an alternative the business efforts its marketing efforts on a different selected market segments. That is, identify the needs, wants and interests of the particular market segments and customize marketing techniques to reflect those characteristics

## **MARKETING STRATEGY**

It is complete and an unbeatable plan designed definitely for attaining the marketing objective of a firm. The marketing objectives indicate what the firm wants to achieve. The marketing strategy provides the suggestion for achieving them the linkage between marketing strategies and overall corporate success is indeed direct and vital. Understanding the marketing objectives is the purpose of two generic categories.

1. Price based
2. Differentiation based

### **Price based marketing strategy**

A business that opts for the price route in its competitive battle will enjoy certain elasticity in matter of its product and use prices as main economical level. It will price its product to outfit the changing cheap demands. It will be enjoying certain essential cost gain, which licenses it to option a price created fight; the major forms where such cost advantage can arises are economies of scale, absolute cost advantages, Assistances of early entry a large market share build over a time. It provides autonomy in the matter of pricing but after manufacturing a particular product and getting stuck in the face of the competition, one cannot effectively select for a price commanded strategy.

### **The differentiation based strategy**

Marketing strategy based on differentiation works on the principle that any aspect of the offer and any action of the firm can be made individual compared with the rival suggestions. Right from knowledge, plant location to post sale and service a company can perceptibly differentiate and numerous buyer values. Companies frequently choose that function, which give them the greatest relative advantage.

Different firms adopts different strategy carriages as their situational design differ broadly strategy carriages can be classified under three heads

#### **Offensive Strategy**

Offensive Strategy also known as conflict strategy is a strategy of violence. A firm that is not currently the leader usually employs it, but it hopes to leadership position in the Industry.

#### **Defensive Strategy**

The leader who has the coercion to defend his position against the confrontation of powerful existing competitors or to dislodge the frontrunner from his topmost position usually employs it.

#### **Niche Strategy**

A firm practicing the niche strategy neither confronts other nor defends itself. It cultivates a small market part for itself with unique products / services supported by a unique marketing mix.

#### **Framing the Marketing Strategy**

Framing the marketing strategy contains of two main steps-

**Selecting the target market-** It does not fully carry out the import of the inseparable association among the two. When the choice of the board market is over an important part of the marketing strategy of the firm is already resolute, defined and expressed.

**Assembling the marketing mix-** Assembling the marketing mix means assembling the four p's of marketing in the right mixture. The firm has to discovery out how it can produce the best sales and profit. It strategies different marketing mixes with varying levels of expenditure on each element and tries to figure out the effectiveness of each grouping in terms of the possible sales and profit

### **Conclusion**

Packaged drinking water distributors should improve their strategies if they are aiming to survive in a very modest environment. This is a very good market since the easy of entry into this market makes it so. One company inadequate to set up a business in the industry can easily do so with needing much financial capital to start off. Apart

from having moral marketing strategies, for these companies it is necessary to increase the business by expanding into new markets and introducing new or modified products, as well as responding quickly to market needs and consumer taste changes.

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