

Fitness and Survival in the Competitive Market

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Abstract: This paper is an outcome of brainstorming on fitness and survival in the competitive market. The paper is drafted based on the numerous surveys, which were carried out studying the modern market and the customer behavior. The main objective of this study is to provide insight on how to be successful in a competitive market, how to understand the consumer's behavior, how to establish an identity for their product and how to spot a gap in the market.

Keywords: market gaps, competitive market, product line, and brand identity.

1. INTRODUCTION

Companies need to give a more customer-centric goal to their business by thinking beyond just selling their products and the best practice would be to study the customer. First step would be to understand the trend and satisfy the customers with their new innovation in their products. Levels of customer satisfaction are strong predictors of customer retention, customer loyalty and product repurchase. Companies should have a separate Research department to learn about their customers, modernize their new inventions, upcoming sales and predict the future to improve their business in a better way.

Company's desired goal to a customer-based product should be finding the customer's needs and wants and also to predict the market gaps. Products should be designed based on not only their perspective; the companies should have the foresight to think out of the box based on the customer's perspective. In the current competitive market the customers expect better service, better product, better quality, and extremely better price. The companies should be extremely adaptable to the drastic changes in the market and be flexible accordingly. The companies also need understanding in the environment and culture of the customers and make changes to their product accordingly.

2. SPOT A GAP IN A TRENDY MARKET

The ultimate goal of all the companies is success, finding the gap in the market would be the first step. If we find the right gap in the market, for a limited time period the companies can enjoy grasping the customer to their end by employing new innovation in their product and some uniqueness which is going to separate their product from their competitors. When a business has spotted a gap in the market, they can capitalise it and it may portray the product or service in a completely different way.

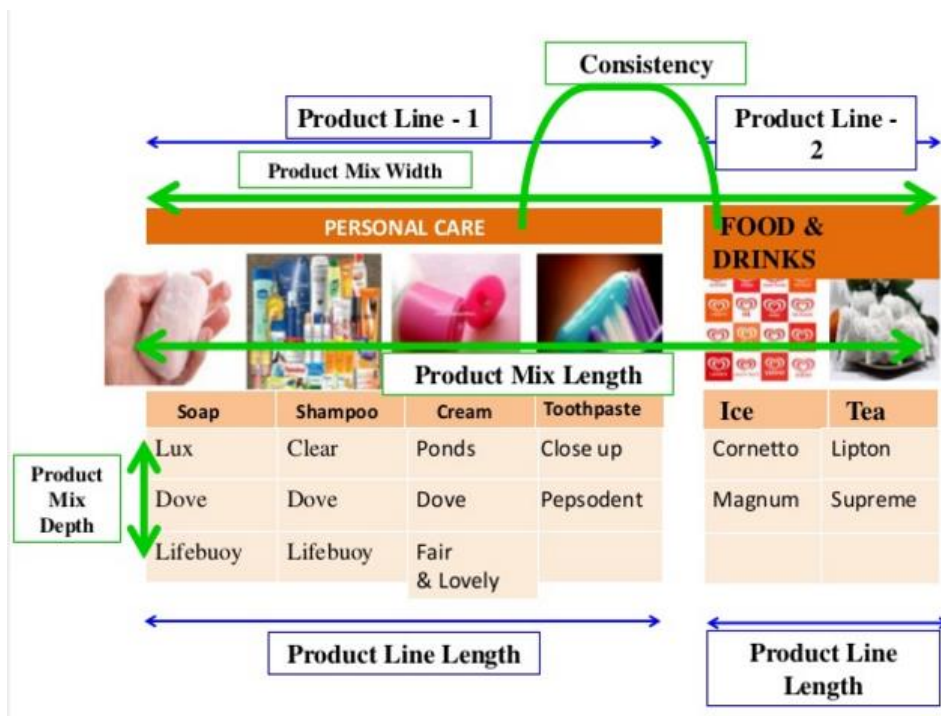
A gap in the market can have one or more of two attributes. It may be something new and original or it improves on something that already exists, but it is only for a short span, after some time the business will have a competitor offering the same product. We should expose ourselves to as many new experiences and ideas so that we can come up with innovations, work out a way to get it into the market and make money as quickly as possible.

Technology & trends are ramping up so quickly, resulting in new opportunities that are popping up on a daily basis. New technologies don't always have immediate benefits, but when we try combining something new with something that already exists, we can come up with creative solutions that can make life easier or streamline businesses.

Company which already exist in the market would be concentrating on their product line. They would be frequently introducing a new product into the market by extending the already existing width, depth or length of the product lines.

The below provided example is the product line of Hindustan Unilever Limited company. They produce soaps like LUX and Lifebuoy to target the lower and upper level customers. The different flavour of LUX soap is the depth of product. LUX and Lifebuoy soaps together with other products in cosmetic, detergent, hair oil etc are length of the particular company. Hindustan Unilever Company is known for their longer sustainability in market, the reason being their flexibility, adoptability and making changes to their product line by spotting out gaps in their own product.

Product line creates a group of products, which has common characteristics. The product mix consists of all the products the organization sells. The number of products in a product line is called as product line depth.



3. BRAND IDENTITY

Brand identity is created based on the customer perspective of the products the company sells and also it will differentiate their product from the products of their competitors. Creating a brand name for their company is the best way of marketing their products. The various means of creating an identity for their brand includes giving attractive product name, logo, and tag lines. Brand name itself would explain about the product e.g. Good Night. Brand identity would emphasize on the quality and credibility of the product in the customer mind. The price of the product is decided by the brand name, term, sign, symbol or design, or a combination of these, that is intended to identify the goods and services of one business or group of businesses and to differentiate them from those of their competitors.

Organization is responsible for creating a distinguished product with unique characteristics; it is how an organization can identify itself among their competitors. It represents how an organization wants to be perceived in the market. An organization conveys its distinguished qualities to their customers through its branding and marketing strategies. A brand is unique due to its identity. Brand identity includes following elements - Brand vision, brand culture, positioning, personality, relationships, and presentations.

For example if Coca-Cola were to lose all of its production-related assets in a disaster, the company would survive. By contrast, if all customers were to have a sudden lapse of memory and forget everything related to Coca-Cola the company would go out of business.

Business strategists often talk about first-mover advantage. In terms of brand development, by the term first-mover they mean to say that it is possible for the first successful brand in a market to create a clear positioning in the minds of target customers before the competition enters the market. There is plenty of evidence to support this. The need to invest in the brand over the long-term is utmost essential. Building customer awareness and creating customer loyalty takes time. This means that management must invest in a brand, perhaps at the expense of less profitability.

4. AWARENESS ABOUT COMPETITOR

Growing your business without understanding your competitors is risky. Market research can prepare you for changing markets and prevent your business being left behind by the competition. In the market believing that no one can beat my company, I would be leading the market kind of thought would create negative impact on your market position. In the competitive world no one is unbeatable, if a competitor is introducing a new technology is introduced, by one of their competitor, he would precede you easily in the market within short span. So monopoly markets are hard to occur, so the company should continuously watch the market situation and their position in the market. Continues feedback from their customer would pave the way for their company to improve your product. Educating the customer about their product and good promotion will create a good perspective about their products in customer's mind.

The companies are investing in innovation, consolidating market share in their domestic markets and expanding their business in overseas too.

Implications for business: How can your company prepare for new competition in developing countries?

- Learn from the success and mistakes of their competitors and apply the lessons to their companies.
- Anticipate the possibility of becoming an acquisition target for multinational companies.
- Look for deal synergies that might result from different demographic profiles and cultures.
- Shed the "old" way of doing things and increase flexibility and speed of response to the opportunities in global markets.

Advertising:

Advertising is gateway of your business, it helps to create brand name for your product or service. The awareness of the product or services can be created through highlighting the unique features of their brand through persuasive ads. The marketers should prove the superiority of their products as compared to others available in the market. Advertising can be done through creative advertisement, product demonstration at trade fairs, offering free gifts, premium offers and organizing contests.

Achieve sort term goal to achieve long team goal:

Organisational process falls within the planning function of management whereby a manager develops objectives, goals, and action plans aimed at a larger organizational goal. Measure ever month successes and failures as the direct result of group interactions leads to better collaboration. Communicate your passion and values in a way that inspires and motivates your team to achieve the goal of your team and organization. Identify the individual strengths and assign tasks accordingly best suited to their unique skills and talents. Setting specific goals is also a means of enhancing the motivation of people and to discover the pleasurable aspects of an activity.

Pricing the product:

Pricing is the most important aspect of your business. The price of competitive products is used a benchmark, business may sell its product at a price higher or lower than such benchmark depending upon the product's identity. Setting a price exceeding the benchmark will result in higher profit per unit but might result in selling lesser number of units as customers would prefer products with lower prices. In this pricing strategy, the company will evaluate the prices of similar products that are competing in the market. It is important to consider only those products which are similar to the product that is being offered. When a company decides to pursue a market-based pricing strategy, it is important to also analyze the price sensitivity of its customers or potential users of the product.

Company produced cost of product at lower cost at their level best with quality of product. Price on cheaper rate can lead the market is only for short term bases, but long run have to created innovative thinking on product are to be creation and it must be acceptable by the customer then only prolong in competitive market.

Customer attitude changes drastically:

Company must try to create loyal customer set of customers which is the heart of every business. Customer is satisfaction after the purchase depends upon whether the product satisfied their expectations or they are highly satisfied or delighted with the product. The cost of attracting a new customer is estimated to be five times the cost of keeping current set of

customers satisfied. The aim of marketing is to meet and satisfy the targeted customer's needs and wants than their competitors. Marketers are always looking for emerging customer trends that suggest new marketing opportunities. Once before product like television, mobile phone, household products like washing machine, refrigerator were luxury items but now it has become a basic need for every customers.

Research and development

Business invests more on research and planning. The marketing part of your business plan is one of the most important parts of your overall business strategy. Successful marketing methods will turn a customer's needs into a desire for your product or service. Satisfied customers usually return and buy more, they tell other people about their experiences, and they may well pay a premium for the privilege of doing business with a supplier they trust. Statistics are suggesting that the cost of keeping a existing customer is only one tenth of winning a new one. Therefore, when we win a customer, we should hang on to them.

5. CONCLUSIONS

The market today is more competitive and risk-filled than ever. Achieving Excellence through Customer Relationship Management in critical situation is a key to Survive and be Successful in Business Measurement Framework for Success. Effects of 7p's such as Product, Price, Promotion, Place, People, Process and Physical Evidence will emphasise on the customer satisfaction, relationship and loyalty towards their organization. Faced with dynamic environments, firms need to be quick, innovative and entrepreneurial in order to survive the market. They must visualise the market movements and they should have the ability to re-emerge from the worst market crash. The companies also need to take advantage of gaps left by those who were unable to hold out.

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