

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

A Study on Rural Market and Pitch Processing

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Abstract: Rural Markets are defined as those segments of overall market of any economy, which are distinct from the other types of markets like stock market, commodity markets or Labor economics. Rural Markets constitute an important segment of overall economy. In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. On account of the green revolution in India, the rural areas are consuming a large quantity of industrial and urban manufactured products. The recent slowdown in growth in the broader economy has made rural markets more attractive as marketers try to restore top-line growth. However, the enthusiasm for rural markets needs to be tempered because of the complexity of these markets and the scale of investment required to achieve penetration. Marketing strategies that worked for urban markets do not necessarily work for the rural ones. Increase in competition, saturated urban markets more and move new products demanding urban customers to think about new potential markets. Thus Indian rural markets have caught the attention of many companies, advertisers, and multinational companies. The new business pitch is the way agencies win most of their business and grow, especially in the current environment in which marketing budgets are flat. This means that agencies have to win a hell of a lot of new business to achieve that nearly impossible goal especially in rural areas.

Keywords: stock market, commodity markets or labor economics, pitch.

I. INTRODUCTION

In this context, a special marketing strategy, namely, rural marketing has taken shape. Sometimes, rural marketing is confused with agricultural marketing the later denotes marketing of produce of the rural areas to the urban consumers or industrial consumers, whereas rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers. Also, when we consider the scenario of India and China, there is a picture that comes out, huge market for the developed products as well as the labor support. This has led to the change in the mindset of the marketers to move to these parts of the world. Also rural market is getting an importance because of the saturation of the urban market. As due to the competition in the urban market, the market is more than or as saturated as most of the capacity of the purchasers has been targeted by the marketers. So the marketers are looking for extending their product categories to an unexplored market i.e. the rural market.

The Government decided to change the name of the Local Administration Department into the Department of Local Self-government. For administrative convenience, the Rural Development Department was merged with the department of Local Self-government and for the urban administrative matters special arrangement was made in the Secretariat. The difference between urban and rural areas is very little in Kerala. So the activities of the Department of Urban Planning were extended to rural areas and the name of the department was changed into "Town and Country Planning". The activities of the development agencies were also made efficient. A lock-stock and barrel change was made in the Urban Development Financial Corporation

and the Rural Development Board. With a view to solving the urban problems on a time bound footing, schemes were chalked out and importance was given to the eradication of solid waste and the development of infrastructure. There are 1214 local self-government bodies. That the State administration could effectively be transformed from centralized to decentralised administration, and importance was given to people's participation in the administration and development sectors were silent revolution, which took place in Kerala. The Government transferred about 40% of the plan outlay to the local self-government bodies.

For eradicating all the overt traces of poverty from the State within 10 years, the self-help groups of women were organised under, the Kudumbashree project. This project aims at the all-round development of the people of below poverty line. Kudumbashree has attracted national level attention. Similarly the bio-development project to restore the bio-variety and the dense forests wealth at Attappady area in Palakkad district has also drawn national level attention.

Power and Planning into People the administration and planning systems the world over are, in general, centralised. But this system is suitable for small countries, it is not fitting and proper for India, a subcontinent like country. When we think of an alternative plan to find solutions to the common problems of the people, the infinite possibilities of decentralisation of power and planning loom large before us. To make basic changes in the existing administrative system which is deep-rooted is not an easy thing. The Government realised that the existing local government bodies without being changed into local self-government bodies (having right to self-govern) an attempt to have a transfer of power will be quite futile and meaningless. It is on the basis of that Government decided to decentralise power and planning.

The Panchayat Raj-Municipality Act on the basis of 73 rd and 74th amendments of the Constitution came into force in the State on 23-4-1994 and 30-5-1994 respectively. As per the provisions made in the Act a number of powers and responsibilities and projects of the Government were transferred to the local self-governments with effect from October 2, 1995. Along with them, the service of the concerned officers was transferred to the local self-government bodies.

Major reasons for the change in the lifestyle of rural areas

Television has done wonders to rural India. Today, especially in the south, the penetration of satellite television is very high, which is around 50 per cent unlike 25-30 per cent in the rest of the country. These people may not be literate in the true sense but they know what is happening around the world because of television. They know how the rest of the country live. Another influence is due to the growth of rural youth. The new forces of social change, politicization and media exposure have changed youth? Values and social psychology throughout the country from villages to the town and to the metropolis. The globalization of the economy and the decentralization of the production of goods and services by the multinational corporations have totally altered for these youth the project of their future and the perception of their Life-World.

II. RURAL MARKET AND RURAL MARKETING STRATEGIES

Client and Location specific promotion--- involves a strategy designed to be suitable to the location and the client.

Joint or co-operative promotion ---strategy involves participation between the marketing agencies and the client.

'Bundling of inputs' ---denote a marketing strategy, in which several related items are sold to the target client, including arrangements of credit, after-sale service, and so on.

Management of demand involve continuous market research of buyer? needs and problems at various levels so that continuous improvements and innovations can be undertaken for a sustainable market performance.

Developmental marketing--- refer to taking up marketing programmes keeping the development objective in mind and using various managerial and other inputs of marketing to achieve these objectives.

Media, ---both traditional as well as the modern media, is used as a marketing strategy.

Unique Selling Propositions (USP) --- involve presenting a theme with the product to attract the client to buy that particular product. For examples, some of famous Indian Farm equipment manufacturers have coined catchy themes, which they display along with the products, to attract the target client that is the farmers. English version of some of such themes would read like:

The heartbeats of rural India

With new technique for a life time of company

For the sake of progress and prosperity

The Basics of Rural Marketing

Marketing in rural areas has a lot in common with warfare .Both are challenging in nature and one cannot win over unless he has a sound knowledge of the terrain weather conditions and above all the main target ,the mind of the consumer or the enemy as the case may be .

Simplicity in product strategy and designing.

Simple and well defined goals. What is your ultimate aim and correct idea of the aim?

Theme Selection. A simple and deep penetration theme aimed at the mind of the rural consumer.

Synergistic survey and research.,Marketing research as we may term it.

Direct relationship with mass. Rural marketing has to be a system that the mass beckons you whole-heartedly.

An effective public relation. Can be linked to the above point as well.

Feedback. Do it before you launch yourself they will give you the actual on ground requirement and not in thin air.

III. WHAT DOES PITCH MEANS?

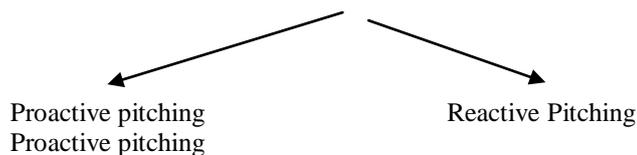
Pitching is a process of competitive selection of advertising agencies by clients. When firms want to outsource their advertising duties to agencies, they call for pitching wherein all short listed agencies present their thoughts on how to take the brand forward. The most appealing presentation finally gets selected by the client to handle its brand communication duties

Reason why a client could be ready for a pitch:

They are expanding business with great plans and need a better partner to aid their growth they need a full-service communication partner and not just an advertising agency they want to be in the big league their current agency has out grown them and is looking for bigger billings

Fig: 1

Pitches can happen as follows:



When an agency takes the lead in contacting a prospect Reactive pitching: This is in response to the client contacting the agency.

The Proactive Pitching Process:

Identifying the crack team

Generating leads

Finding the right contact

Establishing the contact

Opening the doors

First client meeting

Subsequent meetings

Research

Evolution of the agency and strategy brief

Briefing the relevant internal departments

Assimilating the output

Finalizing the presentation

Pitch presentation meeting

Follow up

The post -result period

Identifying the crack team:

The success & failure of an agency's new business initiative depends on the team they handpick. Different agencies apply different models for the same some agencies have a separate new business department. Some agencies assign teams by rotation some agencies identify a crack team from across their agency and normally make variations at the middle and junior level.

Generating leads:

This is the most important and toughest part of the entire process Getting to know which client could be pitch due requires huge networking Agencies are constantly devising new methods to get inside information about the key prospects All-in-all the key lies in identifying the correct prospect

Finding the right contact:

Once the agency has identified a prospect, it begins the exercise of finding the right person to contact. Getting information about key people is difficult. After identifying the right person its imperative to know his equation with the current agency (A close friend of the head, last person to lend you a sympathetic ear)

Establishing the contact:

Contacting a cold prospect requires tremendous dexterity and tact Ideally the cold call is made by someone in the higher echelons to lend a sense of importance and urgency to the call The attempt is to open a window of opportunity by extracting a meeting

Opening the doors:

Wooing process starts. Some agencies have been known to chase clients for years before extracting a meeting Approximately 80-90% cold calls fails generate a meeting Creative approaches starts (Sending extremely creative we want you desperately mailers to a desirable client for three months to break down client s resistance to their unwarranted pitch)

First client meeting:

Reaching this stage is half the battle won Agencies presents their credentials Attempts is to extract brief from the client or at least some of the issues client faces .This is the best time to ask as many questions as possible

Subsequent meetings:

Largely relationship building Seeking clarifications, sharing thoughts.

IV. RESEARCH

This is the starting point or foundation of putting together a good pitch effort Client provides a broad perspective Agency conduct research Agencies employ all kind of research (Observation, Qualitative etc.)

Evolution of the agency strategy and brief:

This forms the basic backbone of the agency effort. The search is for the ideal and most creative approach to tackling the issue at hand Core groups get together to assimilate information and insights gathered in the research Evolve what is termed as strategy and from there the briefs. There are no ground rules for strategy evolution apart from doing intensive research work. The rest depends on the expertise of the core group

Briefing of the relevant internal departments:

Too many cooks spoil the broth Briefing to all the various departments and decisions should happen simultaneously. The briefing should be done in such a way that every member of the orchestra has understood the whole symphony and his role in the concert

Assimilating the output:

Ensure that all the team members are on track and are moving in the right direction. The process of assimilating the research, information, the strategy and the various discipline / department solutions should start well in time. The support teams should be given responsibility of putting together their pieces together in a certain form for integration and customization into the combined presentation

Finalizing the presentation:

The presentation plays a key role Agencies use their best presentation writers to craft a smart and intelligent presentation Technology is used widely Hectic preparations are frayed nerves are typical at this stage This is also the stage where the heads of the agency or the division in charge review and help improve the final output

Pitch presentation meeting:

Some agencies have been known to have a talent pool of the best presenters who are invoked at such crucial junctures Painstaking effort goes into planning the meeting from the venue to the people who attend from the agency , presenters , the chronology ,the seating order ,the experience etc. While planning creative attempts -the presentation is at a venue controlled by the agency. The creativity should not end up becoming a gimmick. The innovation is impact if there are no howlers

Follow-up:

Some times life gives you another chance. Follow up exercise could prove to be a new lease of life for an agency that may not be the top contender. Some agencies send across follow up documents, short snippets, etc...

The post result period:

Clients normally call up agencies in the fray to announce the final decision The agency that wins signs the contract The final work that sees the light of the day is vastly different from the pitch solutions

Reactive pitching:

The process normally starts with the client calling up the agency to come and pitch for their business

Reactive pitch process:

Remembering the brief that came from the client

Leaving a good impression

Making the presentation interesting

Keeping to the limit time

Anticipating the clients' questions

Treating the young people at the clients and equally well

Remembering the brief that came from the client:

Clients normally have a broad idea of the kind of agency they need. Some times it's easy to get influenced by the reputation of an agency in the market. Client-agency relationships are one of the most complexes in the business environment, requiring a substantial level of collaboration to be effective. Avoid the superior/subordinate relationship characterized by an atmosphere of mistrust, lack of respect for the agency's expertise, and undercurrents of intimidation. These tactics have no place in a partnership. Using fear of dismissal to "deal with" an agency undermines trust and productivity.

Leaving a good impression:

Agree on a clearly defined objective of the advertising you wish to create. Failure to define or agree upon the precise purpose of advertising dooms the creative process from the start. • Give the agency the opportunity to be totally absorbed in your product, people, and culture. Exposing agency people to client weaknesses and secrets costs more money (service time) and involves some level of risk. However, great clients totally immerse their agencies in their product. When an agency team thoroughly understands it's client's corporate culture, it will more likely create campaigns that endure.

Making the presentation interesting:

Create an environment of experimentation and be prepared to pay for failure.

Great clients want advertising that stands out. However, nothing predicts mediocrity in advertising so precisely as a risk-aversion environment. Although it's natural to want to conform to rules and formulas in quest for a measure of certainty, elements of the development process are inherently uncertain. Trust that the outcome will be viable advertising.

Be wary of change for change's sake.

The first purpose of advertising is to create a distinctive image for a client. Imitating a trend, by definition, fails to achieve distinction. We believe success in advertising is achieved by finding a long-term positioning and sticking with it.

Treat the agency people well.

Great clients know its human nature for people to work harder for their friends than for business acquaintances. Facilitate an environment of friendship and collaboration to get more out of the agency.

- Keep approvals simple and disapprovals kind.

Nothing saps an agency's energy more than presenting the same work over and over at succeeding layers of the client organization.

Be honest. If you don't like something, say so.

Be specific. Don't ask for a new execution simply because this one "doesn't do it for me".

Be kind. Think of the commentary as if you are evaluating the person.

Make the agency responsible for the advertising and give them the authority it needs to do it.

Too much involvement consistently denies the agency the ability to realize its vision. Some clients use lack of involvement to avoid sharing responsibility for a poor end result.

Great clients state precisely why they disagree, then challenge the agency to find a solution both parties can agree upon.

Make sure the agency makes a fair profit.

If an account is unprofitable to an agency, that account will be less important to the agency.

Perform evaluations of each other at least annually, and even more often in the beginning of the relationship.

A good agency wants to know if there is a major problem before reading about it in the trade press. Great clients draw up the terms of evaluation in the initial agency partnership process.

Keeping to the limit time:

The timing of the presentation should be set to allow the agency to present the requested work, and the other participants to attend, ask questions and discuss the presentations. If the agency has been given a specific amount of time for their presentation, the client will expect them to have rehearsed appropriately, and stick to it. In cases where a member of the client team has decided to take some time with introductions or scene-setting, this should not be subtracted from the agency's time. Equally an agency should not be penalised if there is a delay for a technical problem. It would not serve the client's own interests to curtail the agency's presentation. Generally, however, an agency should not be allowed to overrun their time, unless questions or interruptions from the client side have caused it. Any extra time spent with one agency should be allowed to all in the interests of fairness.

Anticipating the clients' questions:

Clients want to know that the agency they select is a leader and not a follower. They want to make sure that it is at least constantly keeping abreast of current trends if not predicting what the next one will be. In addition, clients are interested in knowing how you are leveraging them to give your clients competitive advantage. Depending on the type of agency, the question can vary from broader consumer trends to specific category or vertical developments. What value does your agency bring to the relationship and how will what you offer help them compete more effectively and win. It's not about a laundry list of capabilities – as every agency claims to have every capability. Take the time to ask yourselves not only what you do well, but also what it is about what you do that makes you measurably better than the competition. Remember that you cannot be all things to everyone.

V. CONCLUSION

While rural products has been perceived traditionally as catering to the local market, or at best, to a wider national market through limited formal channels, the reality of globalization since the 1990s introduced a new dimension to the market for such products. Rural in India is an untapped market where now companies are moving to expand their current distribution. The issue of rural product generation through industrialization, therefore, needs to be viewed from a new angle and on far more scientific lines. The core of a scientific approach is to understand the market opportunities for rural products along with the country's development priorities and to chalk out a strategy where rural industries have an important role to play. While rural products are forced to increasingly become part of global supply chains, these products need to adapt themselves, not only according to the changing tastes of the national market, but also according to changes in tastes in the international market Competition is healthy,

in that it stimulates growth, promotes creativity, & encourages training, However it is important that the competitiveness be directed to constructive development and not lead to "unwarranted disruption of productive agency-client relationships for this purpose Advertisement plays a vital role. The best advertising is only created in the absence of fear. A successful joint effort is achieved only through mutual respect of intelligence and expertise.

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