

A Study Of Support System In Business Development & Customer Base Creation By Ebc Solutions ”

Dr.Yogendrakumar Deokar

Assistant professor,

(Department of Management, Zeal College of Engineering & Research, Narhe, Pune

41.MOB.9860747871.Email.yogendrakumar.deokar@zealeducation.com

And

Mr.Pratik P.Ghorband

(PG Student, Department of Management, Zeal College of Engineering & Research, Narhe, Pune

41.MOB.9527025789 Email pratik.ghorband@gmail.com)

ABSTRACT:

Marketing all about balancing Four Ps of marketing, which required proper focus of sales & distribution channels specially for startups but looking at the sales pressure company hardly give attention to support system here awareness about such support system is essential which is done in this study now a day's even small companies are looking for such a support system which though work from outside as a outsource support system but support a lot for business development. It's a process of starting with new agency for overall growth of company. in the competitive era sources inside & outside company for sales support is very important which is base of this study.

Key words: Support system, business development, customer.

INTRODUCTION

Marketing survey is one of the most widely used Marketing Research Technique; Market Survey is at time viewed as synonymous with market research. It is just one method of collecting the marketing information required for carrying out a given marketing research task. It is used if the required data is not available from the company's internal records and from external published / resources. Its amounts to original field research work for the purpose collecting primary data. The project title "Support Business for Development of Customer Base" was undertaken at the E Business Canvas Pvt. Ltd., Pune. E Business Canvas (EBC) is a system integration company with extensive portfolio of IT solutions. IT services and Telecom Services. We also are providing consulting services for business transformation through technology for SMB as well as large enterprises. Also the organization will understand the level or the stand of their organization in the market. On the other hand the survey will allow the organization to fill its gaps or drawbacks if any. Mainly the organization can improve the sectors where it is lacking behind.

PURPOSE OF THE STUDY

Every research work has geographical and conceptual scope. In Pune, there are large numbers of Innovative industries. But my study is only concerned with 'E BUSINESS CANVAS PVT.LTD.'

As we know though company have quality product it has to face marketing competition there should be positive brand perception to increase business so company will have strong brand positioning. Thus customer i.e. end user are very essential to company therefore we must go to find out their needs, want and check out their satisfaction level The customers of 'E BUSINESS CANVAS PVT. LTD' are wide and spread all over Country. But this study is carried out to know brand perception of customer in metro city.

1. The study is carried out to know customers need, expectation and brand perception towards product.
2. The study helps organization to know their brand image in the market. It will reveal what their customer thinks about their product and services.

RESEARCH METHODOLOGY

Research Design: Research design is nothing but the master plan for research. It comprises a series of prior decisions. Master plan for research is as follows,

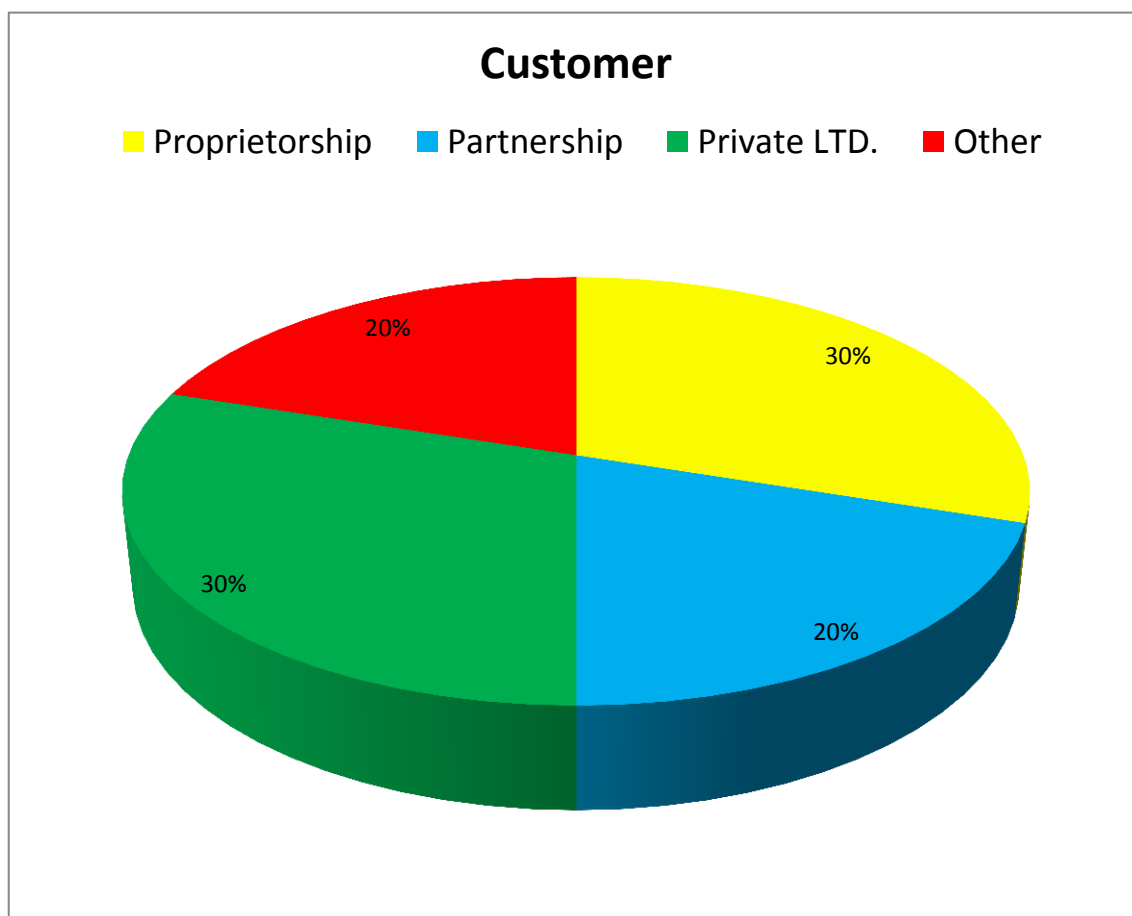
- 1) Questionnaire designing with the help of marketing manager.
- 2) Allotting different area to different days for a research.
- 3) Take the customers opening through those questionnaires.
- 4) Conclusion.

Sampling Size: In a market nearly about 10,000 customer are available which contact in E-business technology, so the universal size of the project is 10,000. We analysis the 100 customer take the service of E-business at E Business Canvas Pvt. Ltd. Pune. That Sample size selected is 10% of universal size that is 100 is sufficient to represent the E-business service at E Business Canvas Company in universal. Sampling for the research is selected by stratified sampling technique. The quantitative study was done by structured questionnaire, and qualitative study was done side by side with quantitative study.

Q.1 What is your nature of business?**Table 4.1 - Nature of business**

Nature of business	Customer
Proprietorship	30%
Partnership	20%
Private LTD.	30%
Other	20%

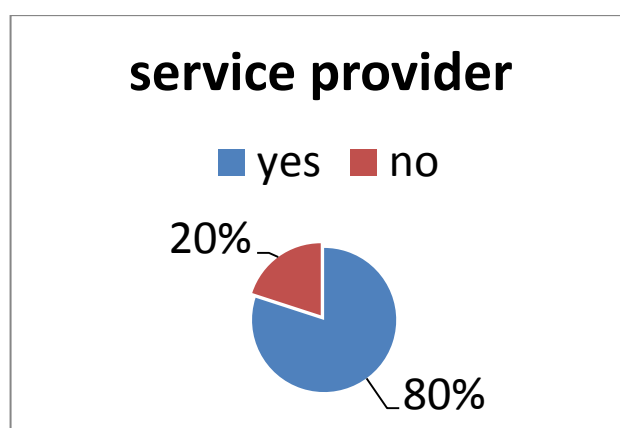
Above table can be illustrated with help of pie chart which is shown below.



Interpretation: Above interpretation shows that 30% of the nature of business is a proprietorship, 20% of the nature of business is a partnership, 30% of the nature of business is private LTD. And 20% of the nature of business is other.

Q.2 Do you want to sale your product or services online?

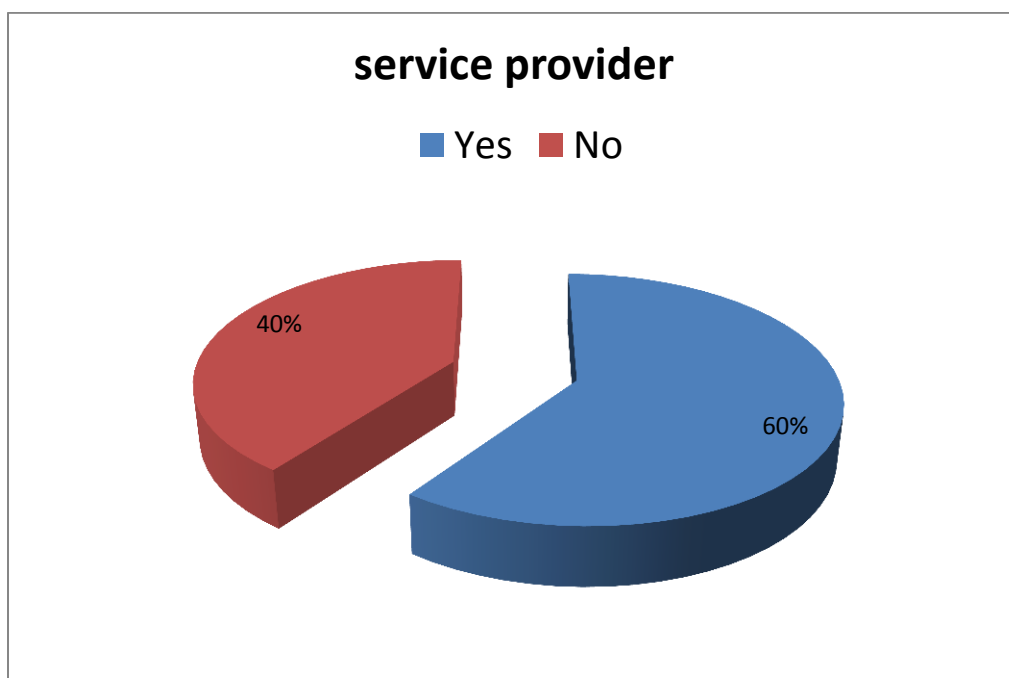
yes	80%
no	20%



Interpretation: Above interpretation shows that 80% of the people are interested to sale their products or services online. And 20% of them are not interested to sale their products or services online.

Q.3 Do you want to create a new domain?

Yes	60%
No	40%



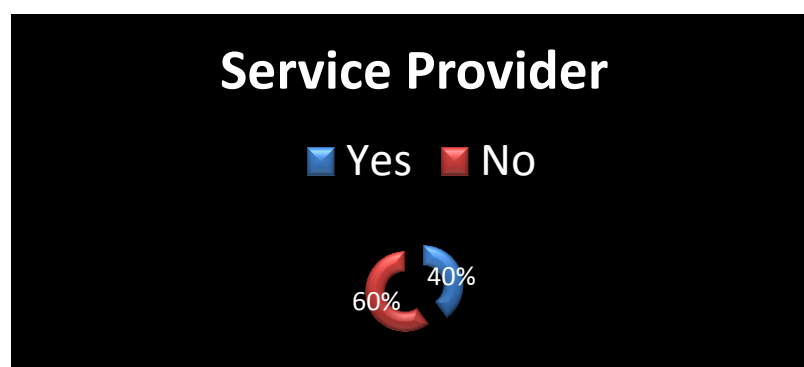
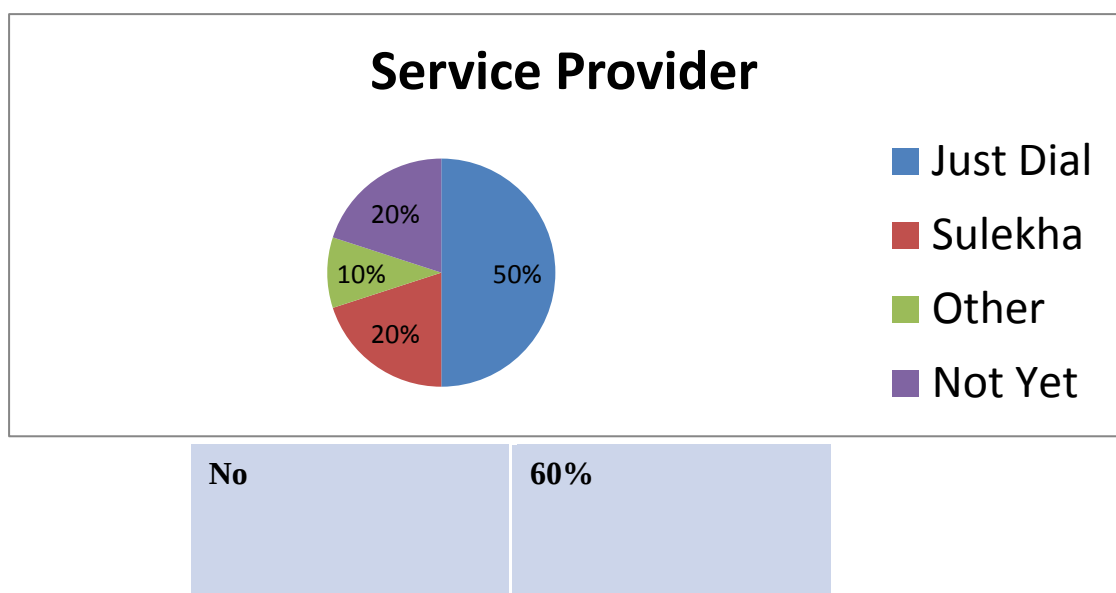
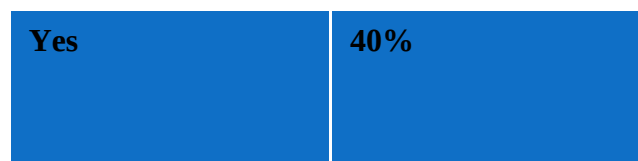
Interpretation: Above interpretation shows that 60% service providers are want to create there domain and 40% service providers are not interested to create a new domain.

Q.4 If you want to sale your product online then which type of services you already use for improve your customer base ?

Online platform	% of service provider
Justdial	50%
Sulekha	20%
Other	10%
Not yet	20%

Interpretation: Above interpretation shows that 50% of the people are used just dial online services, 20% of the people are used sulekha online services, 10% of the people are used other online services and 10% of the people are till not using any online services.

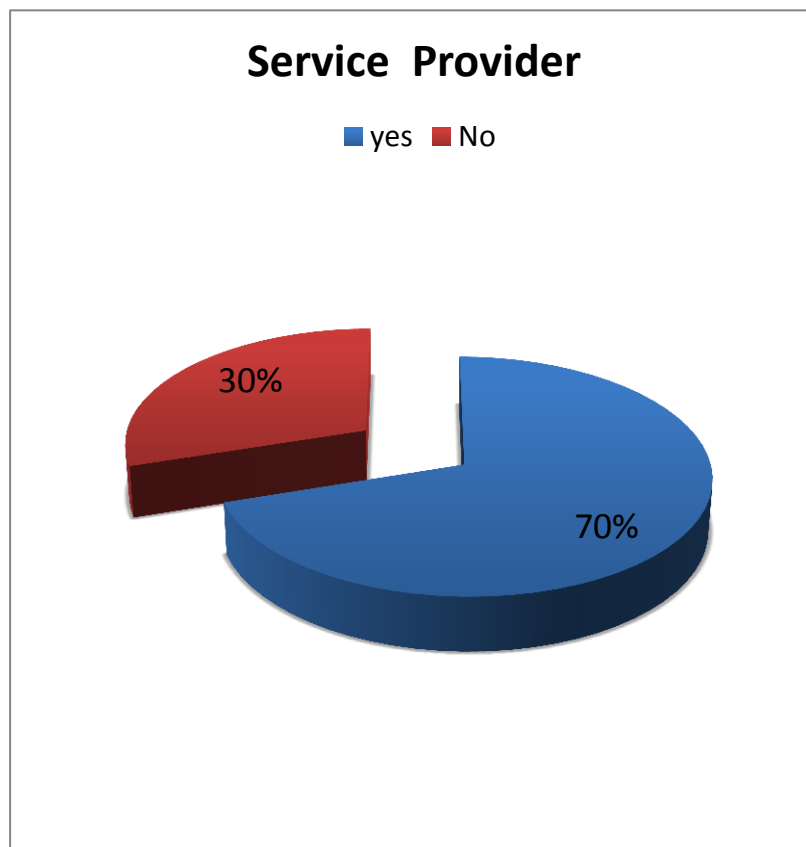
Q.5 Are you satisfied with their services?



Interpretation: Above interpretation shows that 40% of the people are satisfied with there old online services and 60% of the people are not satisfied with their online services

Q.6 Are you interested for new platform?

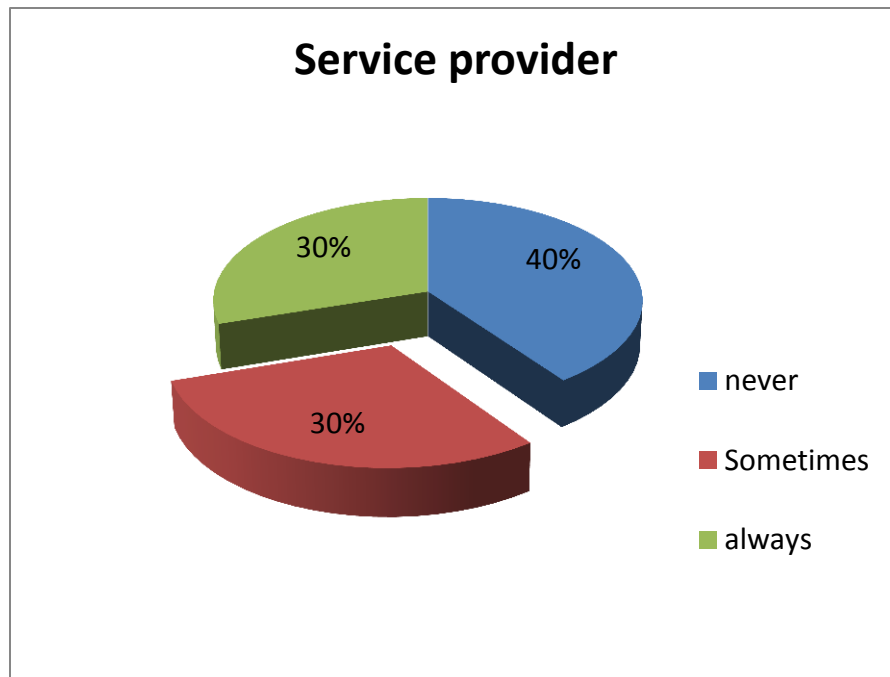
yes	70%
No	30%



Interpretation: Above interpretation shows that 70% of service provides are interested for new platform and 30% of service providers are not interested for new platform.

Q.7 How many times you visit the India keepers website?

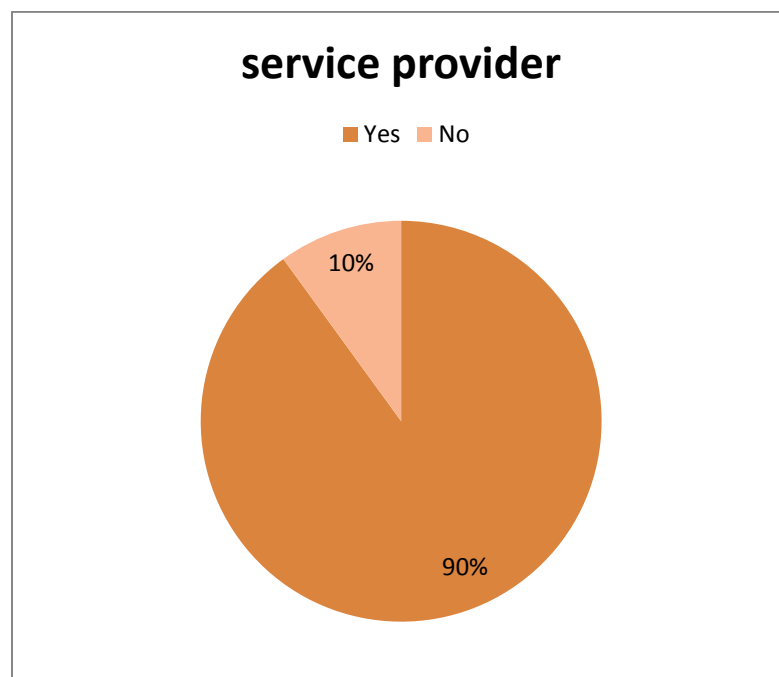
Never	40%
Some times	30%
Always	30%



Interpretation: 40% of the people are till never visited to the India keepers website and 30% people are visited some times to India keepers website as well as 30% of the people are always visited to India keepers website.

Q.8) Do you use assistants or hire others to provide your business services?

Yes	No
90%	10%



Interpretation: 90% of service provider use assistants and 10% service provider are not use assistants.

FINDINGS

- For any business it is essential to increase the customer base.
- 80% service providers want to sell their product or services online.
- 60% service provider are still not satisfied with online services.
- 70% service provider is still interested for new platform.

CONCLUSION

After survey of 100 customer, we came to conclusion that, on line plat form is buzz word for the company & market as it save time, easy to evaluate properly, so day by day on line purchasing become more convenient for customers & marketers, if targeted traffic is managed by on line service provider than its possible to develop the business like anything. Proper selection of segment also played important role in the business development.

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