

A Study of Sales and Promotion on Agriculture Product of Vegetables in Novel Seeds Pvt Ltd in Nagpur City

Niranjan Bhujade and Dr. Sagar Jadhav
Jhulelal Institute of Technology, Nagpur, India

Abstract: *Sales promotion consists of many activities used to sell products. They are activities that give consumers a short-term incentive to make a purchase. Sales promotions are also activities that change the price and value relationship of a product as perceived by the target audience with the possible effect of generating immediate sales. It is possible that a sales promotion can also alter the long term value of the brand by making what might be a premium product more affordable. Sales promotions are generally time-bound programs that require participation on the part of the consumer through either immediate purchase or some other action. The fundamental goals of sales promotion are tactical, strategic, and ultimate. The tactical goals are to combat a competitor's increase in market share, to combat other competitors' promotional efforts, and to move brands that are either declining, overstocked, damaged, or not selling fast enough. The strategic goals are to motivate consumers to switch from a rival brand, to increase product consumption, to reinforce the marketing communications efforts for the brand, and to motivate brand loyalty. The ultimate goal of a sales promotion is to increase sales, profits, and market share. There are different channels for sales promotions, which include consumer promotions and trade promotions. Advertising and Promotion.*

Keywords: Advertising, Public relations, Sales promotion, Personal selling, Direct Mail

REFERENCES

- [1]. Book Material Marketing Management by Philip Kotler 14th Edition 2016
- [2]. Sales & Distribution Management by Tapan K Panda & Sunil Sahadev. 29 February 2012 2 nd Edition
- [3]. Service marketing, Pearson Education Ptc Ltd., New Delhi by Lovelock, Christopher H. 29 Mar 2016 8 th Edition
- [4]. Company Visits Mr. K K Goyal (Sales Manager) Corporate Office Novel Seed Agriculture Products Marketing Pvt. Ltd. B-1/H-8, Websites:
- [5]. www.NovelSeedAgricultureProductcars.com www.NovelSeedAgricultureProductcarsusa.com www.google.co.in