

Marketing Strategies Case Study of Swiggy and Zomato

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Abstract: *A mutual fund is a vehicle for pooling resources by issuing units to investors and investing that money in securities that meet their goals. There are numerous mutual funds in which investors can invest their money, and the consistency of mutual fund performance has been a major factor in attracting many investors. The purpose of this study is to compare the performance of mutual funds with their benchmark indices. This necessitates the Asset Management Companies (AMCs) to understand the fund/scheme selection/switching behaviour of the investors to design suitable products to meet the changing financial needs of the investors. The study focuses on Hybrid mutual fund plans from selected Indian mutual funds. The performance of hybrid mutual funds is evaluated in this study, to provide the best investment possibilities out of five hybrid funds. In this study found market sentiment affect more in aggressive hybrid mutual fund compare to conservative.*

Keywords: Mutual Fund, Hybrid Mutual Fund, Asset Management Companies (AMCs)

I. INTRODUCTION

Instant noodles or last night's leftovers? What for? There's no doubt that food tech startups have transformed the way urban India eats. All you need to do is whip out your phone and order what you like from platforms like Swiggy, Zomato.

In this case study, the potential of a growing market in the one of the largest economies in the world is analysed. Grocery shopping, meal planning and cooking is now considered a chore by a good proportion of the growing Indian middle class, causing a surge in demand for services that free them of such inconveniences. Upwards of 50,000 restaurants in India provide home delivery, and are often only able to see marginal profits from their take-away sectors. This indicates a high potential in a relatively untapped market.

II. LITERATURE REVIEW

Sanjay Anandaram Advisor Sattva, Volunteer iSpirt; Advisor Seed Fund, Ideaspring, Endiya, Ennovent, KARSEM says:

"While online kitchen businesses will raise money and continue to grow, the real battle and fight will be between players like Zomato and Swiggy."

Sathish Meena, Senior Forecast Analyst, Forrester Research, says:

"If you look at it even now, the game is of the big players. The funding is coming only for the big guys. There is a market for food delivery and foodtech, but now that the money is being pumped deeply into one segment."

According to a recent sectoral report published by IBEF (Indian Brand Equity Foundation)

"Food has been one of the largest segments in India's retail sector, valued at \$490 billion in 2013. The Indian food retail market is expected to reach Rs 61 lakh crore (\$894.98 billion) by 2020".

Hart & Stapleton in the year 1977 says:

"a statement in very general terms of how the marketing objective is to be achieved, e.g. acquiring a competitive company, by price reductions, by product improvement, or by intensive advertising. The strategy becomes the basis of the marketing plan"

Nashwan Mohammed Abdullah Saif, Wang Aimin School of Management, Wuhan University of Technology, Wuhan, China

“In terms of the program perspective the marketing strategy standardization/adaptation is important in the sense it can separate marketing mix elements to be standardized or adapted in the international market. “

2.1 Objectives

- Understanding different marketing strategies of two major Indian players in the aggregator food-tech sector.
- Using quality tools to isolate reasons for growth and development of these two particular companies.
- Developing a line of action in fields where there exists scope of improvement.
- To examines the measures taken by these companies.
- To study the SWOT analysis of both the company.

2.2 Hypothesis

Hypotheses can be considered as the expected outcomes of the study that can consider our observations for the external world. Hypotheses which we frame for our study generally describe the causal relationship between the studied variable wherein one can be considered as cause that is what process and mechanism we have used for study wherein the outcomes of the study are effect. Observations are data – what we see or measure in the real world.

- H1 – there is positive perception of investors towards mutual fund.
- H0 – there is negative perception of investors towards mutual fund.

III. RESEARCH METHODOLOGY

Sampling Methodology

- The design of the sample as follow-
- 500 population
- Non probability convenience sampling
- Sample size is 100 respondent

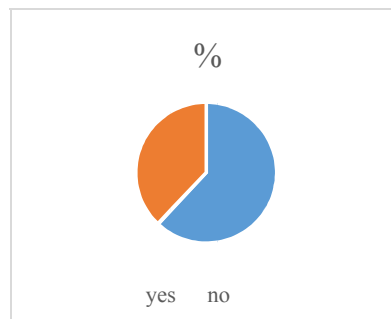
Type of Research

Research design is selected for this research is descriptive design and universe is Nagpur city. Method of data collection For this paper both the primary and secondary data collection methods were taken into consideration. A self-designed questionnaire is used to collect the primary data. Secondary data was taken from various research papers, articles, Journals, Websites, and Magazines.

Data interpretation and analysis techniques

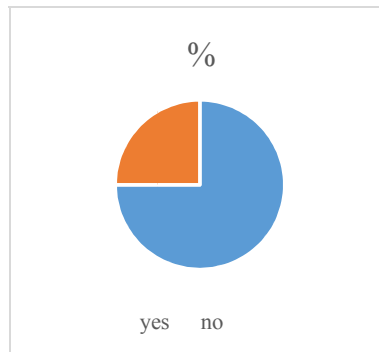
Quantitative data interpretation method and pie chart & bar graph analysis techniques to be used in research.

IV. DATA ANALYSIS & INTERPRETATION

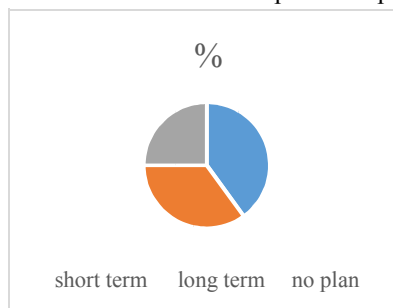


It is observed that out of 100 respondents 62 % of respondents are planning to save.

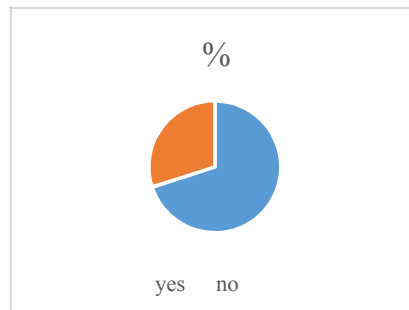
It is observed that out of 100 respondents 25% of respondents are not willing to plan investment.



It is observed that 40 respondents preferred short term and 60 respondents preferred long term period.



It is observed that 63 % respondents interested in mutual funds investment.



Mutual fund investment is popular among investors but they invest only mutual funds, they don't know types of mutual fund which is better (equity, bonds, hybrid) for them.

Advertisement is the source of information, from which the people gets idea about the mutual funds. Then people use the financial advisor and social media as source of information.

Most people making investment by attracting to the better return policy of the mutual fund investment.

There exist relationship between the level of income and period of investment. o Most of the people prefer growth income fund and regular return fund.

VI. SUGGESTIONS

To attract the young generation awareness about the mutual fund should be spread among the school and colleges AMC should collect feedback from the investors; they need to inform the investors about their investment progress and the fund managers should invest the investor's money in accordance with their objectives.

The advertisement about the mutual fund is considered as most important sources of information. So the companies should provide needed information to the people through the advertisement. Then only the common people also get adequate information.

The investors may not have sufficient knowledge related to the schemes of mutual fund, so the managers should be expert and should provide timely information to the investors

VII. CONCLUSIONS

Nowadays the investment opportunities are increasing day by day and it is needed to study about the awareness level and perception of individuals about the mutual fund. The present study highlight the relation between awareness of mutual fund with the sources of information, level of income, educational level of respondent, factors considered by investors while making mutual fund investment and types of investment selected by the investors. The mutual fund is an investment process in which the asset management company pools the investment from small investors and invests them in the schemes which is most suitable to the objectives of the investors. From the study the researcher identified that most of the investors attracted to the mutual fund because of its better return policy. The study suggest that New schemes should be introduced and to be communicated with the individuals to enhance the confidence of the existing investors and to convert potential investors to real investors. That will lead to the overall growth to mutual fund industry.

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