IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 5, November 2026
Impact Factor: 8.2

A Study on Strategic Marketing and Business Development for Sales Growth in A Technical Water and Wastewater Treatment Firm: Evidence from Amrut Jal Technologies Pvt. Ltd.

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Abstract: *Water and wastewater treatment facilities are not pre-existing products; they are site-specific, dependent upon the source water/effluent and the required outlet quality. As such, the marketing of a supplier must learn to link a customer's problem with a technical solution, a communications channel and a sales follow-up. This paper documents how strategic marketing and business development were crafted within Amrut Jal Technologies Pvt. Ltd., a Nagpur-based solutions provider in the field of water and wastewater treatment, in the course of a Summer Internship Programme from 2 July 2026 to 26 August 2026. A descriptive-exploratory design is followed, yielding primary evidence in the form of a daily internship activity log (56 calendar days, 43 working days), augmented by participant observation, the public product information of the company, and borrowed academic marketing literature. The analysis finds that the intern worked digitally 20 days and in direct prospecting, meetings and site work 20 days, with three days of orientation and handover. 14 days were spent in meetings with clients or on-site work. One day of cold calling generates three discovery meetings with clients. The activity log shows no platform analytics, lead-source counts, quotations, orders or revenue; therefore, no sales are proven. It is concluded that the main shortcoming is record-keeping rather than activity; a lead tracker, segment-specific messaging, a technical review before content goes public, digital and sales-specific metrics, and a 30-60-90 day order dissemination are recommended.*

Keywords: strategic marketing, business development, B2B marketing, lead generation, water treatment, sales funnel, SME

I. INTRODUCTION

There is one difference between marketing a technical business-to-business (B2B) market and marketing to consumers. When considering the choice of a treatment plant, the decision is never taken on impulse. Recognising the need, searching for alternatives, making a comparison, and many consultation with colleagues in the purchasing organisation leads up to a decision (Webster & Wind, 1972; Jobber & Ellis-Chadwick, 2020). For a new supplier, the initial enquiry is not to ask for a price, but to ask questions about the site in order to get informed. To generate that enquiry, marketing must promote the company to the relevant people and convince them to make contact. Amrut Jal Technologies Pvt. Ltd. is a Nagpur-based company engaged in water and wastewater treatment. It offers the following products to the market as a solution to its water needs - sewage treatment plants, hospital effluent treatment plants, water softeners, demineralisation plants, reverse-osmosis plants, swimming-pool filtration plants and faecal-sludge treatment plants. These products cater to the needs of not just residential societies and commercial premises but also hospitals, industries, clubs, hotels and builders.

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DOI: 10.48175/IJARSCT-41044

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I was engaged as a Marketing Intern from 2 July 2026 to 26 August 2026. The internship encompassed social media, promotional video production, B2B lead generation, cold calling, follow-up emails, client meetings, local search optimisation and site visits. The project theme links three strategic marketing concepts: sales, business development, and client acquisition. In a small technical business, this link is simple: marketing brings enquiries to the door, business development qualifies them and sets the meeting, and the sale occurs after site analysis and commercial negotiations.

This paper presents the internship as a local, within the bounds of a field study. It discusses what was done, how it connected to other activities, how it moved the process from being merely a name in a file to a commercial development and what records would need to be maintained to track its effects on sales. This paper is a literature review, methodology, objectives, analysis, conclusion, and recommendation.

II. LITERATURE REVIEW

2.1 Strategic marketing

Strategic marketing is summarised as 'making the decision about which customers a firm will serve, which position it takes on, and which channels and messages carry that position to those customers over a period of time' (Kotler, Keller & Chernev, 2022). The usual order is segmentation – targeting and positioning – channel and message – results, but for a plant supplier these segments are more about premises type and water problem type than about demographic differences, which is the basis of this paper's grouping.

2.2 Business development and the B2B buying centre

Business development starts where marketing ends: probing for the buyer, making that first contact, understanding the need, converting interest into a formal contact, and making a sale. Webster and Wind's (1972) buying centre was a group of individuals within an organisation who participate in a purchase decision as users, influencers, buyers, deciders and gatekeepers. Roles in a treatment plant might be the operator, consulting or site engineer who judges whether the process is suitable, a purchase officer comparing scope and price, and an owner or committee member who decides whether the supplier can be trusted. Lilien (2016) has maintained that B2B marketing is a relatively neglected research field in light of its ever-growing economic significance, which makes practical field reports about small technical suppliers helpful.

2.3 Digital marketing for technical services

Chaffey and Ellis-Chadwick (2022) define digital marketing as how we use online channels to communicate with an audience and generate a response. In our business, technical content can simply explain the equipment and process, can be there before the question is asked, can help the buyer search locally and can be found in a directory listing. Content is more important than frequency; displaying, for example, the pump, the membrane or the plant in operation gives the buyer something to ask about. Järvinen and Karjaluoto (2015) studied web analytics in a B2B company and pointed out that digital measurement needs the right tools, skills and routines to use data for decision-making, not simply data collection.

2.4 Customer journey, lead generation and CRM

The conventionally defined consumer journey for buying is pre-purchase, purchase and post-purchase experience (Lemon & Verhoef, 2016) and traditional five-step decision making in marketing text (Jobber & Ellis-Chadwick, 2020) is problem recognition-search-comparison-decision-post-purchase evaluation. Lead generation identifies a potential "stranded" requirement for an organisation; customer-relationship-management (CRM) tracks the interaction, the next step to be taken and the history so that the follow-up isn't lost; and a lead is much more meaningful when it contains enough data to assess relevance and the next step, which the minimum structure of lead status (new-contacted-interested-meeting scheduled-proposal-converted-inactive) provides for a sales funnel.

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2.5 Research gap

The literature deals in concepts and hardly mentions how a small technical supplier with a lean marketing group and constantly changing interns documents its marketing work satisfactorily to evaluate it. This paper offers a documented, date-by-date account of one such organisation and uncovers the particular records that turn activity into evidence.

III. RESEARCH METHODOLOGY

Research design. The study is descriptive and explorative. The descriptive portion describes what was done, in which order, and on which date. The exploratory portion interprets the pattern found and tells what should be recorded in the future. This is a field study from a single organisation following the case research tradition (Yin, 2018), and it is not a survey.

Sources of data. The main record is the daily internship activity sheet from 2 July 2026 to 26 August 2026. All of this is supported by the author's observations, the certificate of internship completed by the author from the company, the publicly available product information of the company, and academic literature. In the text, textbooks and public information are used to name and position concepts, not to supplement the log.

Procedure. The remaining 56 days were broken down into 12 weekly days off, a holiday (19 July 2026) and 43 working days. Each of the working days was then assigned once to one of the following main tasks: IT support; programming; documentation; design; other. These were then compared with all the conclusions from the literature review, and gaps were turned into recommendations. Every time a sentence in the analysis begins with 'And this was ', this can be traced back to a specific day and month in the log.

Scope. The scope of the project is marketing and business-development activities during the period of internship at a Nagpur-based company. It covers digital activities, direct calling, clients' meetings and site visits.

Limitations and ethical considerations. The log only notes tasks and dates, not results. The true sales values, client lists, campaign budget, platform statistics and conversion histories have not been possible to grant the students access to, and a great deal of research has been undertaken in training the working assumptions that have. No such number has been created for use within this particular paper. The tables that have been labelled as frameworks are those that are found in the classroom and not those that belong to the business.

IV. OBJECTIVES OF THE STUDY

1. In order to educate consumers about benefits of water treatment and wastewater solutions.
2. To explore and understand Social media Management and Promotional Content creation as one of the activities in digital marketing.
3. To learn how to generate leads, including prospect research for B2B lead generation and introductory calls.
4. To witness existing customer interactions, requirement discussions, follow-ups, and meetings with the client.
5. To evaluate the degree of exposure to water treatment (WTP), sewage treatment (STP) and effluent treatment (ETP) work obtained through field visits.
6. To help us identify the evidence-based improvements that can be made to enhance marketing alignment and business-development activities.

V. ANALYSIS AND DISCUSSION / ANALYSIS AND INTERPRETATION

5.1 Solution portfolio and its marketing implications

The seven solution areas enumerated by the company are not one product in seven sizes. The following table (Table 1) is the author's marketing interpretation of the public listing. It describes no actual customer or project.

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Table 1: Solution areas and their marketing implications

Solution area	Typical user setting	Marketing implication
Sewage Treatment Plant (STP)	Residential societies, commercial premises, builders and developers	Message must cover space, day-to-day operation and the rules the property must meet
Hospital Effluent Treatment Plant	Hospitals and healthcare facilities	Wording must be exact and checked by the technical team before use
Water Softener	Premises with a hard-water problem	Benefit can be explained in ordinary language
Demineralisation (DM) Plant	Industrial users needing treated process water	Reader is usually an engineer, so the message can be technical
Reverse-Osmosis (RO) Plant	Users needing purified water for a stated use	Membranes and their upkeep recur in every discussion
Swimming-Pool Filtration	Clubs, hotels and residential complexes	Photographs of equipment and water persuade more than long text
Faecal-Sludge Treatment Plant	Community and institutional sanitation	Buyer is usually an institution and the discussion takes longer

Source: Author's interpretation of the company's public product list.

5.2 Distribution of working days

Of the 56 calendar days, 12 were weekly offs and one (19 July 2026) was a holiday, leaving 43 working days. Table 2 sorts these by the main task recorded.

Table 2: Working days by main task recorded

Main task	Working days	Share of 43 days (%)
Social media and digital engagement	11	25.6
Video and multimedia	7	16.3
Digital work combined with lead generation	2	4.7
Lead generation, calling and e-mail	6	14.0
Client meetings and site visits	9	20.9
On-site technical operations	5	11.6
Orientation, handover and documentation	3	7.0
Total working days	**43**	**100.0**

Source: Author's classification of the daily internship activity sheet (percentages rounded).

Digital, video & mixed digital and lead days: 20. Lead generation, client meetings and in-situ days: 20. The other 3 days were induction and handover. Therefore, the role was by no means a basic desk role, as 10% of days were spent on the phone with specified prospects, and a further 10% on sales site visits. Weeks follow the same shape: first week lead gen introduced the business, channels and products; middle four weeks (9 July - 5 August) contained the bulk of

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cold calling, filming and in-situ days; final three weeks refined work through scripted videos, e-mail templates, qualified follow-up and handover.

5.3 Digital activities and the evidence available

The digital work was continuous, not a campaign. Three digital tasks were done: social media management (11 days); recording, editing or scripting short-form video (7 days). The digital content was very focused: pieces of machinery and everyday running (18 July); operational efficiency and cost savings (22 July); and robustness of system, heavy-duty pumps and membranes (6 August). Focused on matters that any purchaser can influence - a handful of the digital content that reinforces the message that quality outshines quantity, aligned with the digital activity. Table 3 describes the evidencing, shown in the log, for each digital task.

Table 3: Digital tasks and the evidence available

Digital task	Purpose	What the log contains
Social media management	Keep the company visible and answer people who write in	Dates only; no reach or reply counts
Short video	Show equipment instead of describing it	Dates and subjects; no views
Google Business Profile and local SEO	Be found by a nearby searcher	One date (13 July); no calls or direction requests traced
Digital engagement and feedback	Answer customers and record what they said	Dates only (7 and 28 July); content of feedback not recorded

Source: Author's analysis of the daily internship activity sheet.

The right-hand column repeats the same observation four times: the work was done, but its response was not recorded. Following Järvinen and Karjaluoto (2015), the gap is one of routine rather than of tools, since the platforms already count reach and engagement.

5.4 Direct outreach and the sequence from name to discussion

Direct outreach shows the clearest sequence in the log, and it is the only area where an outcome, not just a task, is recorded.

Table 4: Direct outreach sequence recorded in the log

Date (2026)	Entry in the log	Interpretation
9 July	B2B database lead extraction and sales outreach	Names collected from a business database
20 July	Targeted cold calling; three prospective client discovery meetings secured.	Only recorded outcome: three meetings, not three orders.
21 July	Personalised follow-up correspondence via business e-mail and digital channels	Follow-up the next day, while the call was fresh
7 August	New leads sourced from Justdial; introductory calls	Second lead source added
14 August	Cold-outreach e-mail templates standardised	Consistency and clearer technical response
17 August	Follow-up with qualified prospects; client queries resolved; meetings scheduled	Shift from fresh lists to qualified prospects.

Source: Daily internship activity sheet, as interpreted by the author.

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This is the funnel on a smaller scale: a firm's name from a database, an enquiry, a follow-up call and an e-mail a day later, a meeting, a visit and the sales talk. The log reveals that every stage was attempted within a four-week period but does not track any individual prospect right along the route. Nor does it say how many calls it took to secure three meetings. One result in eight weeks does not give much to boast of, but that is the only result the log can even suggest.

5.5 Field exposure

Client meetings and site visits gave the marketing role a view of the conditions that shape both the solution and the message. Table 5 groups the field entries.

Table 5: Client meetings, site visits and on-site work

Type of field entry	Dates (2026)	Entries
Requirement analysis and consulting visits	10 July, 16 July, 12 August	3
Visit with senior field executives (needs assessment and product demonstration)	23 July	1
Client meetings	30 July, 18 August	2
ETP project site visit	31 July	1
Final commercial discussions at client site	5 August	1
STP project site visit	19 August	1
Visits to local builders and real-estate developers	21 August	1
Meetings and visits, total		**10**
On-site technical operations	15 July, 24 July, 29 July, 3 August, 18 August	5

Source: Daily internship activity sheet. The 18 August entry combines a client meeting with an on-site operation, so the entries cover 14 distinct working days.

Fourteen of the 43 working days, a third, were in the field. This was more fieldwork than a typical marketing position would experience, and it encompassed an effluent project, a sewage project, builder premises and the machinery. The advantage is tangible: a call to a prospective customer, a video on membranes and pumps, will be more meaningful if the caller has been on a site; unfortunately, what was actually spoken is not noted, so the impact can't be determined.

5.6 The funnel and the evidence gap

Reach is not revenue, and revenue does not by itself explain the posts. Table 6 aligns funnel stages with the work recorded and with the figures needed to judge each stage.

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Table 6: Funnel stages, work recorded and figures not available

Stage	Work recorded in the log	Figure the log does not give
Awareness	Pages, videos, local search, directory listing	Reach, profile views, website visits
Interest	Introductory calls, e-mail, replies to enquiries	Enquiries and call-backs
Qualification	Requirement visits and follow-up	Qualified leads
Discussion	Client meetings and site visits	Meetings held
Proposal	Commercial discussions of 5 August are nearest to this stage	Quotations sent
Order	Not recorded	Orders and revenue

Source: Author's framework applied to the daily internship activity sheet. The right-hand column is a specification for a record, not company performance.

5.7 SWOT reading of the marketing approach

Table 7: SWOT reading of the work recorded

Heading	Points (with source in this paper)
Strengths	Digital and direct work were done in equal measure (Table 2). Video was made from the company's own equipment. About one-third of working days were in the field (Table 5). The portfolio covers several different water and wastewater problems (Table 1).
Weaknesses	No results are recorded for digital work (Table 3). Follow-up depended on entries being written up, and the tracker is not described. Nothing shows that technical content was checked before posting.
Opportunities	The local listing was touched once and can be kept current. Builders were already visited and can be worked as a defined list. Video subjects already cluster and can follow a planned rotation.
Threats	Other treatment suppliers are a search away. The chain from first call to commercial discussion ran to weeks, so prospects can go cold. Overclaiming in a caption is a reputational risk.

Source: Author's own sorting; the company did not hold a SWOT exercise.

The useful conclusion from the four boxes is narrow. The company does not need more activity; twenty days of digital work and twenty days of direct work in eight weeks is already a full load. What it lacks is a record showing which part of that load earned its time.

VI. FINDINGS OF THE STUDY

1. The internship combined digital marketing, direct prospecting, customer contact and field exposure; it was not a single-channel role. Digital work and direct work each accounted for 20 of 43 working days.
2. Marketing and business-development activities supported each other in sequence: field footage informed videos, calls were followed by next-day e-mail, and meetings led to site visits that made later calls and content more specific.
3. Lead generation used two routes, a B2B database (9 July) and Justdial (7 August), and later work moved from new lists to qualified prospects (17 August).
4. Targeted cold calling on 20 July 2026 produced three client discovery meetings. This is the only recorded outcome and should not be read as sales.

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5. Fourteen working days involved client meetings or on-site operations across ETP, STP, builder and equipment settings, giving unusually strong field context for a marketing role.
6. Local search and the Google Business Profile were handled on one day only (13 July), and no follow-up is recorded.
7. No lead-source counts, platform analytics, quotations, orders or revenue are available. A sales increase therefore cannot be claimed or ruled out.
8. The handover of 25 and 26 August depended entirely on what had been written down, which shows the cost of incomplete records.

VII. RECOMMENDATIONS

1. **Maintain one central lead tracker** with prospect name, segment, location, source, requirement, interaction date, lead status, next action and outcome.
2. **Segment prospects by likely application**, such as residential development, commercial premises, healthcare or industrial operations, and tailor the first message accordingly.
3. **Prepare a monthly content calendar** covering service explainers, equipment highlights, project visuals, frequently asked questions and customer education.
4. **Add a technical review step** before publishing content that carries specifications, performance statements or claims about treatment outcomes.
5. **Use consistent e-mail and call templates**, but personalise the opening lines and value proposition for each prospect.
6. **Record every follow-up date and outcome** so that interested prospects are not lost through missed communication.
7. **Track digital indicators** (reach, engagement, profile actions, enquiries) monthly and keep them separate from sales indicators.
8. **Review the funnel periodically** using verified counts of leads, qualified enquiries, meetings, site assessments, quotations and confirmed orders, and coordinate marketing, sales and technical teams so that questions reach the right person.

Table 8 suggests an order for putting these into practice. It sets no numerical targets, because targets need the figures listed in Table 6 and those were not available.

Table 8: Suggested 30–60–90 day order

Period	Work	Output at the end of the period
First 30 days	Open the tracker, agree lead statuses, sort existing names, nominate who checks a video before posting.	One shared list and a named reviewer
Days 31 to 60	Fix monthly content subjects, finalise call and e-mail structure, start copying platform numbers monthly.	Content list, template and first month of figures
Days 61 to 90	Read the tracker by stage, compare lead sources, record feedback after meetings.	A reason to spend more time on one source and less on another

Source: Author's suggestion; not a plan agreed with the company.

VIII. CONCLUSION

The marketing and business development of a technical water and wastewater business are intertwined. Digital information gives an introduction to the company and its products. Face-to-face customer contacts and conversations

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reveal the customer's needs. Field exposure adds technical information to make the information credible. Disciplined lead management, prospecting, communicating, and tracking can reinforce the marketing support to the selling activity. Simultaneously, the data does not allow us to determine a quantified difference in sales. The activity log allowed us to find the placement, to quantify the days and to link tasks and objectives, but not to compare the channels or to measure the conversion. The biggest gain is not more activity but a status and a next date in the name system, a monthly second copy of the figures of the platform for the company to be able to do for his marketing the same thing this paper did for the stage.

Future research could integrate the activity log with confirmed lead and sales data to cross-check lead sources, content subjects, different purchaser groups (builders, hospitals, factories) and consumer responses after installation. These studies should include the company's approval, an identified questionnaire in which customers are asked, and a sample to be stipulated.

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