

Brand Management And Sme's Vision

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This paper highlight on the north east products from north respondents and their response towards the product also recommends the importance of brand management to become large scale enterprise. Qualitative method of study is done using focus group discussion Present technology proves nothing is impossible in just one click provided with multiple option in one go. In fact, it has brought out the small scale industries in the hill station to the globe leads. Business is the right source of financial investment and self-job employment opportunities for the residents in the North Eastern part of India. Digitalization has made the business as easy anything, which has paved way to connect directly Business-Business or Business to Customer directly through social media provided business provision in the software. This has eventually created multiple option for customer to opt for and thus leads to the failure of sustainability of products in the small scale industries. Having the high race to produce profits in small scale industries has demand to equip unlike all brands in the market, SME has to turn as “Brand” otherwise simply called reliable, non-compromise on quality and sustainability at large. Therefore, brand building has become an inevitable in the business process irrespective of any capacities. SME’s focus on the Brand Building extends to Large Scale Industries.

Key words: Small Scale industries, Large Scale Industries, Brand Building.

Introduction

Small and medium enterprise is one of the fastest growing industrial sector also providing employment opportunities for the community. It has been dynamic sectors in the economic contribution of the country. According to NEDFC Ltd, In India, the SME sector

accounts for 95 per cent of the industrial units and contributes more than 40 per cent of value addition in the manufacturing sector and about 35 per cent of exports (both direct and indirect). It is estimated that about 20 million people are employed by this sector. The SME sector plays a very vital and significant role in the economy of the North East region says NEDFC Ltd. It is an important instrument for enterprise building, income and employment generation and asset creation. While various agencies involved in the promotion of this sector as well as the State Governments have several schemes, the NEIIPP, 2007, introduced by the Central Govt. containing several fiscal incentives and subsidies has elicited considerable industrial activity in the region. However, in order to attract more investments to the region and to ensure continuity and sustainability, infrastructures like power, industrial areas, communication, roads, railways, quality manpower etc. need to be improved considerably. The State governments along with the Centre will have to make large investments in infrastructure building so as to make the North East a preferred destination for investors.

OBJECTIVES:

1. To understand the perception of respondents towards the SME and North East products.
2. To find the preferences of SME and North East Products from Gender lens.
3. To propose strategies for sustainability in Business.

Key Industries of North East:

- Agriculture
- Horticulture
- Small scale Industries
- Livestock and animal husbandry
- Handlooms and handicrafts
- Tourism

Potential Industries of North East:

- Agriculture and food processing industries
- Tea and rubber
- Handloom and handicraft industry
- Textile
- Electronics and IT based enterprises

Review of Literature

Carson (1993) and Gilmore et al (2001) felt marketing during the life cycle of the SME, will continue to develop because of the demands for new commodities and markets, as customer needs are satisfied, bearing in mind the owners' inherent characteristics and behaviours and the size and life cycle stage of the firm. Stokes (2000) noted that, on the contrary, owners of SMEs focus on the significance of promotion and word-of-mouth communication. Gilmore and Carson (1999) agreed 'within the context of marketing decisions, there is an instinctive understanding networking with outside individuals, associations and companies enables entrepreneurs to be successful. Networking for SMEs could mean an array of connections. This revolves around personal contact networks, social networks, business networks, industry (Andersson and Soderlund, 1988) and marketing networks. Anarnkaporn (2007) argues branding is an important competitive tool available to SMEs. This is true because branding provides the differentiation between the competitive offerings and is one of the critical success factors for companies (Mowle & Merrilees, 2005). Grant (2000), Ratnatunga & Ewing (2009) also believe brands add value and distinguish companies from their competitors. However, branding is a new concept for owners-managers in SMEs (Inskip, 2004). SMEs have many limitations and implementing conventional marketing practices becomes challenging (Uusitalo, Wendelin, & Mahlamäki, 2010). Limited resources can be finance (Ohnemus, 2009), time and knowledge of marketing; lack of specialist expertise as the owner-manager tend to be generalists rather than specialists with limited impact in the marketplace (Gilmore et al., 2001). Given these limitations and challenges, many SMEs often ponder whether it is worth spending large amount of money, time, and energy in their marketing practices, adopting a strategic marketing approach (Noble, Sinha, & Kumar, 2002) and going through the branding exercise.

Methodology

It's a Qualitative method of the study. Descriptive research design were applied. Data collected using focus group discussion. With consumers of SME products of as they believe it's done with close supervision and take as an opportunity to serve the SME in India to understand their perception and interest they prefer with north east products. In total, 2 focus group discussion were conducted having 6 women and 7 men members in the team from New Delhi, who are employed in the Not for Profit organization and to understand their interest in the North east products.

Analysis

The respondents discussed and asked about the SME's products and their responses. Respondents were initiated with discussion on SME in present status and strategies were worked out to become large scale industries relating to their interest on the products.

Discussion No	1
Gender Participated	6 -Women
Organization type	Not for profit
Perception towards NE products	i. Respondents are happy about the North east products contribution towards the Indian economy as they were deprived for long with little facility being in hill station. ii. Some of the respondents are unknown to many of the North east products as they see it's less introduced in the markets with litter competitions. iii. They are not constant in the markets and not easy accessible in offline or online store. iv. No promotion are regularised in the midst of large scale products. v. It requires branding strategy to promote their products. vi. Specially, Kitchen usages and beauty products are sensitive one, we need to have reviews of customer used and detailed information on the products. vii. Respondents are also concerned on the high price of the products

Discussion No	2
Gender Participated	7 -Men
Organization type	Not for profit
Perception towards	i. Respondents has less time to research new

NE products	products to supply home and unknown to the products. ii. Respondents are known with other products through advertisements online or on television which leads to further discussion among the working group. iii. They want to have tradition of their own state on the product like handicraft products from northern part on Bamboo are more creative but less found in the markets of the city to choose the same than wooden with more price. iv. Products should become a common in across the state to buy on easy go. v. Respondents from south says products manufactured from north are less preferred in home this tradition needs breakthrough of this changeling by classical consumers.
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Findings:

- On the whole, out this focus group discussion, small scale industries either become direct producer of the product or an ancillary to the others and some fail in promotion at large. They need to bring authenticity in midst of direct consumers within the nation to accept the products and recognise the same.
- They have to strategies their brand method to reach all people in the country to turn as large scale industry.
- After owners, its needs professional to raise brand identity of the product and organization at large.
- The availability of product should be easily available in the markets to bring larger turnover.
- North East people should bring products with the blend of their tradition usage to keep consumers attracted.

- In today's trend, consumers are willing to try other state products to relish in their home cook and beauty products, it should be seen as an opportunity for industry to be there as support agency in the markets.

Suggestion and Conclusion

It is evident that consumer is willing to approve on new one but they are willing to be satisfied too.

1. Bring product to the local markets will highlight on growth of brand.
2. Investment in brand promotion.
3. Expanding administration leads to sustainability in the structure.
4. Division of responsibility is measurable in the organization to elevate.

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