

Mahindra and mahindra company analysis



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Marketing Questionnaire f It is a very effective business analysis tool. It checks every point of your business from a marketing perspective. It is always suggested that more than one responsible person should do the questionnaire because you may be surprised when you compare the answers.

The Art of Selling f It is a complete training program on sales which can effectively train the sales people.

Sales and Marketing Management f It facilitates the business owners and managers with skills and important information that they may require to manage their business with a sales and marketing perspective.

These methods and ideas are universally used and they apply to the operation of any type of business.

The success or failure of a business is determined ultimately by the sales of its products and services. The focus of Sales and Marketing Management is to plan, implement and manage the marketing strategies.

A manager of the Sales and Marketing Department must possess a complex mix of:

Business Management Training

Analytical Skills

People Management Skills

Planning Skills

Decision-making Skills

Prioritizing and Time Management Skills

The Sales and Marketing manager implements these skills on a daily basis according to the ever changing conditions of the market.

For a business to boom in a positive way, it requires good quality people who are well motivated and constantly aware of the changes that are occurring in the market. The management should be able to adjust to the changes by properly allocating the available people and resources of the company.

In small companies the Sales and Marketing department can be handled alone by the owner or the General Manager of the company.

In a medium-size or large scale company, the department is split into two functions, sales manager and marketing manager.

Mahindra & Mahindra-

Mahindra & Mahindra Limited (M&M) is an \$800 million company. It provides employment to some 12, 000 people. It is one of the most important company of Mahindra Group and is one of the top-ranking company in India in the private sector. The company has shown its market leadership in farm equipment machinery since 1986 in the highly competitive Indian Market.

Project Sankraman:

By the virtue of two important events M&M entered a new phase in technology in April 2005.

Implementation of SAP R/3 Enterprise 4. 7 on single instance and centralized architecture.

Centralization of all servers located across various units to a single server at secure data centre located at Kandivali

Although the implementation work of the project was done in February 2005, the major activities in February 2006 were post-launch and benefit realization. This project reflected that M&M was moving closer towards being a real-time organization. It provided access to new functionalities which were directly catering to the Indian taxation department and requirements of the auto industry. It provided facilities such as standardization of business processes, group and synchronize master data and improve system compliance. Single sign-on and role-based authorization features facilitate improved user experience. The entire information of the Organization now being available on single server resulted in on-line accessibility of centralized information with drill-down up to transaction level.

Optimize Sales and Marketing Investments-

The success of go-to-market strategies is to reach the right customer with timely offers. Still the sales and marketing teams often struggle with their co-ordination efforts resulting in ineffective marketing campaigns, loss in promotions and the worst of all, dissatisfied customers.

SAP helps the marketing and sales organizations to enhance go-to-market investments by providing high customer value through synchronized and organized power and services.

These include:

Brand and Product Management – Establish strategic goals, linked objectives with sales, marketing, financial management, account planning, and supply chain implementation.

Trade promotion management – Plan supportive promotions and marketing strategies.

Account management – Tie-up with customers through detailed, organized customer-specific marketing, sales, promotion, and to optimize value delivery by executing supply-chain activities.

Mahindra leverages SAP to enable synchronized end-to-end business processes that improve sales and marketing investments by:

Regulate marketing plans with trade promotion and sales implementation plans

Better forecast precision and product availability – harmonizing demand planning for current and organized manufacturing, inventory, and logistics management

Ensuring precise budgeting and periodic settlements and claims processing for direct and indirect channels with financials through real-time organization.

Leveraging in-depth analysis to check important performance indicators including brand performance, profitability of product and customer, and campaign and promotion upgradation.

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SAP Services provide comprehensive strategy, guidelines, and value measurement services that review present capabilities, generate goal-oriented guidelines from proposed sales and marketing solution investments. SAP NetWeaver powers all SAP applications and enterprise services, giving IT departments the power and flexibility to enhance marketing and sales processes with business process organization and concrete data from both SAP and other external and internal data sources. SAP alone offers the mixture of power and services that enable sales and marketing organizations to synchronize their go-to-market investments, guarantee profitable campaigns and promotions and, ultimately, provide top-class value to their customers.

SAP solutions can also assist in demonstrating your value to customers by having a clear idea and knowledge of their changing requirements and giving them precisely what they want, when they want it.

SAP Business Suite can assist you focus sales resources on the most profitable customer opportunities, while improving the effectiveness of sales teams, increasing the speed of sales cycles, and making the sales process more transparent with better pricing, demand planning, and revenue forecasts. The size of your business or the industry does not matter, one can execute only the software he/she requires to solve their unique business problems in the feasible time and budget. With the help of SAP Services before, during, and after any implementation, you can optimize your IT investments. SAP Enterprise Support enables the companies to make optimum utility of SAP and non-SAP solutions, reduce risk, enhance innovation, and associates to application life-cycle management.

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SAP solutions assists you in getting a clear idea of the entire marketing process, increase bonding between all your key stakeholders, and keeps you successfully connected with your target audiences to establish and improve customer loyalty and drive customer demand.

SAP Business Suite helps you improve the ordering of all sales and marketing activities to effectively gain and retain the profitable customers and build long-term relationships. Improving marketing efficiencies in your organization will help you reduce cost of product, allocate resources in a better way, and attain high efficiency.

By enlisting the help of SAP Services before, during, and after any implementation, you can maximize your IT investments. And with SAP Enterprise Support, companies take complete advantage of the integration of SAP and non-SAP solutions, minimize risk, enable the acceleration of innovation, and address application life-cycle management.

Value Scenarios Drive Business Improvements:

Enhancing sales and marketing investments to introduce a more strict approach to the allocation of money spend in marketing and promotional investments.

Whenever a relevant audience is targeted with a suitable order at the correct time with the right message, an optimal offer is created.

Marketing : Marketing module assists the marketing department with customer acquisition. This includes one or more of the following activities

Campaign management – This includes various campaigns like e-mail, phone and other forms of customer interaction programs.

Trade Promotion Management –

Segmentation – Segmentation is the process of separating your customers/leads/opportunities into different sections. This is used to efficiently use the feasible time and resources on a particular marketing strategy.

Sales : Sales involves the OTC Cycle (Order to Cash) cycle except the logistics part. This includes

Order Management – This includes sales related activities such as order management, contracts management, quotation management, etc.

Billing – This includes the billing of the orders created. Billing can be done either in ECC or in CRM. Service related Billing is done using SAP CRM.

Conclusion-

From the above illustrated methods and ideas we can conclude that SAP has solved a lot of the problems of the company in the sales and marketing department. It has automated these departments and has given the company a major boom by overcoming the problems faced by the sales and marketing teams. It is clearly visible that the customer is happy with the services of the company as well as the company is happy with its secured investments. Through these softwares the company is able to interact with the customer properly in a timely manner.

According to a recent SAP benchmarking report, M&M is leveraging SAP solutions and services to organize and implement marketing campaigns and sales promotions:

Better sales during promotional periods by 3-5%

Decrement in out-of-stock rates by 10-40%

Improved promotion-spend efficiency, an average of 10%

Decrement in outstanding customer claims between 40% and 70%

These results clearly show the advancement of the company.