INTRODUCTION

For as long as exchange of goods and services has taken place, the promotion and distribution has remained the most important function of marketing practice. Promotion and distribution is the wrap and roof of overall marketing process. Different products are produced by the firms and these have different promotion and distribution practices. We look promotion and distribution in conjunction with each other because we have strong belief in the systems approach to the “Marketing function”.

Marketing Mix-Promotion Mix-Advertising

According to Philip Kotler “A Product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.” This definition thereby includes physical products, services, persons, places, organizations and ideas.

To sell this “Product” the marketer uses a “Marketing Mix” which includes the 4P’s i.e. Product, Price, Place(distribution) and Promotion.

Promotion “is the communication arm of Marketing and includes marketing activities used to inform, persuade, and remind the target market about an organization, its products, services and other activities to build a favorable image.” (Kazmi and Batra-2010). Promotion activities help by justifying the product, the company’s existence, at the same time maintaining a very favorable relationship amongst stakeholder and the marketing environment.

Promotion Mix is a form of Integrated Marketing Communication which communicates the idea of the product to existing or potential consumers. It comprises of the following activities.

1) Advertising
2) Personal Selling
3) Sales Promotion
4) Direct Marketing
5) Publicity / Public Relation (PR)

Advertising is the most potent tool of communication which is highly observable and visible the force behind marketing communication that helps to sell the ‘Product’.

The American Marketing Association(1963) proposed the definition of Advertising as “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.”
According to Jeff I. Richards and Catherine M. Curran “Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in future” (Journal of Advertising)

Every company uses advertising as a major component of its Promotion campaign. Advertising can be classified in many ways:

1) Advertising to Business and Profession which includes
   i) Trade Advertising
   ii) Industrial Advertising (also known as B2B Advertising)
   iii) Professional Advertising
   iv) Corporate or Institutional Advertising

2) Non Product Advertising which includes
   i) Idea Advertising
   ii) Service Advertising
   iii) Political Advertising
   iv) Primary Demand Advertising
   v) Selective Brand Advertising
   vi) Surrogate Advertising

The advertising is done through various media such as: Television, Radio, Newspaper, Magazine, Billboards, Direct Mail, Catalogue, Internet etc.
The Research will showcase the various promotional mix and advertising mix including the media used by the Ten Brands.

Supply Chain Management - Logistics and Transportation Management

Supply Chain Management (SCM) is a set of those activities that ensure two way movement of goods, services, information and funds from raw material through end user. It is one of the most critical activities performed by an organization as the success and failure of any organization is dependent on the success and failure of the supply chain.

Logistics and Transport Management:- The Council of Supply Chain Management defines Logistics Management as “that part of the supply chain management that plans, implements and controls the efficient, effective forward and reverse flow and storage of goods, service and related information between the point of origin and the point of consumption in order to meet customers requirements.”
Transportation is a central part of logistics management, and logistics management, in turn, is a key element of SCM.

Companies use a mix of Multi-modal means of transportation to deliver products and services to their consumers. Some of these are

i) Motor Carrier
ii) Rail Carrier
iii) Air Carrier
iv) Water Carrier
v) Pipelines

Generally, the customer evaluates the company’s distribution system on the following performance parameters:

i) Total Cost
ii) Speed
iii) Reliability
iv) Capability
v) Accessibility

By evaluating the company’s distribution system, the consumer forms its perception for the company as a whole. This notion could be positive or negative or neutral.

The research tries to find the perception as regards to the delivery system for the chosen Ten Brands.

The top Ten Brands Chosen for study are:-

- Mercedes
- Pepsi
- Bata
- Lifebuoy
- Parker
- Asian Paints
- Safola
- Uncle Chips and Bingo
- Pizza-Hut
- Colgate