

Review Article

A Systemic Review on the company profile of TBM Seed Company and Its Sales and Marketing Policies

ABSTRACT

Sales-Selling the products or services of a firm is referred to as sales. A crucial area for TBM in any seed company is sales and marketing. We must first comprehend sales and marketing in order to understand this. Marketing is the process of getting people to understand your goods through services, strategies, and advertising. Due to the difficulty and expense of marketing, strategic planning is required. This review Paper summarized all the key points and steps adopted by the company to accelerate the sales and marketing policies. This research is unique in that it offers proof of "how" MNCs are using a circular model. The marketing strategies of well-known companies are analyzed in-depth in this study in order to ascertain the aspects that have led to their market success.

Keywords: Sales, Marketing policies, TBM, MNCs, advertisement

INTRODUCTION

The goal of seed marketing should be to meet the demands of farmers for a consistent supply of a variety of improved seed varieties with guaranteed quality at a fair price. In actuality, marketing begins long before the items ever exist, yet far too many people only think of it in terms of advertising and selling goods. Sales-Selling a company's goods or services are called sales. Sales and Marketing is a very important point for TBM in any seed company. To understand this, we will first understand Sales and Marketing. Marketing-Making people understand your product through service, plan, and advertisement is called marketing. Strategic planning is necessary for marketing because it is difficult and expensive. This includes figuring out how to build a setting

where buyers may interact with the products and make purchases. The 6-Ds marketing strategy consists of demand estimation, Deliver products and services, desire creation, deal making and management, delight customers and design of products and services are process and a number of related tasks that must be completed energetically and purposefully in order to generate sales.

For instance, the store in the agriculture industry might sell the farmer seed in addition to other in puts. Selling what he produces on his land is all that it is to the farmer. Regardless of the situation, a predetermined series of actions must occur in order to market the product and position it at the proper time, place, and price in order to make a sale. In truth, marketing begins long before the existence of the items and continues long after they are sold. Far too many individuals think of marketing only in terms of the advertising and sale of commodities. The demands of the farmer customer must be met, and the goals of the seed firm must be achieved, for the marketing process to be effective.

Briefly Description of TBM Profile in Seed Company-

1. **Market Survey-** When a TBM of any seed company comes to any seed company as per his profile, he first conducts a market survey under which name points comes. Marketing makes extensive use of survey research methods, and in order to obtain significant insights, it is critical that both the field and individual researchers adhere to strict rules. For good reason, market research analyses are the first choice for many professionals—they save time, yield novel insights, and give your company clarity. Reports on market research can therefore assist you in honing and perfecting your plan. Furthermore, a well-written report can lend credibility to your job and support any marketing suggestions you make to a customer or executive. (Hulland *et al.*, 2018)

A. **Demonstration-** means that we plant our seed in different locations before bringing it to the market and from time to time we see whether the demonstration seed is growing properly in the environment or not. Is growing and at the same time it is getting more growth and the incidence of disease is minimal in it, then let us continue the further process in it later!

B- **Village Mapping-**After that comes village mapping, in village mapping we select the villages according to the block and in that we select the villages with high potential and high share first and then share the other villages according to mapping. To support spatial planning and establish

the boundaries of the communities, a village map that shows the settlement's perimeter, amenities, and land use or cover is required (Vos 2018 and Akbar *et al.*, 2020). Additionally, it is necessary for the planning and growth of the village (Amberwulanetal., 2018).

C-Distributor Appointment-After that now we do the distributor appointment. Distributor appointment means that the distributor we are creating should have material billing directly from the company.

D-Retailer Linke- After that, we search for retailers from nearby small block villages and we link the retailer to the distributor who helps the distributor and helps the retailer.

2. A production team plans the production according to the bookings, and retailers are also involved in this scheme. At ABS, we maintain a token amount by which we take an amount from the distributor so that the company, at any given time, knows what our intermediate sales approx. could be.

3. **PSA-Pre-Sales Activity**- In order to inform the villagers about our product and its features so they can comprehend its manufacture and purchase it, we carry out this activity by traveling from village to village prior to the paddy sale. This meeting is scheduled for late June.

4. **Sale**-After the activity, the sale starts which from 15th June to 15th July in North Chhattisgarh. In this, we provide material to all our distributors which is billed directly from the company and after that the distributor gives material to retailer.

5. **Sales Return**-After that there is sales return which starts from 15th July, in this we must take the remaining seed from the distributor or retailer and send it back to the company. It also has different categories.

6. **Farmer purchase data collection**-After that, we collect the details of the farmers who have purchased our seed with retailers and from the distributors, we collect the data of the seed taken by our company.

7. **Farmer Survey**-We visit the plots of farmers who have purchased the seeds of our company and look at their fields and see whether the farmers who have taken seed of our company have planted it properly or not and whether they have any disease or insect. Whether the attack has

come or not, along with that we also tell them about the pesticides for the disease of Disease and Insect, along with that we also tell them about the fertilizer and how different methods of paddy cultivation can be done.

8.PDA-Product Differentiate Activity

In PDA we show the paddy crop of our company to the farmers so that the farmers can choose between the good crop in the coming season.

Important criteria a good paddy

- A. Root
- B. Tillers
- C. Grain Filling
- D. Chaffiness
- E. Panicle
- F. Insect And Disease Tolerance

Harvest-Harvest comes under PDA only. In harvest, we harvest farmer plot 5 by 5 and go further. According to the 5 by 5, we take out one acre of yields

9.KSS-KishanSammanSamaroh

This activity is done after PDA. The meaning of this activity is that our presence remains in the mind of the farmer. In this activity, whom do we give respect to? In this respect, we introduce the farmer to the farmer who has planted our crop. At the same time, we ask the farmers to tell us about our paddy.

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CONCLUSION

The demand for seeds may rise as a result of a plan to give farmers more access to markets. Therefore, in order for a company to compete with the nearby seed producers, it must implement marketing methods that increase the demand for seeds. The originality of this paper lies on providing evidence on “how” MNC are implementing a circular model. In this study, prominent firms' marketing methods are thoroughly compared in order to determine what factors have contributed to their success in the market.

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