

# Marketing Strategies of Multinational Enterprises and Nongovernmental Organization

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## ABSTRACT

Business is not a simple for any one as there are many companies existed in the market in various area. One need to prepare their preparation and plans carefully so that they may compete in highly turbulent market and generate profit for their organisation. The current research has been prepared to figure out the difference and similarities between the marketing strategy of an organisation who are engaged into pure industrial operations and a non-profit organisation. The marketing tactics are important elements which may be determined in preparation before start the real activity. The basic aim of an NGO is to being revolutionary changes in the society as well as in mind of people but they need fund to carried out their activities and they have to options for this, first generate their own money through some business activities and second solely depends upon the fund received from other organisation. The future consequence of this research is to discover the answer and comparison as well for marketing planning of NGO in comparison to pure industrial organisation.

## Keywords

Nongovernmental Organisation, Business, Industry, Philanthropist.

## 1. INTRODUCTION

Marketing strategies are the most essential as well as vital factors for growth and development of an organisation regardless the location of the manufacturing unit in addition to the services available of that business. Marketing methods are the main element in distinguishing of performance of an organisation amongst the individuals and also enhance the business income structure by growing its client base (Fig.1). There are various nongovernmental organisation are also working to increase the living standard of the people by making the action that will help them to think high as well as live high ,therefore, there moral highness and keenness to achieve big in the customer orientated world solely depends upon the marketing strategies.



**Figure 1: Key Points to Be Considered While Plan a Marketing Strategies for a Sustainable Business[1]**

The non-governmental organisations are the organisation which involved in the welfare of the society in term of many aspects such as education, living standard, social myths, corruption etc. and also involved in same business activities to raise the fund for the social causes and also provide the jobs to the needed person. In the context of the Indian background, there are many problems might be seen in the society and these problem must be address with full enthusiasm to curb the problem, despite this, government is not a single body who will take responsibility for all the problems in the society along with in a life of an individual but it is collective responsibility to take a step to solve the problems. Therefore, many individuals step forward to establish an organisation that is known as the nongovernmental organisation to work jointly in the groups for the benefit of others. Fig. 2 illustrates tools to be used to implement in framework of a marketing planning.



**Figure 2: Tools to Be Used To Implement In Framework of a Marketing Planning [2]**

Marketing strategies are the primary activity that must be begun after a lengthy and logical conversation with every stake holder as it is the step that determine the future development of the organisation and associated activity of that business like customer feedback, post production services etc. The marketing tactics are equally important for the profit oriented company or no profit organisation as the goal of the both are different but objective is same as to touch the heart of the maximum people. The business are done to reach maximum people and this is the only method to make maximum profit and, in turn, this will assist to lower the product price up to a specific margin by growing the number of client so that optimisation of the anticipated input cost can be accomplished. The main objective of the marketing strategies is to expand the business base of the organisation ,if business is carried on locally , the marketing planning will take the business on national level or if business is going on national level then marketing planning will take it on

international level ,moreover ,marketing is not a just tool for expanding the business in different region of countries but it also used as a weapon to increase the number of the customer and that will help to boost the turnover of the companies and ,thus ,earn more and more profit. Marketing strategies are becoming the requirement for every company to enhance the presence and remain in competitive world of companies (Fig.3). This is the fact that marketing plantings are not the part of the production or services provided by the companies although it consumes a considerable part of the money, despite of this expenses, organisations are willingly involved in marketing policies to make the presence felt in market by the all stake holder and customer as well.

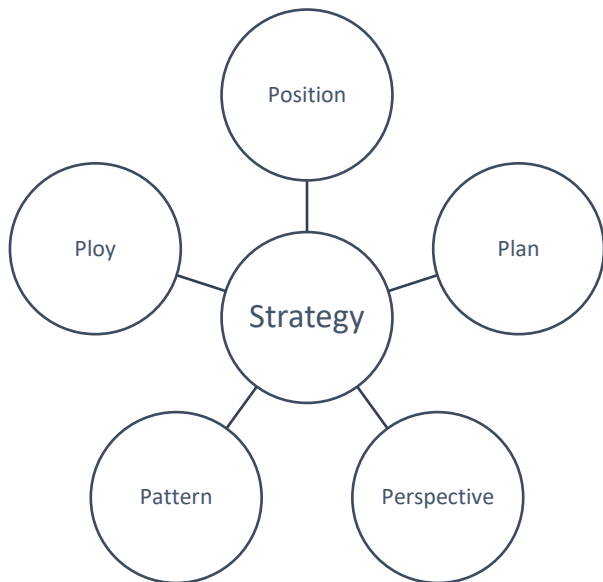


Figure 3: Steps to Be Reached On Deciding a Marketing Strategies

The exporting commerce is going to grow year by year and is accounted for about 26 percentage of the entire global GDP and also anticipated to reach about 19 trillion million. The trade is increasing in many domain such as communication, transportation, sales, essential strategical planning for the companies, as well as communication. These are the hottest domain where the globe is performing well in term of the innovation, and opening a new to explore the new method to conduct companies. There is one more new business way is the ecommerce business where one can order any commodity over the application based platform and switch their visit in market over the window shopping, where one buyer or customer does not need to go market for their need and can be able to order over his/her device like laptop, mobile or desktop. There are many company houses that have been taking interest in investing in the e-commerce site, the success of ecommerce's business is out of the appropriate and well defined strategic planning to explore more in the competitive market. The increasing technology innovation has change the conventional method of market towards e-market which is competent to full completethe market based demand of the consumers and at the same time, provide a means to discover the new employment possibilities for youngsters and so support the growth of country. There are many corporate houses who have established a non-profitorganisation to assist the others and always ready to supportthe government on various fronts that may affect the life of the people in a good manner.



Figure 4: A Critical Step By Step Framework for Marketing Planning [3]

The NGOs are the back bone for the social change in many developing nations and they also receive a nice budget to carry out their philanthropic operations. The cooperation of the business and NGO on many fronts proven to be more beneficial for the country. The NGO are functioning as major catalyst to promote the social issues by establishing a partnership with the business organisations (Fig.4). There are many NGOs , who are depends upon the foreign fund for their activities ,but some of the NGOs are also carried out some activities their own to generate the fund as they are engaged in some form of services and production activities so that they can generate fund by providing the job opportunities for other person[4]. The beauty of these ideas is to improve the possibility of employment for the new generation and when a person is working for an NGO, he also thoughts out towards the philanthropist. The positive side of the NGOs for this idea is to make their organisation autonomous and will not rely upon the foreign money for their operations. They have to think like an industrialist when it comes to operate a manufacturing or services facility successful. For this reason, marketing strategies are the key elements and these strategies will determine future of the industrial operations of the NGOs. For example, there are certain NGOs are involved in the papad or pickle manufacturing industry and these kind of activities assist to empower the women of country and other people as well. The increasing papulation is a major drawback for putting India on the road of development the similar way as that of the industrialized nations [5]. The marketing tactics play a vital part in start-up as well as growth of the companies whether company is belong to an industrialist family or a NGOs. There are numerous brain storming session needs to be arranged to determine the finest marketing strategy that will provide the greatest output in minimum time ,besides development of company in many other new field. Therefore, it is obvious that marketing strategy is the essential element to turn the little enterprise into a large firm. Marketing planning is begun with a fervent attention to the goal of the company and who would be the potential consumers of our product and services as well. A specialized team of the executives may be able to determine the marketing strategy but initially they must analyse the future goal of the business. Given the significance of information technology in global marketing, many companies have embraced e-commerce as a necessity for exporting. However, the way ecommerce is incorporated

into business processes differs. In fact, a firm's overall success is defined by how it utilizes its assets to create unique IT-enabled resources and firm-specific skills. RBV has been used extensively in the information systems (IS) literature to show how companies may generate unique value from IT capabilities, and how capability is dependent more on the group's capacity to exploit such capabilities than on resource base itself. Organizational capabilities may be looked at from a number of perspectives. According to a comprehensive study of the literature, there are three different kinds of functionality: outside-in, inside-out, and spanning. Outside-in skills are centred on a company's capacity to anticipate market needs and understand rivals from the outside (e.g., response to competition and external market dynamics). Internally oriented, inside-out capabilities need deployment from inside the business in response to market opportunities (e.g., technological development, cost savings). While crossing capabilities involve the integration of both outside-in and inside-out talents, they offer companies with a more complete view of their business interactions, planning, and operations. Architectural and specialist export business strategies, according to research in dynamic capabilities theory, are two kinds of higher-order skills that are especially important to export venture performance. The development of flow direction marketing strategies in response to the external marketing information generally comes from the education process of international markets, the following impacts of market data, and the building of architectural skills. For forecasting changes in foreign markets and anticipating competitive problems, external market information is essential. Specialized skills are usually the result of internal resource consumption, marketing process development (e.g., communications, distribution), and the implementation of effective export venture marketing strategies. Some companies will likely have connectivity and efficiencies between each group of reasonably high skills, while others may discover that one type of capacity is more effective than others. For the purposes of this study, we considered e-commerce business strategies (emerging technologies, inventions, and processes) to be predominantly internal, and hence more aligned with the establishment of specialised export marketing characteristics (inside-out capabilities) than architectural functionality (or outside-in capabilities). The concept of using internal IT resources improves processes, reduces costs, and leads to efficiencies-improving capabilities is well established the IS literature.



Figure 5: Benefits of Registration of aNGOs

To explore the resources–capability connection, we start by applying RBV theory to e-commerce resources, which comprise both physical (e.g., broadband network, more software/hardware) and ethereal (e.g., knowledge, talent) assets. Firms are considered to have created capabilities if they invest in resources and are able to capitalise on and convert those resources into processes and procedures that create market value offers (Fig.5). Following that, we look at e-commerce market value offerings and identify them as a unique component in e-commerce marketing capabilities. We build on the notion that business strategies are processes through which businesses select value propositions and allocate resources to deliver those pricing strategies[6]. Firms that mix as well as integrate sources into unique e-commerce functionality could create distinctive e-commerce capabilities from an IS viewpoint. We describe e-commerce marketing skills as an organization's ability to identify, develop, and absorb e-commerce activities into market value offers that meet specified objectives, utilizing both a knowledge planning and an information systems viewpoint. E-commerce marketing abilities are considered part of the export sector programme procedures that enable businesses to execute respective export venture plans as a specialist marketing ability. Field interviews with export managers looked into the value propositions generated by e-commerce and confirmed processes like providing online goods support, communicating the company and its products, services, and capabilities, e-procurement of products/services, computerised supply chain management, e-distribution and selling support, but instead online auctions, which represent all of the that go facets(5).

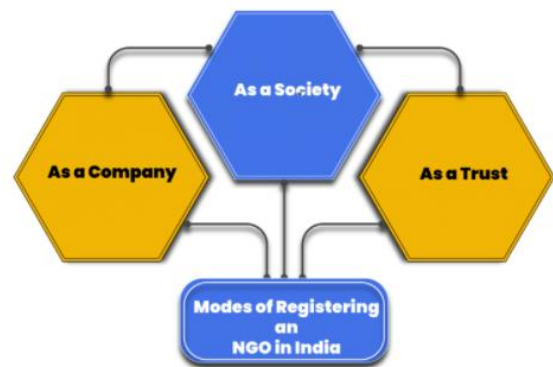


Figure 6: Modes of Registration of A NGO[7]

These value propositions are closely linked to multi-dimensional construction of e-commerce features, and are founded on the rationale that such capabilities show "firm's capacity to deploy and utilize ecommerce money to assist order cycle activities." These approaches, we think, allow businesses to convert their resources into specified value offers in flow direction market (Fig.6). We anticipate e-commerce capabilities to be positively linked to specialized e-commerce marketing skills, based on prior research on resource–capability linkage[8].

## 2. DISCUSSION

As a foundation of success, prior research on export marketing campaign has tended to concentrate on consolidation of conventional marketing mix components (product, promotion, distributor, and price). While more recent study focuses at the marketing mix's embodiment in specific marketing skills as well as the effectiveness of executing export market strategy in connection to export objectives as a predictor of export

performance[9]. Both of these contemporary approaches recognize that marketing strategies alone cannot explain variation in performance, and they suggest that tactics must be well-executed and satisfy particular goals. It has been considered capabilities as antecedents of a firm's execution of a planned output marketing strategy rather than capabilities as ingrained within marketing plans. We concentrate on particular areas of marketing strategy where e-commerce may offer marketing efficiency rather than looking at the overall effectiveness of the marketing program's implementation. Marketing efficiencies are generally described as the use of a company's internal business methods, activities, and strategies to enhance marketing operations[10]. This paradigm is consistent with RBV in that dynamic capabilities have an impact on performance and organisational efficiency may be measured at operating-routine level. Level of efficiency are similar in that they are both important indications of a business process's success (Fig.7). For example, in internet advertising, efficiency involves increasing conversion rates and reducing acquisition costs, while effectiveness requires achieving wider marketing objectives and often indicates the participation of entire web channel. Internal process metrics, in particular, are focused on performance and customer, while complete business view are centred on effectiveness. We believe that studying particular e-commerce business strategies on organization's internal efficiency is more suitable for the objectives of our study than looking at a comprehensive scope to market plan execution effectiveness.



Figure 7: NGO Working Criteria to Bring the Changes in Society[1]

### 3. CONCLUSION

The goal of NGO is to provide pleasure and wellness for the individuals and change the community at large. An NGO has to be registered for taking its activity at any specific place and also eligible for financing from other organizations and government as well. There is a provision that an NGO may register itself as a corporation as well and also free to conduct its business related activity to produce the money for its philanthropic work in addition to other expenditures. Marketing tactics are playing a vital function in this respect to build up a company and then grow the same for collection of additional profits. On similar manner, a multinational company or any simple organisation likewise has to select marketing strategies properly so that it may stay in the competitive atmosphere of market. Therefore, it has been concluded that the marketing strategy and planning are the essential element to grow and start the company at broad level so that one may make profit.

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