

REVIEW ON DISTRIBUTION EXPANSION

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ABSTRACT

Every small firm desires to increase sales. Start considering strategies to get your items or services in front of more people rather than just how to draw more customers into your store. Selling through extra venues is one of the best methods for attracting new customers and boosting earnings. The distribution channels available to your small business can all have an impact on your target market, product, price, and reputation. To choose the optimal approach for your business's success, you might need to experiment with a variety of distribution possibilities. A distribution channel is just a method of getting the goods to the customer. It is a component of a company's marketing plan that consists of the product, a promotion, and a price. As opposed to the upstream components, distribution channels are an element of the downstream process (supply chain). Depending on whether it runs directly from the business to the consumer or through a number of middlemen, a distribution channel can be short or long, simple or complex. Intermediaries are different businesses that offer goods to customers on behalf of another company, like a store or wholesaler. The final cost to the consumer and/or the profit to the selling organisation may vary depending on how many parties are engaged in the channel.

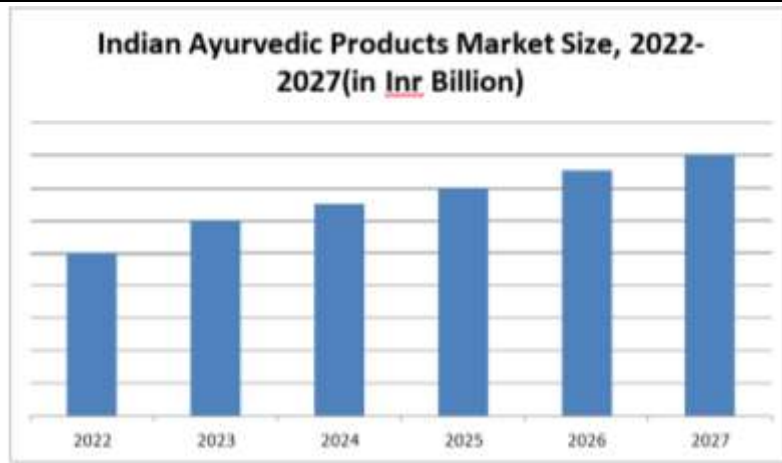
1. INTRODUCTION

Producer, wholesaler, retailer, and customer components can all be found in distribution channels. However, with a short, direct distribution route, only the producer and consumer are necessary because a manufacturer can sell straight to a customer without the need for a middleman. This would be the situation if you had a mail order company or a tiny storefront where you sold your goods. It is crucial that the product's distribution channel is the appropriate one for it, or that the customer has options that meet their demands. For instance, a retail intermediary is definitely required rather than a solely online shopping option if a consumer is likely to want to touch and feel the object before purchasing it. In order to address this, they have made investments in food parks and outsourced manufacturing to other SMEs while implementing rigorous quality control measures. By promoting the company in his yoga classes that are broadcast on national channels, Baba Ramdev has done very little promotion. The FMCG giants are unable to rely on such a strategy since they are unable to consistently offer free doctor visits, low rates for their products, or other services. As a result, it is not practical for other businesses to adopt this strategy.

Market for Ayurvedic Products in India, 2022–2027:

Industry Trends, Share, Size, Growth, Opportunity

In 2021, the market for ayurvedic products in India was worth INR 515.5 billion. Looking ahead, IMARC Group projects that the market will grow at a CAGR of 19.78 percent from 2022 to 2027, reaching INR 1,536.9 billion. We are regularly tracking and assessing the direct as well as the indirect impact of the pandemic while keeping in mind the COVID-19 uncertainties. These observations are cited in the study as a significant market contributor. . The world's cultures have embraced the ancient science and treatment method known as ayurveda. After analysing a person's body type, heartbeat rhythms, appearance, vision, and other characteristics, Ayurveda diagnoses and treats ailments. The ayurveda system offers a number of protocols and therapies to treat illnesses through the use of plants, herbs, exercise, food, and lifestyle changes. Numerous ayurvedic healthcare and personal care categories are offered around the nation. Oral care, skincare, make-up, hair care, and fragrances are the market segments for personal care products. The market for ayurvedic nutraceuticals, ayurvedic pharmaceuticals, and dietary supplements is divided under the healthcare category. Companies all around the nation are concentrating on creating inventive ayurvedic products and raising consumer awareness.



2. LITERATURE REVIEW

Anupriya (2017) investigated how consumers of "Patanjali" products perceived, preferred, and felt about the brand. It was discovered that there is a high level of awareness and contentment with the items' quality, pricing, and ability to solve problems. Most consumers learn about the goods through advertising, it has been discovered. The lack of chemicals encouraged respondents to purchase Patanjali products. It is advised that Patanjali must adhere to the company's statements.

Sekar and Ramya (2017) investigated the sources of customer awareness, their degree of happiness, and the reasons that motivate them to purchase Himalaya Ayurvedic goods. It was discovered that the media was the main source of information for the majority of the respondents, followed by friends and family. Personal characteristics including age, gender, monthly income, and level of education have little bearing on why people choose Himalaya Ayurvedic goods. The factors influencing the choice of Himalaya Ayurvedic products are significantly influenced by marital status and occupation. The respondents' personal characteristics, such as their marital status and employment situation, have a big impact on why they choose Himalaya Ayurvedic goods.

Sajitha S. Kumar [2016] highlights Patanjali's success as a company with its variety of products in the FMCG and medical fields, as well as how it has improved and impacted the lives of ordinary people through its extensive commercial initiatives and dedication to the community's stakeholders. In contrast to professional CEOs of corporations, the trust is mostly managed by Sadhus, and in the event of their succession, they will continue to manage it alone.

Ramalekshmi. S., D. Elangovan [2015] outlined the benefits of the traditional Ayurvedic medical system while concentrating on the obstacles that the industry's manufacturers must overcome to expand internationally. The author comes to the conclusion that there are a few categories like the organization's category, its field experience, its initial capital investment, its monthly turnover, and the type of product it manufactures that have significant relationships with the barriers faced by producers relative to their personal profiles.

Behare and Wadekar (2014) investigated customer attitudes regarding Ayurvedic products as well as the impact of word-of-mouth advertising. The majority of respondents, according to the report, always utilise Ayurvedic items in one way or another, whether it be for cosmetics, daily necessities like soap, shampoo, and massage oil, or health foods like chyanprash.

Sk. Md. Nizamuddin [2000] emphasises the value of advertising and sales promotion strategies, methods, and tactics. He brings the mix models for the promotion. While sales promotions focus on short-term incentives offered by sponsors to their consumers and traders and convince them to purchase and stock the promoted stock, advertising is a message to promote a notion of good or service being delivered by one or more media through specified sponsors.

2004's **Lakshmi Chandra Mishra**, Ayurveda is more of a way of life than a medical system, and its core principle is the balance of the seven physical tissues—dhatu (lymph, blood, muscle, adipose tissue, bone, bone marrow, and semen), dosha (humour), agni (digestive fire), and mala (feces, urine, and other waste products).

The pharmaceutical sector needs forecasts, and **Arthur G. Cook** (2011) highlights how forecasting can influence decision-making. Knowing whether the forecast is intended for markets or a particular country or area is crucial. The process focus and technical focus of forecasting tools must be balanced for best effectiveness.

Chauhan and Mittal (2017) investigated the influence of Baba Ram Dev's brand image on consumers' perceptions of Patanjali products and their level of satisfaction with them. It was discovered that there is no discernible difference between male and female consumers' preferences for Patanjali goods.

3. CONCLUSION

It was a fascinating study on the "distribution expansion of Patanjali Ayurved nonfood." It is based on the distribution growth process and also seeks to understand the Patanjali Ayurved Limited's current distribution procedure. Where I went to numerous distributors and also went through the distribution procedure used by Patanjali Opportunities for distribution expansion were the focus of the investigation. I examined every procedure and the business's performance for the project. also taking into account some of my distribution-related recommendations. I've learned a lot from this assignment, including how an organization operates. How they attain their objectives with efficiency and dedication.

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