



A Study about the effectiveness of promotional activities at blooms health care Chennai.

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ABSTRACT	<p>The title of this study clearly states that the purpose of the study is “A STUDY ABOUT THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES AT BLOOMS HEALTH CARE” and to know the various factors influencing the promotional activities. Therefore this research is conducted to give exposure to this case. The purpose of a promotion and promotional plan can have a wide range including new customers, creation of brand equity, positioning and creation of corporate image.</p> <p>This study aims at assessing and analyzing the effectiveness of promotional activities at Blooms Health Care, Chennai. The major factors of effectiveness of promotional activities taken into account for this study are Customer preferences, Types of promotional activities, Opinion of customers. The statistical tools used for data analysis are percentage analysis, weighted moving average and correlation. The major findings are reported at this study and based on that findings suitable suggestions are made.</p>
KEYWORDS	

INTRODUCTION

Now a day it is important for all organizations to communicate effectively with present and potential consumers to win more customers for their products and services. Marketing promotional tools can provide a clear, consistent, credible and competitive message to the organization and its products and services to consumers (Jobber, 2007,p. 500). There is no best alternative to get new and more customer than promotion. Different promotional tools can eliminate this situation and helps organization to get more customers for their services.

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five factors, and how much money to budget.

Fundamentally, there are three basic objectives of promotion. These are
To present information to consumers and others
To increase demand
To differentiate a product

Purpose

The purpose of a promotion and thus its promotional plan can have a wide range, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

The term promotion is usually an; expression used internally by the marketing company, but not normally to the public or the market, where phrases like “special offer” are more common.

The Promotional Mix

- Advertising
- Direct Marketing
- Interactive /Internet marketing
- Sales Promotion
- Publicity/Public relations
- Personal Selling

OBJECTIVES OF STUDY

PRIMARY OBJECTIVES:

- To Study about the Effectiveness of Promotional activities at Bloom Healthcare.

SECONDARY OBJECTIVES:

- To study the various promotional activities followed at Bloom Healthcare.
- To study on the awareness level of customers about the Bloom Healthcare services.
- To study about the brand awareness of customer.
- To study on the methodology adopted by the hospital in satisfying its customers.
- To measure the effectiveness of service provided at Bloom Healthcare.

AIM OF THE STUDY

- The major aim of the study is to study about the effectiveness of promotional activities at Blooms health care
- At present in this competitive business world the hospital industry has more brands in the battle field facing stiff competition in every segment. Even brand Bloom Healthcare is also facing stiff competition to retain brand in the market.
- There are many player in the market in this industry and their own promotion strategies where is to inducing different consumer segment.
- Due to this it is crucial to analyze the promotional strategies of Bloom Healthcare and it competitors to penetrate the target market.

RESEARCH METHODOLOGY

RESEARCH

Research is essentially an investigation, a recording and an analysis of evidence for the purpose of gaining knowledge. Research is a scientific and systematic search of information pertaining to subject considered.

RESEARCH METHODOLOGY

It is a way to systematically solve the research problem. Methodology is a plan of action for a research project and explains in detail how data are collected analyzed and presented, so that they will provide meaning information.

RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to

the research purpose with economy in procedure.

It is concerned with decision regarding what, where, when, how much, by what means covering and inquiring for a research study constitutes a research design.

Research design is needed because it facilitates the smooth sailing of research operation, thereby making research as efficient as possible, yielding most information with minimal expenditure of effort, time and money.

DATA COLLECTION

In this research paper both primary and secondary data will be collected. The primary data will be based on online survey and e-mail interview and secondary data will be collected from company web pages. Therefore, the collected primary data in this research paper could be quite fresh.

The researcher has collected the primary data by using questionnaire and secondary data from company magazines.

PRIMARY DATA

Questionnaire, Interviews Schedule and observation method is used as tools for primary data collection, the supervisors served as sources of primary data for the research works.

SECONDARY DATA

In this study secondary data is collected from company website, journals and records.

CONCLUSION

Finally the service industry is very important to retain the customer as well as to Obtain the new customers. Health industry is a competitive business where demand is less and Suppliers are more. Hence customer relation is very necessary in this market. With this research I would like to say that Bloom Healthcare should go with new plans and promotional activities, which might help them in achieving the long goals.

Bloom Healthcare promoting a good range of offering to customer to getting a new customer and also retain the customers promotional tools can be expected to be effective in an immature market in a developing economy.

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BOOK:

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|------------------------------|--------------|
| 5. Research Methodology | C.R.Kothari |
| 6. Human Resource Management | C.B.Gupatha |
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| 8. Marketing and promotion | Misa Ramirez |