



# “SALES STRATEGIES ON PANCHANAN INTEERNATIONAL PVT LTD.”

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## **Abstract:**

This paper presents an in-depth analysis of **Panchanan International Pvt. Ltd.**, focusing on the company's market presence, operational strategies, and key challenges in the current business environment. The study aims to explore the company's performance in areas such as financial health, customer satisfaction, and competitiveness in the industry. Additionally, the research highlights the potential opportunities and threats that could shape the company's future growth. Using various analytical tools such as SWOT, PESTEL, and financial ratio analysis, the study provides recommendations to improve business operations, financial stability, and market expansion.

## **Keywords:**

Panchanan International Pvt. Ltd., SWOT Analysis, PESTEL Analysis, Financial Analysis, Market Expansion, Competitive Strategy, Customer Satisfaction.

## **Introduction**

**Panchanan International Pvt. Ltd.** is a leading player in its industry, engaged in the production and distribution of [products/services]. Established in [year], the company has developed a strong reputation for its commitment to quality and customer satisfaction. However, like many businesses, it faces various challenges in a rapidly changing market landscape.

This paper aims to analyze the company's internal and external environment, evaluate its current strategies, and identify opportunities and threats that could affect its long-term sustainability and profitability. The research will

employ both qualitative and quantitative techniques, including SWOT analysis, PESTEL analysis, and financial ratio analysis, to assess different aspects of the business.

## **Literature review**

A sales strategy is defined as a documented plan for positioning and selling your product or service to qualified buyers in a way that differentiates your solution from your competitors. Sales strategies are meant to provide clear objectives and guidance to your sales organization. They typically include key information like growth goals, KPIs, buyer personas, sales processes, team structure, competitive analysis, product positioning, and specific selling methodologies.

### **5 keys to developing a successful sales strategy**

1. Build a powerful value proposition in your messaging
2. Create the urgency to change
3. Tell a compelling and memorable story
4. Speak to the customer deciding journey, not your sales process
5. Don't rely on buyer personas in your sales strategy

## **Research methodology**

### 1. Primary Sources:

- i. Group discussions and Brainstorming sessions
- ii. Questionnaire
- iii. Interaction with sales staff of Panchanan International Pvt Ltd .

### 2. Secondary Sources:

- i. Internet

## **Objectives of the study:**

- To get an empirical view of the Panchanan International Pvt Ltd .
- To study the procedure of customer complaints in Panchanan International Pvt Ltd
- To get an insight of all the competitors.
- To study the various products offered.

- To study the customer's preference and perception regarding Panchanan International Pvt ltd.

### **Scope:**

- Extensive survey on customer preferences will provide lot of valuable information about the brand awareness of the product and it will be easy to find out the likes and dislikes about the product.
- For company, it will provide through knowledge about the consumer preferences in comparison with other market product and suggest valuable direction of the current market trend.
- It will provide lot of information about the market trend and customer preferences about the product.

### **Limitations:**

- Suggestion is based on the given information.
- Due to the large number of employee it was not possible to collect all the information from each.
- The time period is limited to know the entire process .We cannot draw effective conclusion as it is continuous process.
- The area of survey was limited to some particular areas.

### **Need of the study**

- 1.Market expansion and competitiveness
- 2.Operational efficiency and process improvement
- 3.Financial performance and risk analysis
- 4.Human resource and organizational development
- 5.Innovation and technology adoption

### **Techniques of the analysis**

- 1.SWOT analysis
- 2.PESTEL analysis
- 3.Financial ratio analysis
- 4.Regression analysis
- 5.Qualitative analysis

## References

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