

A Study of the Non-Performing Assets of the State Bank of India

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Abstract :

Humans can't anticipate the future of marketing, but we can predict who will be the next game changer or market player who dominates the globe. The goal of my research is to discover how future marketing investments in internet company will affect consumers' perceptions. Brand and product success will be influenced by this. There are now various options available to us. Because there are so many various sorts of customers in the globe, there are many different ways to promote. we can't expect everyone to be the same. One of the most critical components of our company's overall strategy is our marketing strategy a broad idea as a social animal, we never run on the same path; instead, we look for the quickest and most direct route to our destination. Targets for us. Humans go on foot initially, followed by animals, then robots, and last, by devising elaborate schemes for traveling across time from the barter system to the present day's web marketing.

INTRODUCTION

In a crowded market, a new business will have a hard time making a name for itself since consumers are easily distracted by a plethora of options. a promotional item for businesses that cater to the general population awareness. Successful marketing campaigns in the future are likely to look like this future, Provocative adverts in high-profile publications garnered attention for the campaign instances, such as the Super Bowl. There's no stopping the globe. so that everything that has to be done must be done immediately. That's exactly what I me a lot of folks are Just image the number of notifications you'll get about internet marketing on a regular basis, you are given As for the number, I'm not sure promotion's foundation You'll never run out of things to do with all of these deals. Numerous consumer products and services to choose from Because of this, the overall. The whole planet has vanished. Be aware of the marketing device's possibilities. For decades, the motto "Customer Is King" has been a staple of marketing because it is still the case When a firm becomes a business, to the company that has given them success. Because of this, here is where it takes place. Everything has to start somewhere. The goods and services are based on market research. A service's design is completed. The last and most important step in the marketing process is to promote them to your intended audience. All of a person's actions. It's time to take a risk in order to make more money. If they do, it's the basis of the connection to pass on a product or service customer-brand relationship is established. Brands must build on

this by enhancing the quality of their goods or services. If they don't accomplish this,

they'll have no one to blame but themselves. Market share has been hard-won, and rivals are no doubt making inroads.

STATEMENT OF THE PROBLEM

New product and brand prospects may be discovered by recognizing problems and opportunities in the future markets. It offers data on market share and the kind of products that consumer happiness, sales success, and competition distribution channels and the company's market position This both internal and external issues. Marketing research is used by businesses and organizations to manage their operations investment risks linked with the introduction of new products goods and services. These businesses are unwilling to spend money building a product line costs much too much money, which means implies that this will be a failure. Problems arise from time to time marketing research is expensive, which raises the whole cost of the project inconvenient for the organization's objectives

THE SIGNIFICANCE OF THE MARKET STUDY

The majority of investors want to make investments in a secure environment where they can expect high rates of return while also avoiding the possibility of losing their initial investment. Moreover, this is the primary cause behind these reasons why so many people are continually searching for the best investment opportunities strategies to generate two times as much money in a short period of time, time spans of months or even years. There is a considerable chance of losing a significant amount of money unless a stop-loss money option is available. Stop-loss is a term used to describe a strategy that aims place a pre-order to sell shares at a pre-determined price given cost and time period. Reducing the risk to a certain degree and they might broaden their portfolio by investing in various industries and companies with varying market capitalizations. Large corporations are responsible for bringing innovative products to market a substantial number of customer tests and product selections to use the

product or demonstrate and explain its features advantages to the customer in terms of allowing them to express their thoughts about the product. To do research, we need to keep a tight eye on our primary competition specifically how they've been able to expand their business acquire a greater number of prospective consumers client relations are also impacted by this, thus we aim to keep an eye on it have a good working connection with the odd one out.

OBJECTIVES

- To implementing a new online shopping business
- To find the lever of investor for the new business
- To help the local retailer to survey in the market
- To know why amazon is best in online shopping
- To fine shopping experience in amazon

LIMITATION

- Business cannot be done with all retailer
- Only metro and main cities can be covered easily
- Its cannot stop showroom experiences

RESEARCH METHODOLOGY

Experimental research

As a research approach, experimentation is a study that corresponds to a scientific research design. A hypothesis, a variable that can be controlled by the researcher, and a sample size are all included. Variables that can be measured and compared are included in this category. It is very vital to perform experimental research in a it's everything really orderly here. As a researcher, you gather information is likely to be supported or disproved. This approach to hypothesis testing or deductive research is a kind of research experimental study aims to establish a correlation the dependent and the independent variables a distinct factor to consider Before moving on to the next phase of the experiment, explore the relationship between a given feature of an entity and another feature in which the variable under investigation is either supported or denied. Data experimenters need to be able to quantify their findings measured, these kinds of findings are useful in completing the picture. During the trial, data was collected.

PRIMARY DATA & SECONDARY DATA

The internet business world's newly implemented business procedures have yielded primary data. Different sources of information have been used to gather secondary data for this study.

KNOWLEDGE GAP

For certain nations, the wealthiest persons in the world have more money than the whole GDP. Microsoft founder Bill Gates, Amazon CEO Jeff Bezos, and others are among the world's wealthiest people. President and co-founder of Amazon.com Jeff Bezos and Facebook Mark Zuckerberg are utilizing their own money, they transformed a concept into a billion-dollar business ideas for a business Others, such as the Koch brothers, are more concerned industries, their companies, and their power over the economy were all passed down via the firm resulted in enormous fortune for its founders. We are capable of taking the four wealthiest individuals in the world only care about their businesses.



Rank	Name	Net Worth	Age	Source	Country of Origin
1	Jeff Bezos	\$190 B	54	Amazon	United States
2	Bill Gates	\$128 B	68	Microsoft	United States
3	Warren Buffett	\$107 B	91	Berkshire Hathaway	United States
4	Bernard Arnault	\$103 B	74	LVMH	France

In addition to being the wealthiest individual in the world, this four-person group is also the most successful in four commercial fields, such as internet marketing business what can we do to alter the competitive landscape of internet business?

Definition of my company's goals

The Indian government had planned to implement e-commerce on February 1, 2019. Amazon and other firms that operate marketplaces Companies cannot sell things on Flipkart, and this is a restriction in which they have an ownership interest. While going the other way Inventory-based ecommerce does not allow for investment, An inventory limit of 25 percent was imposed by the explanation a seller may purchase from a marketplace organization or one of its affiliates help prevent locally owned and operated businesses from going down.

FUTUER NEW COMPANY

We may now take advantage of a new delivery plan in which the firm receives an order as quickly as possible, rather than waiting for the consumer to make an order first at the same time that it is being sent to the local fast

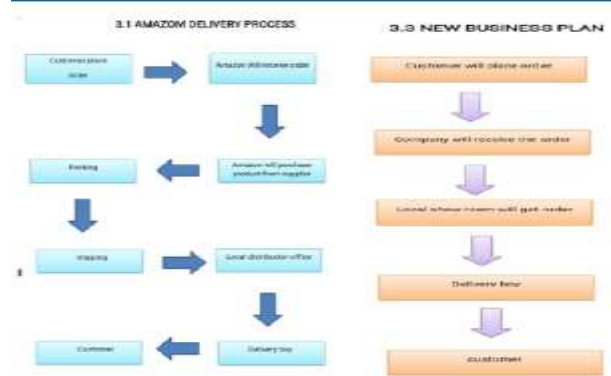
track watch. The delivery guy got it as well, and he will box it up and hand it over to the recipient. The customer will get it at long last thanks to the efforts of the delivery guy. Here is a comparison of my amazon's corporate procedure.

NEW COMPANY DELIVERY PROCESS

- I. Customer will place the order by using app or website
- ii. Company will received the order & Company will forward order to local brand showroom partner
- iii. Showroom partner will aspect order & Customer will as so know on which branch that product will arrive
- iv. Delivery boy will get order where to received order and detail of the order also
- v. Showroom branch will get detail about delivery boy
- vi. Delivery boy will check pack and get address of customer & Customer will get order

AMAZON DELIVERY PROCESS

- I. Customer will place the order by using website or app. Example watch
- ii. Amazon will conforms order as per the customer instruction
- iii. Amazon will purchase order for its supplier. Example if they received order of fast-track watch, amazon will purchase watch form fast track company itself.
- iv. Particular watch will be packed with customer order id and other required details
- v. Items will be shipped as per the location
- vi. Item will be reached local distribution office and delivery boy will get package as per the divided location
- vii. Delivery boy will deliver the item to customer as per the printed locational id.



CONCLUSION

All vendors on the e-commerce platform are mandated by the Indian government to offer their items on a variety of marketplaces, and no vendor may sell their products solely on any one marketplace platform a fair and nondiscriminatory " service should be offered to the platform. Possibly, customers won't be able to get their retailers that have a strong relationship with the company with the businesses that make up the market. In the absence of huge retailers. Small businesses selling on these sites, however, will be relieved by this news develop new business strategy for both online retailers and small company owners. Businesses may make a sizable profit while still providing a decent value to consumers. Good speed will help businesses make more money and expand quicker in the long term. Commercial realm of the Internet. Some individuals may believe that they are capable of constructing an edifice building an internet empire in their leisure time. This is where they spend the most of their time make an attempt to increase the number of jobs they have and then tinker with their company if and when they choose Rarely do you find a successful internet business. This is the reason behind this construction It will remain a pastime if you treat it as such a pastime for you Pay attention to your web business and handles it as though it were your primary source of income.

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