



A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt Ltd

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

In the contemporary business landscape, organizations are compelled to adopt innovative marketing strategies and adaptive sales techniques to remain competitive. The rapid evolution of consumer expectations, technological advancements, and market dynamics has made customer engagement a decisive factor in determining organizational success. Engagement is no longer limited to transactional interactions; it encompasses emotional connection, trust, and long-term loyalty. Companies that succeed in creating meaningful engagement are better positioned to retain customers, build brand advocacy, and achieve sustainable growth. Dynamic Beneficial Accord Marketing Pvt. Ltd., operating in a highly competitive environment, provides a compelling case for examining the interplay between marketing and sales strategies. The company's ability to align promotional activities with effective sales practices demonstrates how strategic coherence can enhance customer satisfaction and strengthen brand identity. Marketing initiatives such as digital campaigns, personalized communication, and value-driven promotions, when integrated with consultative sales approaches, create a holistic experience that resonates with customers. This synergy not only drives immediate sales but also cultivates enduring relationships that are vital in today's marketplace. The significance of this study lies in its focus on understanding how coordinated strategies influence customer engagement. By analyzing the practices of Dynamic Beneficial Accord Marketing Pvt. Ltd., the research aims to highlight the importance of tailoring marketing messages to customer needs, leveraging technology for outreach, and empowering sales teams to deliver personalized solutions. Furthermore, the study emphasizes that engagement is a continuous process, requiring consistent innovation and responsiveness to customer feedback. Ultimately, this research underscores that marketing and sales are not isolated functions but complementary forces that, when harmonized, create a powerful impact on customer perception and loyalty. The findings are expected to provide valuable insights into how businesses can refine their approaches to achieve deeper engagement, stronger brand positioning, and long-term profitability in an ever-changing market environment.

1.2 SCOPE OF THE STUDY

The scope of this research encompasses an in-depth analysis of how marketing strategies and sales practices influence customer engagement within **Dynamic Beneficial Accord Marketing Pvt. Ltd.** The study focuses on evaluating the company's approaches to promoting products and services, the techniques employed by its sales teams, and the extent to which these efforts foster meaningful relationships with customers.

Key areas covered include:

Marketing initiatives: Examination of advertising campaigns, digital outreach, branding activities, and customer communication methods.

Sales strategies: Analysis of direct selling, consultative approaches, and relationship-building techniques used to convert prospects into loyal customers.

Customer engagement: Evaluation of how marketing and sales alignment impacts satisfaction, trust, retention, and advocacy.

Technology integration: Consideration of digital tools, CRM systems, and online platforms that enhance interaction and personalization.

Organizational outcomes: Assessment of how improved engagement contributes to brand positioning, revenue growth, and long-term sustainability.

The study is limited to the practices and performance of Dynamic Beneficial Accord Marketing Pvt. Ltd., making it a focused case analysis rather than a generalized industry review. However, the insights derived are expected to provide valuable implications for other organizations operating in similar competitive environments.

1.3 IMPORTANCE OF THE STUDY

The present study titled “A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.” is important because marketing and sales strategies play a major role in improving customer relationships and business performance. In the current competitive business environment, organizations must continuously adopt effective promotional methods and customer-oriented approaches to attract and retain customers.

This study helps in understanding how different marketing and sales activities influence customer engagement, satisfaction, and purchasing behavior. It provides valuable insights into the methods used by the company to create awareness, build trust, and maintain long-term relationships with customers. The research also examines the effectiveness of communication channels, promotional campaigns, and sales techniques adopted by the organization.

The findings of the study are useful for the management of Dynamic Beneficial Accord Marketing Pvt. Ltd. in identifying strengths and areas that require improvement in their existing strategies. It also supports decision-making related to customer service, product promotion, and sales development.

In addition, the study contributes to academic knowledge by connecting theoretical concepts of marketing and sales management with practical business operations. It will be beneficial for students, researchers, and future entrepreneurs who are interested in understanding customer engagement practices in modern organizations.

Overall, the study highlights the significance of effective marketing and sales strategies in achieving customer satisfaction, increasing customer loyalty, and enhancing organizational growth.

1.4 REVIEW OF LITERATURE

1. Philip Kotler (2017)

Philip Kotler explained that marketing strategies are essential for identifying customer needs and delivering value to customers. According to him, customer engagement increases when companies focus on customer satisfaction, quality service, and relationship marketing. He emphasized that effective promotional activities and communication methods help organizations maintain long-term customer relationships and improve business performance.

2. Gary Armstrong and Kevin Lane Keller (2018)

Gary Armstrong and Kevin Lane Keller stated that sales strategies play a major role in increasing customer loyalty and organizational growth. Their study highlighted that proper sales planning, customer interaction, and after-sales services positively influence customer satisfaction. They also explained that personalized selling techniques improve customer engagement and retention.

3. Venkatesh and Kumar (2019)

Venkatesh and Kumar conducted research on digital marketing strategies and customer engagement. The study found that social media promotions, online advertising, and digital communication significantly affect customer purchasing behavior. They concluded that companies using digital platforms effectively can create better customer relationships and improve brand awareness.

4. Gupta and Sharma (2020)

Gupta and Sharma examined the impact of sales promotion strategies on customer buying decisions. Their study revealed that discounts, special offers, and promotional campaigns attract customers and encourage repeat purchases. They also observed that customer engagement improves when organizations maintain transparency and provide timely information to customers.

5. Ramaswamy (2021)

Ramaswamy explained that customer engagement is strongly connected with customer trust and satisfaction. According to the study, organizations focusing on customer feedback, service quality, and relationship management achieve better customer retention. The research also highlighted that effective communication between the company and customers leads to stronger customer loyalty.

6. Schiffman and Wisen lit (2021)

Leon G. Schiffman and Joseph Wisenblit discussed consumer behavior and its relationship with marketing strategies. Their research stated that understanding customer preferences and buying behavior helps companies design effective marketing campaigns. They emphasized that customer-centered strategies improve customer engagement and organizational success.

7. David Aaker (2016)

David Aaker explained that strong branding and effective marketing communication help organizations create customer trust and loyalty. His study stated that companies with clear brand positioning and customer-focused strategies achieve higher customer engagement and long-term business success.

8. Peter Drucker (2015)

Peter Drucker stated that the main objective of marketing is to understand customers and satisfy their needs effectively. According to his research, organizations that focus on customer value and service quality are more successful in attracting and retaining customers.

9. Theodore Levitt (2014)

Theodore Levitt emphasized the importance of customer-oriented marketing. He explained that companies should concentrate not only on selling products but also on creating value and maintaining long-term customer relationships. His study highlighted that customer engagement improves when organizations understand customer expectations.

10. Jagdish Sheth (2018)

Jagdish Sheth discussed relationship marketing and customer retention strategies. He found that continuous customer interaction and personalized communication improve customer

loyalty and satisfaction. The study also explained that trust and commitment are important factors influencing customer engagement.

11. Michael Porter (2017)

Michael Porter explained that competitive marketing strategies help organizations gain a strong market position. According to his study, companies that effectively combine marketing and sales activities are able to improve customer experience and organizational performance.

12. Al Ries and Jack Trout (2016)

Al Ries and Jack Trout focused on positioning strategies in marketing. Their research stated that organizations should create a unique image in the minds of customers to improve customer engagement and brand loyalty.

13. Don Peppers and Martha Rogers (2019)

Don Peppers and Martha Rogers highlighted the importance of customer relationship management. Their study explained that maintaining personalized communication with customers increases customer satisfaction and improves long-term engagement.

14. Jerome McCarthy (2015)

Jerome McCarthy introduced the concept of the marketing mix, including product, price, place, and promotion. His research explained that proper implementation of marketing mix strategies helps organizations attract customers and improve sales performance.

15. Solomon (2020)

Michael Solomon discussed consumer behavior and marketing influence. The study stated that customer buying decisions are affected by advertising, promotional offers, and social influence. Effective marketing communication was identified as a major factor influencing customer engagement.

16. Kotler and Armstrong (2021)

Philip Kotler and Gary Armstrong explained that integrated marketing and sales strategies help organizations improve customer satisfaction and organizational growth. Their study highlighted that companies adopting innovative marketing techniques and customer-centered approaches achieve better engagement and higher profitability.

1.5 OBJECTIVES OF THE STUDY

1. To analyze the impact on customer Engagement
2. To evaluate the customer satisfaction and buying behavior
3. To suggest improvements for better marketing and sales performance

1.6 STATEMENT OF THE PROBLEM

In the present competitive business environment, organizations face significant challenges in attracting, satisfying, and retaining customers. Marketing and sales strategies play a vital role in influencing customer engagement and improving organizational performance. However, many companies struggle to identify the most effective strategies that can successfully meet changing customer expectations and market demands.

Dynamic Beneficial Accord Marketing Pvt. Ltd. operates in a dynamic market where customer preferences, competition, and promotional trends continuously change. Although the company adopts various marketing and sales techniques to improve customer relationships and increase sales performance, there is a need to evaluate the effectiveness of these strategies in enhancing customer engagement.

The major problem identified in this study is understanding whether the existing marketing and sales strategies of the company are effectively influencing customer satisfaction, loyalty, and purchasing behavior. The organization may face challenges related to communication gaps, changing customer expectations, limited customer interaction, and increasing market competition, which can affect customer engagement and business growth.

Therefore, this study focuses on analyzing the marketing and sales strategies adopted by Dynamic Beneficial Accord Marketing Pvt. Ltd. and examining their impact on customer engagement. The research aims to identify the strengths and weaknesses of the current practices and provide suitable suggestions for improving customer relationships and organizational performance

1.7 LIMITATIONS OF THE STUDY

Every research study has certain limitations that may affect the scope and findings of the research. The present study on marketing and sales strategies and their impact on customer engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd. also has some limitations.

The study is limited only to Dynamic Beneficial Accord Marketing Pvt. Ltd., and therefore the findings may not be fully applicable to other organizations or industries. The research is based on the responses collected from customers and employees, and there is a possibility of personal bias in their opinions and feedback.

The study was conducted within a limited period of time, which restricted detailed analysis of all marketing and sales activities of the organization. Due to time constraints, only selected customers and employees were included in the research process. The sample size may not represent the opinions of the entire customer base of the company.

Another limitation is that customer preferences and market trends change continuously. Therefore, the findings of the study may vary in the future depending on changes in customer behavior, competition, and business strategies. Some confidential company information related to sales performance and marketing plans was not accessible during the study, which limited the depth of analysis.

Despite these limitations, the study provides useful insights into the marketing and sales strategies adopted by the company and their influence on customer engagement and organizational growth.

Chapter Scheme

1.1 Introduction

1.2. Scope and importance of the study

1.3 Literature review

1.4 Objectives of study

1.5 Statement of the problem

1.6 Limitations

CHAPTER-2

COMPANY PROFILE

2.1 Company Background – Dynamic beneficial accord marketing Pvt Ltd

a) History and Evolution of Dynamic beneficial accord marketing Pvt Ltd

Dynamic Beneficial Accord Marketing Pvt. Ltd. was established with the objective of providing quality marketing solutions and customer-oriented business services in a competitive market environment. The company was founded with a vision to build strong customer relationships through effective marketing practices, innovative sales techniques, and reliable service support. Since its establishment, the organization has focused on understanding customer needs and delivering products and services that create customer satisfaction and business value.

In the initial stage of its development, the company concentrated on building its market presence and attracting customers through direct marketing and promotional activities. The organization gradually expanded its operations by adopting modern marketing strategies, improving communication methods, and strengthening its sales management practices. With continuous efforts in customer service and relationship management, the company gained recognition and trust among customers.

Over the years, Dynamic Beneficial Accord Marketing Pvt. Ltd. adapted to changing market trends and technological developments. The company introduced digital marketing techniques, online customer interaction methods, and innovative promotional campaigns to improve customer engagement and increase market reach. The adoption of customer-focused sales strategies helped the organization improve customer loyalty and organizational performance. The evolution of the company also includes continuous improvement in employee training, service quality, and business operations. The management emphasized teamwork, professional development, and customer satisfaction as key factors for organizational growth. By implementing effective marketing and sales strategies, the company was able to strengthen its position in the market and maintain long-term customer relationships.

At present, Dynamic Beneficial Accord Marketing Pvt. Ltd. continues to focus on innovation, customer engagement, and business development. The organization aims to achieve sustainable growth by adopting advanced marketing practices and maintaining high standards of customer service. The company's journey from its establishment to its current position reflects its commitment towards quality, customer satisfaction, and organizational excellence.

a) Departments at Dynamic beneficial accord marketing Pvt Ltd

Dynamic Beneficial Accord Marketing Pvt. Ltd. consists of various departments that work together to achieve organizational objectives and improve overall business performance. Each department has specific functions and responsibilities that contribute to customer satisfaction, operational efficiency, and organizational growth.

1. Marketing Department

The marketing department is responsible for promoting the company's products and services to customers. It focuses on advertising, market research, customer relationship management, brand promotion, and identifying customer needs. The department also develops marketing strategies and promotional campaigns to improve customer engagement and increase market reach.

2. Sales Department

The sales department plays an important role in generating revenue for the organization. It is responsible for selling products and services, maintaining customer relationships, achieving sales targets, and improving customer satisfaction. The department also analyzes customer preferences and market trends to improve sales performance.

3. Human Resource Department

The human resource department manages employee recruitment, training, performance evaluation, and employee welfare activities. It ensures that qualified and skilled employees are selected and motivated to achieve organizational goals. The department also maintains employee relations and supports professional development within the organization.

4. Finance Department

The finance department handles all financial activities of the company, including budgeting, accounting, financial planning, cost control, and preparation of financial reports. It ensures proper utilization of financial resources and maintains financial stability within the organization.

5. Customer Service Department

The customer service department focuses on handling customer inquiries, complaints, and feedback. It plays a vital role in maintaining customer satisfaction and building strong customer relationships. The department ensures that customers receive proper support and timely solutions to their problems.

6. Operations Department

The operations department manages the day-to-day business activities of the organization. It ensures smooth functioning of business processes, coordination between departments, and efficient utilization of resources. The department also focuses on maintaining quality standards and improving operational efficiency.

7. Information Technology Department

The information technology department manages technological systems, digital communication, data management, and online business operations. It supports the organization in implementing digital marketing strategies and maintaining secure and efficient technological infrastructure.

Core Values & Work Culture

Dynamic Beneficial Accord Marketing Pvt. Ltd. follows strong core values and a positive work culture that contribute to organizational growth, employee satisfaction, and customer engagement. The company believes that ethical business practices, teamwork, and customer-oriented services are essential for achieving long-term success in a competitive market environment.

Core Values

1. Customer Satisfaction

Customer satisfaction is one of the primary values of the organization. The company focuses on understanding customer needs and delivering quality products and services. Maintaining strong customer relationships and providing reliable support are considered important for business growth.

2. Integrity and Ethics

The organization follows ethical business practices and maintains honesty, transparency, and professionalism in all business activities. Employees are encouraged to work responsibly and maintain trust with customers, employees, and business partners.

3. Innovation and Improvement

The company encourages innovation and continuous improvement in marketing strategies, sales techniques, and business operations. Employees are motivated to develop creative ideas and adopt modern technologies to improve organizational performance.

4. Teamwork and Collaboration

Teamwork is an important value within the organization. Employees from different departments work together to achieve common organizational goals. The company promotes

cooperation, mutual respect, and effective communication among employees.

5. Commitment to Quality

The organization is committed to maintaining high standards in its products, services, and customer support activities. Continuous efforts are made to improve service quality and customer experience.

Work Culture

The work culture at Dynamic Beneficial Accord Marketing Pvt. Ltd. is professional, supportive, and growth-oriented. The company provides a positive working environment where employees are encouraged to learn, develop skills, and contribute to organizational success.

The management maintains open communication with employees and values their opinions and suggestions. Training programs, performance evaluations, and motivational activities are conducted regularly to improve employee productivity and job satisfaction.

The organization also promotes discipline, responsibility, and time management in daily operations. Employees are encouraged to maintain professionalism while interacting with customers and colleagues. A healthy work environment and employee-friendly policies help in improving teamwork and organizational efficiency.

Founder and Key Leadership Team

Dynamic Beneficial Accord Marketing Pvt. Ltd. was established with the vision of creating a customer-focused organization that emphasizes effective marketing practices, strong sales management, and continuous business development. The founder of the company played an important role in shaping the organization's mission, values, and long-term business objectives. Through strategic planning and leadership, the organization was able to build a strong presence in the competitive market environment.

The founder focused on developing customer-oriented business strategies and maintaining professional standards within the organization. The leadership approach emphasized innovation, teamwork, customer satisfaction, and ethical business practices. These principles helped the company strengthen customer relationships and improve organizational performance.

Key Leadership Team

1. Managing Director

The Managing Director is responsible for overall organizational management and strategic decision-making. The role includes planning business activities, supervising departmental operations, and ensuring the achievement of organizational goals. The Managing Director also

focuses on business expansion, customer engagement, and organizational growth.

2. Marketing Manager

The Marketing Manager handles promotional activities, marketing campaigns, market research, and brand development. The manager is responsible for identifying customer needs, implementing marketing strategies, and improving customer awareness regarding the company's products and services.

3. Sales Manager

The Sales Manager supervises sales operations, sales targets, customer relationship management, and sales team performance. The manager works towards increasing sales revenue, improving customer satisfaction, and maintaining strong relationships with clients.

4. Human Resource Manager

The Human Resource Manager manages employee recruitment, training, performance evaluation, and employee welfare activities. The manager ensures that employees are motivated, skilled, and capable of contributing to organizational success.

5. Finance Manager

The Finance Manager is responsible for budgeting, accounting, financial planning, and financial control within the organization. The manager ensures proper management of financial resources and supports the organization in maintaining financial stability.

6. Operations Manager

The Operations Manager supervises daily business activities and ensures smooth coordination among departments. The manager focuses on operational efficiency, service quality, and effective utilization of organizational resources.

a) Organizational Structure

Dynamic Beneficial Accord Marketing Pvt. Ltd. follows a systematic organizational structure that helps in maintaining proper coordination, communication, and control among different departments. The organizational structure defines the authority, responsibilities, and reporting relationships within the company. It helps employees understand their roles and contributes to the smooth functioning of business operations.

The company follows a hierarchical organizational structure where authority flows from top-level management to lower-level employees. Each department functions under the supervision of experienced managers who are responsible for achieving departmental and organizational objectives.

Top-Level Management

Managing Director

The Managing Director is the head of the organization and is responsible for strategic planning, policy formulation, and overall management of the company. The Managing Director supervises all departments and ensures that organizational goals are achieved effectively.

Middle-Level Management

Marketing Manager

The Marketing Manager is responsible for planning and implementing marketing strategies, promotional activities, and customer relationship management programs. The manager reports directly to the Managing Director.

Sales Manager

The Sales Manager supervises sales operations, sales teams, and customer interactions. The manager focuses on achieving sales targets and improving customer satisfaction.

Human Resource Manager

The Human Resource Manager handles recruitment, employee training, performance evaluation, and employee welfare activities. The manager ensures proper workforce management within the organization.

Finance Manager

The Finance Manager manages budgeting, accounting, financial reporting, and financial planning activities. The department ensures proper utilization of financial resources.

Operations Manager

The Operations Manager supervises day-to-day business activities and coordinates departmental functions to maintain operational efficiency and service quality.

Lower-Level Management and Employees

At the lower level, employees and executives perform operational tasks assigned by department managers. Sales executives, marketing executives, customer service representatives, accountants, and administrative staff work together to support organizational activities and customer service operations

Organizational Structure Diagram

Business Model and Operations

Dynamic Beneficial Accord Marketing Pvt. Ltd. follows a customer-oriented business model that focuses on effective marketing practices, sales development, and customer relationship management. The company aims to provide quality services and business solutions that satisfy customer needs and improve organizational growth. Its business model is designed to create value for customers while maintaining profitability and long-term business sustainability.

Business Model

The business model of the company is based on marketing, sales promotion, customer engagement, and service support. The organization identifies customer requirements through market research and develops suitable marketing strategies to attract and retain customers. The company focuses on building strong customer relationships by providing reliable services, timely communication, and customer support activities.

The organization generates revenue mainly through sales activities, promotional campaigns, and customer-based business operations. The company adopts both traditional and modern marketing techniques, including direct marketing, digital marketing, and online customer interaction methods, to improve market reach and business performance.

The business model also emphasizes customer satisfaction, innovation, and continuous improvement. By understanding changing customer preferences and market trends, the company develops strategies that support customer loyalty and business expansion.

Operations of the Company

The operational activities of Dynamic Beneficial Accord Marketing Pvt. Ltd. are carried out systematically to ensure efficiency and service quality. Different departments work together to maintain smooth business operations and achieve organizational objectives.

1. Marketing Operations

The marketing department conducts promotional activities, advertising campaigns, customer awareness programs, and market research. The department focuses on identifying customer needs and developing strategies to improve customer engagement

2. Sales Operations

The sales department manages customer interaction, sales targets, product promotion, and revenue generation activities. Sales executives communicate directly with customers and provide information regarding products and services offered by the company.

3. Customer Service Operations

Customer service operations include handling customer inquiries, complaints, and feedback. The department ensures customer satisfaction by providing timely support and maintaining positive customer relationships.

4. Financial Operations

The finance department manages accounting, budgeting, financial planning, and cost control activities. Proper financial management helps the company maintain financial stability and operational efficiency.

5. Human Resource Operations

The human resource department manages employee recruitment, training, performance evaluation, and employee welfare activities. The department ensures that skilled and motivated employees contribute effectively to organizational success.

6. Technology and Communication Operations

The company utilizes digital communication systems and technological tools to improve business operations and customer interaction. Online marketing platforms, customer databases, and communication technologies help the organization improve operational efficiency and customer engagement.

2.2 Range of Services

Dynamic Beneficial Accord Marketing Pvt. Ltd. offers a variety of services designed to meet customer needs and improve customer satisfaction. The company focuses on providing quality business solutions, effective marketing support, and customer-oriented services that contribute to organizational growth and long-term customer relationships.

1. Marketing Services

The company provides marketing services that help in promoting products and services to target customers. These services include advertising, promotional campaigns, brand awareness activities, market research, and customer engagement programs. The organization uses both traditional and digital marketing methods to improve market reach and customer interaction.

2. Sales Support Services

Dynamic Beneficial Accord Marketing Pvt. Ltd. offers sales support services aimed at improving sales performance and customer satisfaction. The company assists customers by providing product information, sales guidance, and customer relationship support. Sales executives maintain regular communication with customers to understand their requirements and improve service quality.

3. Customer Relationship Management Services

The company focuses on maintaining strong customer relationships through effective customer service and communication. Customer relationship management services include handling customer inquiries, feedback collection, complaint resolution, and after-sales support. These services help in increasing customer loyalty and trust.

4. Digital Marketing Services

The organization utilizes digital platforms and online communication methods to reach customers effectively. Digital marketing services include social media promotion, online advertising, email marketing, and customer engagement through digital channels. These services help improve brand visibility and customer interaction.

5. Business Consultation Services

The company also provides business-related guidance and consultation services to support customers and business partners. These services help clients understand market trends, promotional opportunities, and effective business strategies for improving business performance.

6. Training and Development Services

Dynamic Beneficial Accord Marketing Pvt. Ltd. conducts employee training and development programs to improve employee skills, communication abilities, and professional knowledge. These programs help employees perform efficiently and contribute to organizational success.

7. Support and Communication Services

The company provides continuous customer support and communication services to maintain customer satisfaction. Timely response to customer needs and effective communication methods help in strengthening customer engagement and business relationships.

Target Market / Customer Segment

Dynamic Beneficial Accord Marketing Pvt. Ltd. focuses on serving different customer segments by understanding customer needs, preferences, and market trends. The company adopts customer-oriented marketing and sales strategies to attract potential customers and maintain long-term business relationships. Identifying the target market helps the organization provide suitable products and services effectively.

Target Market

The target market of the company includes individuals, business customers, and organizations that require marketing support, customer-oriented services, and business solutions. The company mainly focuses on customers who seek reliable services, professional communication, and value-based business relationships.

The organization targets customers from different economic and social backgrounds by offering services that meet their expectations and requirements. The company also focuses on expanding its customer base through promotional activities, digital marketing, and customer engagement programs.

Customer Segments

1. Individual Customers

The company serves individual customers who are interested in quality services and effective customer support. These customers expect timely communication, professional service, and satisfactory business experiences.

2. Business Customers

Dynamic Beneficial Accord Marketing Pvt. Ltd. also targets business clients and organizations that require marketing assistance, promotional support, and business-related services. The company maintains professional relationships with business customers to ensure long-term cooperation and mutual growth.

3. Digital Customers

With the growth of online communication and digital platforms, the company focuses on digital customers who interact through social media, websites, and online marketing channels. Digital customers prefer fast communication, online support, and updated information regarding services and promotional activities.

4. Existing and Potential Customers

The company gives importance to both existing and potential customers. Existing customers are retained through customer satisfaction programs and relationship management practices, while potential customers are attracted through marketing campaigns, advertisements, and promotional activities.

Customer Needs and Preferences

The organization continuously studies customer needs and preferences to improve service quality and customer satisfaction. Customers generally expect reliable service, timely response, transparent communication, and professional behavior from the company. Understanding these expectations helps the organization design effective marketing and sales strategies.

Major Clients / Projects

Dynamic Beneficial Accord Marketing Pvt. Ltd. has been involved in serving various customers and handling different business projects related to marketing, sales promotion, customer engagement, and business development activities. The company focuses on maintaining professional relationships with clients by providing quality services, effective communication, and customer-oriented business solutions.

Major Clients

The organization serves a wide range of clients, including individual customers, small business owners, and corporate clients. The company maintains strong relationships with its clients through continuous support, timely communication, and reliable services. Customer satisfaction and trust are considered important factors in maintaining long-term business relationships.

The major clients of the company generally include:

- Business organizations seeking marketing and promotional support
- Customers requiring sales and customer service assistance
- Corporate clients interested in customer engagement programs
- Clients using digital marketing and communication services
- Business partners involved in promotional and business development activities

The company aims to understand client requirements and provide customized solutions that improve customer satisfaction and business performance.

Major Projects

Dynamic Beneficial Accord Marketing Pvt. Ltd. has undertaken various projects related to marketing, sales management, customer relationship development, and promotional activities. These projects are designed to improve customer engagement, increase market reach, and strengthen the company's business operations.

1. Marketing Promotion Projects

The company conducts promotional campaigns and advertising activities to improve product awareness and attract customers. These projects include direct marketing, online promotions, and customer interaction programs.

2. Customer Engagement Projects

Customer engagement projects focus on improving communication between the company and customers. The organization conducts customer feedback programs, relationship-building activities, and customer support initiatives to maintain customer satisfaction and loyalty.

3. Digital Marketing Projects

The company undertakes digital marketing projects involving social media promotion, online advertising, and digital communication strategies. These projects help increase online visibility and customer interaction.

4. Sales Development Projects

Sales development projects are aimed at improving sales performance, increasing customer reach, and achieving organizational sales targets. The projects include sales training, promotional planning, and customer relationship management activities.

5. Employee Training and Development Projects

The organization also conducts training programs and skill development projects for employees. These projects help improve employee efficiency, communication skills, and professional performance.

a) Positioning Pillars of Dynamic Beneficial Accord Marketing Pvt Ltd

Dynamic Beneficial Accord Marketing Pvt. Ltd. has developed strong positioning pillars that help the organization create a positive image in the competitive market environment. The company mainly focuses on customer satisfaction, quality service, effective marketing strategies, and strong customer relationships. By understanding customer needs and preferences, the organization adopts customer-oriented approaches that improve customer engagement and business performance. The company also emphasizes ethical business practices, transparency, professionalism, and teamwork in all its operations. Innovation and adaptability are important strengths of the organization, as it continuously updates its marketing and sales strategies according to changing market trends and customer expectations. Through reliable service support, effective communication, and efficient sales management, the company aims to build customer trust and maintain long-term business relationships. These positioning pillars help Dynamic Beneficial Accord Marketing Pvt. Ltd. strengthen its market presence, improve customer loyalty, and achieve sustainable organizational growth.

2.3 Major Competitors

Dynamic Beneficial Accord Marketing Pvt. Ltd. operates in a competitive business environment where many organizations provide similar marketing, sales, and customer engagement services. The presence of competitors encourages the company to continuously improve its marketing strategies, service quality, and customer relationship management practices in order to maintain its market position.

The major competitors of the company include organizations involved in marketing services, sales promotion activities, digital marketing solutions, customer relationship management, and business consultancy services. These competitors focus on attracting customers through promotional campaigns, innovative marketing techniques, competitive pricing, and improved customer support services.

Many competing companies utilize advanced digital marketing platforms, social media promotions, and online communication methods to increase customer engagement and market reach. Some competitors may have a larger customer base, wider market presence, or stronger financial resources, which creates competitive pressure in the industry.

To compete effectively, Dynamic Beneficial Accord Marketing Pvt. Ltd. focuses on customer satisfaction, professional communication, ethical business practices, and continuous improvement in marketing and sales strategies. The organization also strengthens customer relationships through personalized services, timely support, and effective customer engagement programs.

The company's ability to adapt to changing market trends, maintain service quality, and build customer trust helps it compete successfully with other organizations in the market. By implementing innovative business strategies and focusing on customer-oriented services, the organization continues to improve its competitive position and organizational growth.

2.4 Growth Strategy

Dynamic Beneficial Accord Marketing Pvt. Ltd. follows a systematic growth strategy to improve its market position, customer engagement, and overall business performance. The company focuses on expanding its customer base, improving service quality, and adopting innovative marketing and sales practices to achieve long-term organizational growth.

One of the major growth strategies of the company is customer relationship development. The organization gives importance to understanding customer needs, maintaining effective

communication, and providing quality services to improve customer satisfaction and loyalty. Strong customer relationships help the company increase customer retention and

attract new customers through positive feedback and referrals.

The company also focuses on expanding its marketing activities through both traditional and digital marketing methods. Social media promotion, online advertising, customer engagement programs, and promotional campaigns are used to improve brand awareness and market reach. The adoption of digital communication platforms helps the organization connect with a larger customer audience and strengthen its competitive position.

Another important growth strategy is continuous improvement in sales management and service delivery. The company regularly analyzes market trends, customer preferences, and competitor activities to develop effective sales and marketing strategies. Employee training and skill development programs are also conducted to improve employee performance, communication skills, and operational efficiency.

Innovation and adaptability play an important role in the organization's growth strategy. The company continuously updates its business practices and operational methods according to changing market conditions and customer expectations. By adopting modern technologies and customer-oriented approaches, the organization aims to improve productivity and customer engagement.

The company also focuses on maintaining ethical business practices, teamwork, and quality standards in all business activities. These factors help in building customer trust, improving organizational reputation, and achieving sustainable business development.

Overall, the growth strategy of Dynamic Beneficial Accord Marketing Pvt. Ltd. is centered on customer satisfaction, market expansion, innovation, and continuous improvement, which contribute to long-term business success and organizational growth.

2.5 Swot Analysis

Dynamic Beneficial Accord Marketing Pvt. Ltd. operates in a competitive business environment where understanding internal strengths and weaknesses, along with external opportunities and threats, is important for organizational growth and success. SWOT analysis helps the company evaluate its business performance and develop effective strategies for future improvement.

Strengths

One of the major strengths of the company is its customer-oriented approach. The organization focuses on customer satisfaction, effective communication, and strong customer relationship management practices. The company also adopts innovative marketing and sales strategies that help improve customer engagement and market presence.

Another strength is the professional work culture and teamwork maintained within the organization. Skilled employees, effective leadership, and continuous employee training programs contribute to operational efficiency and service quality. The company's adaptability to changing market trends and use of digital marketing techniques also strengthen its competitive position.

Weaknesses

Despite its strengths, the company faces certain weaknesses that may affect business performance. Limited market presence compared to larger competitors can restrict business expansion opportunities. The organization may also face challenges related to resource availability, increasing operational costs, and maintaining consistent customer engagement in highly competitive markets.

Dependence on changing customer preferences and market conditions can also affect the effectiveness of marketing and sales strategies. Limited access to advanced technological resources may create operational difficulties in some situations.

Opportunities

The company has several opportunities for future growth and development. Increasing use of digital marketing platforms and online communication channels provides opportunities to expand market reach and improve customer interaction. Growing customer demand for quality services and personalized communication can help the organization strengthen customer loyalty and business performance.

The company can also explore new markets, develop innovative marketing strategies, and introduce customer engagement programs to improve organizational growth. Expanding business partnerships and adopting advanced technologies may create additional business opportunities.

Threats

The organization faces strong competition from other companies offering similar marketing and sales services. Competitors with larger financial resources, wider market presence, and advanced technologies may create pressure on business performance.

Rapid changes in customer preferences, market trends, and economic conditions can also affect organizational stability and growth. Technological advancements and increasing customer expectations require continuous adaptation and innovation, which may become challenging for the company

2.6 Conclusion

The study on “*Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.*” highlights the importance of effective marketing and sales practices in improving customer satisfaction, customer loyalty, and organizational growth. The research clearly shows that customer-oriented marketing strategies and efficient sales management play a significant role in building strong relationships between the company and its customers.

The study identified that Dynamic Beneficial Accord Marketing Pvt. Ltd. focuses on customer engagement through promotional activities, digital marketing, customer relationship management, and quality service support. The organization continuously adopts innovative marketing techniques and effective communication methods to attract and retain customers in a competitive business environment.

The research also revealed that customer satisfaction is influenced by service quality, timely communication, professional behavior, and effective problem-solving approaches. The company’s strong work culture, teamwork, and ethical business practices contribute positively to customer trust and organizational reputation.

Through SWOT analysis and organizational study, it was observed that the company possesses several strengths such as customer-oriented services, professional management, and adaptability to market changes. At the same time, the organization faces challenges related to competition, changing customer expectations, and market dynamics. However, by utilizing available opportunities and improving business strategies, the company can achieve sustainable growth and improved customer engagement.

Overall, the study concludes that effective marketing and sales strategies are essential for maintaining customer satisfaction and long-term organizational success. Dynamic Beneficial Accord Marketing Pvt. Ltd. can further strengthen its market position by continuously improving customer service, adopting modern marketing practices, and maintaining strong customer relationships.

CHAPTER NO-3
METHODOLOGY AND DATABASE

1.1 Types of Research

The present study titled “*A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.*” is based on descriptive research. Descriptive research is one of the most commonly used research methods in management studies because it helps in describing the existing conditions, business practices, customer behavior, and organizational performance in a systematic manner.

The main purpose of descriptive research is to collect detailed information about the current marketing and sales strategies followed by the organization and to understand their influence on customer engagement. This type of research helps in identifying customer opinions, satisfaction levels, promotional activities, communication methods, and relationship management practices adopted by the company.

In this study, descriptive research is useful in analyzing how the organization interacts with customers and how different marketing and sales activities affect customer satisfaction and loyalty. The research focuses on collecting factual information from customers and employees through questionnaires, observations, and discussions. The collected data helps in understanding the effectiveness of existing business strategies and customer engagement practices.

Descriptive research does not involve changing or controlling any business activities. Instead, it studies the existing situation and provides a clear picture of the organization’s operations and customer responses. This method is suitable for the present study because it allows the researcher to examine real business conditions and customer experiences within the company.

The study also uses descriptive research to identify strengths and weaknesses in the company’s marketing and sales practices. Through proper analysis of customer feedback and employee responses, the research helps in providing suggestions for improving customer engagement and organizational performance.

Overall, descriptive research provides a systematic and detailed understanding of the marketing and sales strategies adopted by Dynamic Beneficial Accord Marketing Pvt. Ltd. It helps in achieving the objectives of the study by presenting accurate information regarding customer engagement, business practices, and organizational growth.

1.2 Sample Techniques

Convenient sampling is a non-probability sampling method in which respondents are selected based on their availability and willingness to participate in the study. This method is simple, time-saving, and suitable for studies conducted within limited resources and time constraints. In the present research, customers and employees who were easily accessible were selected as respondents for data collection.

The researcher collected information from selected customers and employees of Dynamic Beneficial Accord Marketing Pvt. Ltd. through questionnaires and direct interaction. The sampling technique helped in gathering useful information regarding customer satisfaction, marketing strategies, sales performance, and customer engagement practices followed by the organization.

Convenient sampling is appropriate for this study because it allows the researcher to obtain practical insights from respondents who are directly associated with the company's marketing and sales activities. It also helps in understanding customer opinions, preferences, and experiences related to the services provided by the organization.

Although convenient sampling may not represent the opinions of the entire population, it provides valuable data for analyzing the effectiveness of marketing and sales strategies. The collected responses support the research objectives and help in identifying strengths, weaknesses, and areas for improvement within the organization.

Overall, the convenient sampling technique helped in conducting the research effectively by enabling easy collection of relevant data related to customer engagement and organizational performance in Dynamic Beneficial Accord Marketing Pvt. Ltd.

1.3 Sample Size

The sample size selected for the present study titled "A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd." consists of 50 respondents. The respondents included customers and employees associated with the organization who provided relevant information regarding marketing strategies, sales activities, customer satisfaction, and customer engagement practices.

Sample size refers to the number of individuals selected from the total population for the

purpose of conducting research and collecting data. Selecting an appropriate sample size is important because it helps in obtaining reliable information and meaningful research findings.

In this study, a sample size of 50 respondents was considered suitable due to time limitations, availability of respondents, and research convenience. The selected respondents were chosen using a convenient sampling technique, where participants who were easily accessible and willing to respond were included in the research process.

1.4 Sample Design

Sample design refers to the method and procedure used for selecting respondents from the total population for the purpose of conducting research. A proper sample design helps the researcher collect relevant and reliable information required for achieving the objectives of the study.

The present study titled “*A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.*” adopted a convenient sampling design. Under this method, respondents were selected based on their availability, accessibility, and willingness to participate in the research process.

The sample for the study consisted of 50 respondents, including customers and employees associated with Dynamic Beneficial Accord Marketing Pvt. Ltd. The selected respondents were considered suitable for providing information related to marketing strategies, sales activities, customer satisfaction, and customer engagement practices followed by the organization.

The sample design was prepared to ensure that the collected data represented different viewpoints regarding the company’s business operations and customer relationship practices. Questionnaires and direct interactions were used as the main tools for collecting information from respondents.

1.5 Source of Data

The present study titled “*A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.*” is based on both primary data and secondary data. The collection of relevant and accurate data is important for conducting effective research and achieving the objectives of the study.

Primary Data

Primary data refers to the original data collected directly from respondents for the specific purpose of the research study. In the present study, primary data was collected from customers and employees of Dynamic Beneficial Accord Marketing Pvt. Ltd. through questionnaires,

direct interaction, and discussions.

The primary data helped in understanding customer opinions, satisfaction levels, marketing effectiveness, sales performance, and customer engagement practices followed by the organization. The information collected directly from respondents provided practical insights and reliable details related to the research topic.

Secondary Data

Secondary data refers to information that has already been collected and published by other sources. In this study, secondary data was collected from company records, official reports, books, journals, websites, research articles, and other published materials related to marketing, sales strategies, and customer engagement.

Secondary data helped in gaining theoretical knowledge and background information regarding marketing concepts, sales management practices, customer relationship management, and organizational performance. It also supported the analysis and interpretation of the primary data collected during the study.

1.6 Method of Data Analysis

The present study titled “A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.” uses systematic methods of data analysis to interpret the information collected from respondents. Data analysis is an important part of research because it helps in organizing, interpreting, and presenting the collected information in a meaningful manner.

In this study, the data collected from customers and employees through questionnaires and direct interaction were carefully classified, tabulated, and analyzed. The responses obtained from the respondents were arranged according to the objectives of the study to understand the effectiveness of marketing and sales strategies followed by the organization.

The study mainly used percentage analysis as a method of data analysis. Percentage analysis helps in converting collected data into percentages for easy understanding and interpretation. This method was used to analyze customer opinions, satisfaction levels, marketing effectiveness, sales performance, and customer engagement practices within the organization.

CHAPTER NO - 4

DATA ANALYSIS AND INTERPRETATION

1.1 Introduction

Data analysis and interpretation is one of the most important parts of the research study because it helps in converting collected information into meaningful findings and conclusions. The present chapter focuses on analysing the data collected from customers and employees of Dynamic Beneficial Accord Marketing Pvt. Ltd. regarding marketing and sales strategies and their impact on customer engagement.

The data required for the study was collected through questionnaires and direct interaction with respondents. A total of 50 respondents were selected for the research using the convenient sampling technique. The collected data was organized, classified, tabulated, and analysed systematically to understand customer opinions, satisfaction levels, marketing effectiveness, sales performance, and customer engagement practices followed by the organization.

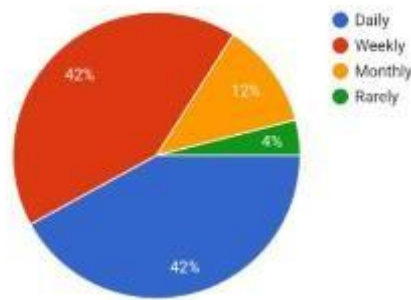
Objectives 1:

To analyze the impact on customer Engagement

1. How often do you see the company's marketing activities?

Pricing Perception	Frequency	Percentage (%)
Daily	41	42
Monthly	12	42
Weekly	42	12
Rarely	4	4
Total	50	100%

50 responses



Interpretation:

The analysis indicates that the majority of respondents maintain regular interaction with Dynamic Beneficial Accord Marketing Pvt. Ltd. through daily and weekly communication. This reflects strong customer engagement and effective customer relationship management practices followed by the organization. The lower percentage of monthly and rare interactions suggests that the company has successfully maintained active communication and customer involvement through its marketing and sales strategies.

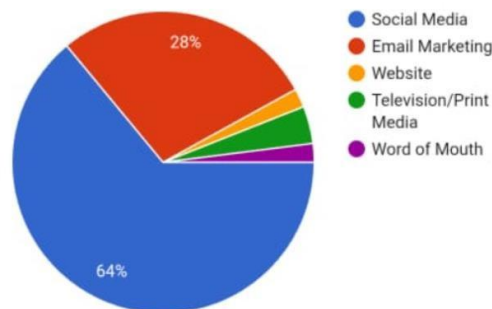
Inference:

The above table shows the frequency of customer interaction with the company. Out of 50 respondents, 21 respondents (42%) interact with the company daily, and another 21 respondents (42%) interact weekly. Around 6 respondents (12%) interact monthly, while only 2 respondents (4%) interact rarely with the company.

2. Which marketing channel attracts you the most?

Pricing Component	Frequency	Percentage (%)
Social media	32	64
E mail marketing	14	28
Websites	1	2
Television	2	4
Words of mouth	1	2
Total	50	100

50 responses



Interpretation:

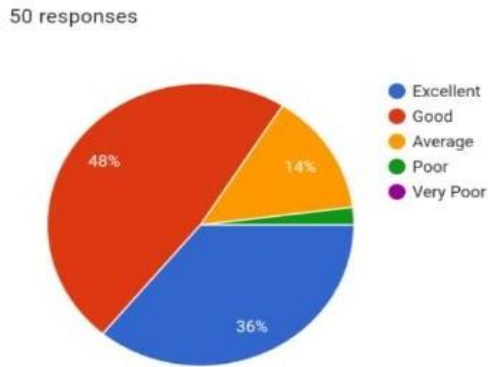
The analysis indicates that social media is the most effective source of customer awareness for Dynamic Beneficial Accord Marketing Pvt. Ltd. Email marketing also plays an important role in reaching customers and improving communication. The lower percentages of website, television/print media, and word-of-mouth promotion suggest that the company relies more on digital marketing platforms for customer engagement and brand promotion

Inference:

The above table shows the sources through which customers became aware of the company. Out of 50 respondents, 32 respondents (64%) came to know about the company through social media, while 14 respondents (28%) were influenced through email marketing. Around 2 respondents (4%) identified television/print media as the source, whereas website and word of mouth each accounted for 1 respondent (2%).

3. How would you rate the company's marketing strategies?

Product Category	Frequency	Percentage (%)
Excellent	18	36
Average	24	48
Good	7	14
Poor	1	2
Very poor	0	0
Total	50	100%



Interpretation:

The analysis reveals that a majority of the respondents have a positive opinion about the marketing and sales strategies of the company. A combined 84% of respondents rated the strategies as either good or excellent, indicating high levels of customer satisfaction and effective customer engagement. The very low percentage of poor ratings and the absence of very poor ratings suggest that the company's marketing and sales efforts are generally successful in meeting customer expectations and supporting business growth.

Inference:

The above table shows the respondents' rating of the marketing and sales strategies adopted by Dynamic Beneficial Accord Marketing Pvt. Ltd. Out of 50 respondents, 24 respondents (48%) rated the strategies as good, while 18 respondents (36%) rated them as excellent. Around 7 respondents (14%) considered the strategies average, and only 1 respondent (2%) rated them as poor. No respondent rated the strategies as very poor.

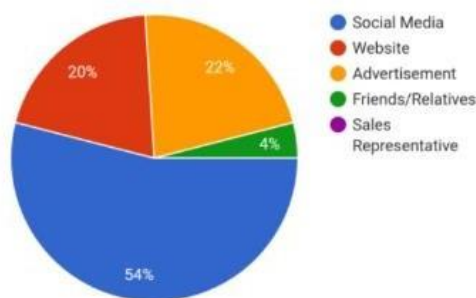
Objective 2:

To evaluate the customer satisfaction and buying behavior

1. How did you come to know about the company?

Pricing Clarity Perception	Frequency	Percentage (%)
Social media	27	54
Website	11	20
Advertisement	10	22
Friends and family	2	4
Sales representative	0	0
Total	50	100

50 responses



Interpretation:

The analysis indicates that social media is the most influential source of awareness for customers, accounting for more than half of the responses. Advertisements and the company website also contribute significantly to customer awareness. The low percentage for friends/relatives and the absence of responses for sales representatives

suggest that digital marketing channels are more effective than traditional referral methods in promoting the company's products and services.

This highlights the importance of strengthening online marketing strategies to enhance customer engagement and market reach.

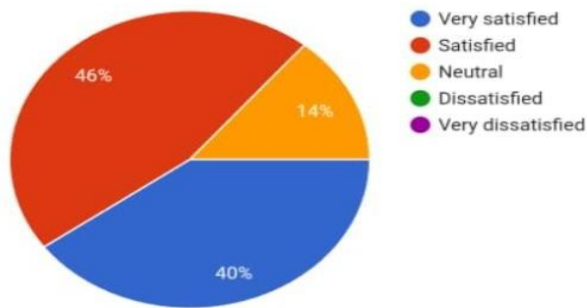
Inference:

The above table shows the sources through which respondents became aware of the company's products and services. Out of 50 respondents, 27 respondents (54%) came to know through social media, 11 respondents (22%) through advertisements, and 10 respondents (20%) through the company's website. Only 2 respondents (4%) were informed through friends or relatives, while no respondents selected sales representatives as their source of awareness.

1. How satisfied are you with the information provided about products/services?

Platform	Frequency	Percentage (%)
Satisfied	20	40
Very Satisfied	23	46
Neutral	7	14
Dissatisfied	0	0
Total	50	100%

50 responses



Interpretation

The analysis indicates a high level of customer satisfaction with the marketing and sales services provided by Dynamic Beneficial Accord Marketing Pvt. Ltd. A combined 86% of respondents are either satisfied or very satisfied, which reflects the effectiveness of the company's marketing strategies, customer service, and sales practices. The absence of dissatisfied responses suggests that the organization has been successful in meeting customer expectations and maintaining positive customer relationships. This positive feedback contributes to stronger customer engagement and supports the company's growth objectives.

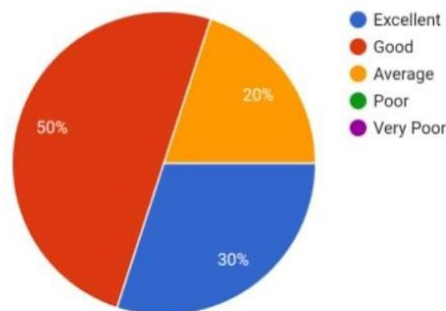
Inference

The above table shows the level of customer satisfaction with the company's marketing and sales services. Out of 50 respondents, 23 respondents (46%) expressed that they are satisfied with the services, while 20 respondents (40%) stated that they are very satisfied. Around 7 respondents (14%) remained neutral. No respondents reported being dissatisfied or very dissatisfied with the company's service

2. How would you rate the performance of the sales team?

Platform	Frequency	Percentage (%)
Excellent	15	30
Good	25	50
Average	10	20
Poor	3	0
Total	50	100%

50 responses



Interpretation:

The analysis indicates that customers have a positive perception of the company's service quality. A majority of respondents (80%) rated the services as either good or excellent, reflecting the company's commitment to customer satisfaction and effective service delivery. The absence of poor and very poor ratings suggests that the organization maintains satisfactory service standards. These findings indicate that the company's marketing and sales strategies are supported by quality service, which contributes to improved customer engagement and loyalty.

Inference:

The above table shows the respondents' rating of the overall service quality provided by the company. Out of 50 respondents, 25 respondents (50%) rated the service quality as good, while 15 respondents (30%) rated it as excellent. Around 10 respondents (20%) considered the service quality average. No respondents rated the services as poor or very poor.

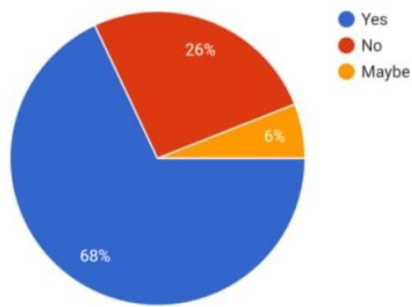
Objective 3:

To suggest improvements for better marketing and sales performance

3. Do the company's marketing activities influence your purchase decision?

Response Option	Frequency	Percentage (%)
Yes	43	68
No	13	26
May be	6	6
Total	50	100%

50 responses



Interpretation:

The analysis indicates that a majority of respondents are willing to recommend the services of Dynamic Beneficial Accord Marketing Pvt. Ltd. to others. This reflects a positive customer experience and a satisfactory level of trust in the company's marketing and sales services. The high percentage of recommendations suggests strong customer engagement and satisfaction. However, the responses from customers who selected "No" and "Maybe" indicate that there is still scope for improvement in service quality, customer support, and overall customer experience to further enhance customer loyalty and referrals.

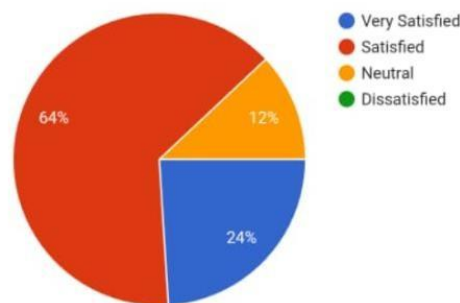
Inference:

The above table shows whether respondents would recommend the company's services to others. Out of 50 respondents, 34 respondents (68%) stated that they would recommend the company's services, while 13 respondents (26%) indicated that they would not recommend them. Around 3 respondents (6%) were uncertain and selected the "Maybe" option.

4. How satisfied are you with your purchasing experience?

Reason for Switching	Frequency	Percentage (%)
Very Satisfied	12	24
Satisfied	32	64
Neutral	6	12
Total	50	100%

50 responses



Interpretation

The analysis indicates that the majority of customers are satisfied with the communication and support services offered by Dynamic Beneficial Accord Marketing Pvt. Ltd. A combined 88% of respondents are either satisfied or very satisfied, reflecting the effectiveness of the company’s customer service and communication practices. The absence of dissatisfied responses suggests that the organization is successful in addressing customer needs and maintaining positive customer relationships. This high level of satisfaction contributes to improved customer engagement, trust, and loyalty toward the company.

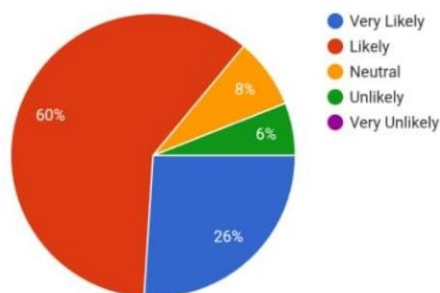
Inference:

The above table shows the level of customer satisfaction with the communication and support services provided by the company. Out of 50 respondents, 32 respondents (64%) expressed satisfaction with the services, while 12 respondents (24%) were very satisfied. Around 6 respondents (12%) remained neutral, and none of the respondent’s reported dissatisfaction.

5. How likely are you to recommend the company to others?

Reason for Switching	Frequency	Percentage (%)
Very Likely	13	26
Likely	30	80
Neutral	4	8
Unlikely	3	6
Total	50	100%

50 responses



Interpretation

The analysis indicates a positive customer attitude toward the future use of the company's services. A combined 86% of respondents are either likely or very likely to continue their association with Dynamic Beneficial Accord Marketing Pvt. Ltd., which reflects a high level of customer satisfaction and loyalty. The small percentage of neutral and unlikely responses suggests that while most customers have confidence in the company's services, there is still an opportunity to further improve customer experience and strengthen long-term customer relationships. The findings demonstrate that the company's marketing and sales strategies have been effective in retaining customers and encouraging continued engagement.

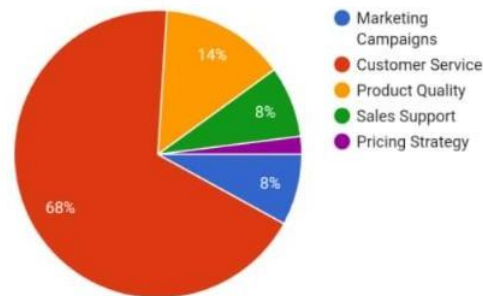
Inference:

The above table shows the likelihood of customers continuing to use the company's services in the future. Out of 50 respondents, 30 respondents (60%) indicated that they are likely to continue using the services, while 13 respondents (26%) stated that they are very likely to do so. Around 4 respondents (8%) remained neutral, and 3 respondents (6%) expressed that they are unlikely to continue. No respondents selected the very unlikely option.

6. Which area needs the most improvement?

Reason for Switching	Frequency	Percentage (%)
Marketing Campaign	4	8
Customer Service	34	68
Product Quality	7	14
Sales Support	4	8
Product Strategy	1	2
Total	50	100

50 responses



Interpretation

The analysis indicates that customer service is the key factor driving customer engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd. The high percentage of respondents selecting customer service demonstrates the importance of effective communication, timely support, and customer relationship management in maintaining customer satisfaction. Product quality also plays a significant role in influencing customer engagement. The relatively lower percentages for marketing campaigns, sales support, and pricing strategy suggest that customers place greater value on service quality and overall customer experience. Therefore, the company should continue strengthening its customer service practices to enhance customer loyalty and long-term engagement.

Inference:

The above table shows the factors that most influence customer engagement. Out of 50 respondents, 34 respondents (68%) identified customer service as the most important factor influencing their engagement with the company. Product quality was selected by 7 respondents (14%), while marketing campaigns and sales support were each chosen by 4 respondents (8%). Only 1 respondent (2%) considered pricing strategy as the most influential factor.

CHAPTER NO - 5
SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

5.1 Findings

The study found that a majority of respondents interact with the company on a daily or weekly basis, indicating strong customer engagement. Social media emerged as the most effective channel for creating awareness about the company's products and services.

Most respondents rated the company's marketing and sales strategies as good or excellent, reflecting their effectiveness in reaching customers. A significant percentage of customers expressed satisfaction with the company's marketing, sales, communication, and support services.

5.1.1 Simple Percentage Analysis

1. The analysis revealed that 42% of respondents interact with the company daily, 42% weekly, 12% monthly, and 4% rarely. This indicates a high level of customer engagement with the company
2. The majority of respondents (64%) became aware of the company through social media, followed by email marketing (28%), television/print media (4%), website (2%), and word of mouth (2%). Social media is the most effective awareness channel.
3. About 48% of respondents rated the company's marketing and sales strategies as good, 36% as excellent, 14% as average, and 2% as poor. This shows positive customer perception regarding the company's strategies.
4. The analysis showed that 54% of respondents learned about the company's products and services through social media, 22% through advertisements, 20% through the website, and 4% through friends or relatives.
5. Among the respondents, 46% were satisfied, 40% were very satisfied, and 14% were neutral regarding the company's marketing and sales services. This indicates a high level of customer satisfaction.
6. Half of the respondents (50%) rated the service quality as good, 30% as excellent, and 20% as average. No respondents rated the service quality as poor or very poor.
7. The study found that 68% of respondents would recommend the company's services to others, while 26% would not and 6% were uncertain. This reflects positive customer experiences.
8. The analysis indicated that 64% of respondents were satisfied, 24% were very satisfied, and 12% were neutral regarding communication and support services provided by the company.

9. A majority of respondents (60%) stated that they are likely to continue using the company's services, while 26% are very likely, 8% are neutral, and 6% are unlikely.
10. The study revealed that customer service was identified as the most important factor influencing customer engagement by 68% of respondents. Product quality accounted for 14%, while marketing campaigns and sales support each accounted for 8%, and pricing strategy accounted for 2%.

5.2 Recommendations

Based on the findings of the study titled “*A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.*”, the following recommendations are suggested to further improve customer engagement, customer satisfaction, and organizational performance:

1. The company should continue strengthening its social media marketing activities, as social media was identified as the most effective source of customer awareness and engagement.
2. Greater emphasis should be placed on customer service quality, as it was recognized by the majority of respondents as the most important factor influencing customer engagement.
3. Regular customer feedback programs should be conducted to understand customer expectations, identify service gaps, and improve customer satisfaction.
4. The organization should enhance its digital marketing strategies by utilizing modern online platforms, targeted advertising, and interactive customer engagement campaigns.
5. Employee training and development programs should be conducted regularly to improve communication skills, sales effectiveness, and customer relationship management.

5.3 Suggestions

Based on the analysis and findings of the study, the following suggestions are offered to improve the effectiveness of marketing and sales strategies and enhance customer engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.

1. The company should strengthen its customer relationship management practices to build long-term relationships with customers and increase customer loyalty.

2. More attention should be given to customer feedback and complaints to identify areas requiring improvement and to enhance service quality.
3. The organization should continue investing in social media and digital marketing activities, as these platforms have proven effective in creating customer awareness and engagement.

5.4 Conclusion

The study titled “A Study on Marketing and Sales Strategies and Their Impact on Customer Engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd.” was undertaken to understand the effectiveness of the company's marketing and sales strategies and their influence on customer engagement. The study revealed that marketing and sales activities play a significant role in attracting customers, improving customer satisfaction, and building long-term customer relationships.

The findings indicate that customers have a positive perception of the company's marketing and sales efforts. Social media was identified as the most effective source of customer awareness, while customer service emerged as the most important factor influencing customer engagement. The majority of respondents expressed satisfaction with the company's services, communication practices, and overall service quality.

The study also found that a large number of customers are willing to recommend the company's services to others and continue their relationship with the organization in the future. This reflects the success of the company in maintaining customer trust and loyalty through effective marketing strategies and quality service delivery.

Furthermore, the research highlights the importance of continuous improvement in marketing practices, customer relationship management, and service quality. By focusing on customer needs, adopting innovative marketing approaches, and strengthening customer support services, the company can further enhance customer engagement and achieve sustainable business growth.

5.5 Direction for Future Research

The present study focused on analysing the marketing and sales strategies and their impact on customer engagement in Dynamic Beneficial Accord Marketing Pvt. Ltd. While the study provides valuable insights, there is considerable scope for further research in this area.

Future researchers may conduct similar studies with a larger sample size to obtain more comprehensive and generalizable findings. Research can also be extended to different industries and organizations to compare marketing and sales practices across various business sectors.

Further studies may focus on the impact of digital marketing tools such as social media marketing, influencer marketing, content marketing, and artificial intelligence-based customer engagement strategies. Researchers can also examine the relationship between customer engagement, customer loyalty, and business profitability in greater detail.

Future research may include advanced statistical techniques and analytical models to measure the effectiveness of specific marketing and sales strategies. Longitudinal studies can also be conducted to understand how customer engagement changes over time and how organizations adapt their marketing approaches to changing customer preferences.

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5.6 Annexures

1. How often do you see the company's marketing activities?

Daily

Weekly

Monthly

Rarely

2. Which marketing channel attracts you the most?

Social Media

Email Marketing

Website

Television/Print Media

Word of Mouth

3. How would you rate the company's marketing strategies?

Excellent

Good

Average

Poor

Very Poor

4. How did you come to know about the company?

Social Media

Website

Advertisement

Friends/Relatives

Sales Representative

5. How satisfied are you with the information provided about products/services?

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

6. How would you rate the performance of the sales team?

Excellent

Good

Average

Poor

Very Poor

7. Do the company's marketing activities influence your purchase decision?

Yes

No

Maybe

8. How satisfied are you with your purchasing experience?

Very Satisfied

Satisfied

Neutral

Dissatisfied

9. How likely are you to recommend the company to others?

Very Likely

Likely

Neutral

Unlikely

Very Unlikely

10. Which area needs the most improvement?

Marketing Campaigns

Customer Service

Product Quality

Sales Support

Pricing Strategy

POST GRADUATE DIPLOMA IN MANAGEMENT

(AICTE Approved, Ministry of Education, Government of India, New Delhi)
WEEKLY LOG BOOK

Date of Meeting	Trimester	Problems Discussed/ Suggestions Offered	Signature		Remarks of Guide
			Guide	Student	
01/05/2026		<p>Problems Discussed:</p> <ul style="list-style-type: none"> Discussed the finalization of dissertation topic related to housing finance and customer accessibility. Reviewed objectives of the study and framing of research problem. <p>• Discussed preparation of literature review and collection of secondary data.</p> <p>Suggestions Offered</p> <ul style="list-style-type: none"> Suggested focusing on customer perception regarding accessibility, transparency, and efficiency of home loan services. Advised to collect relevant journals, RBI reports, and company information for literature review. Recommended preparing questionnaire aligned with research objectives. 			Topic approved and advised to proceed with data collection planning.
15/05/2026		<p>Problems Discussed:</p> <ul style="list-style-type: none"> Discussed preparation of questionnaire and selection of respondents. Reviewed sampling technique and research methodology section. Clarified doubts regarding structuring Google Form questions. <p>Suggestions Offered:</p> <ul style="list-style-type: none"> Suggested using convenience sampling method for collecting responses. Recommended including questions related to loan accessibility, documentation, transparency, and customer satisfaction. Advised to maintain simple and understandable questionnaire format. 			Questionnaire structure reviewed and corrections suggested

22/05/2026		<p>Problems Discussed:</p> <ul style="list-style-type: none"> • Discussed percentage analysis, interpretation, and graphical representation of collected data. • Reviewed findings related to customer awareness, loan transparency, and accessibility challenges. • Clarified doubts regarding inference writing and interpretation structure. 			Analysis section reviewed and further refinement suggested.
28/05/2026		<p>Problems Discussed:</p> <ul style="list-style-type: none"> • Discussed preparation of findings, recommendations, conclusion, and bibliography sections. • Reviewed overall dissertation structure and formatting corrections. • Discussed final proofreading and plagiarism reduction. 			Dissertation completed and ready for final submission after minor corrections.
		<p>Suggestions Offered</p> <ul style="list-style-type: none"> • Suggested presenting findings in clear tabular and graphical format. • Recommended connecting interpretations with research objectives. • Advised to maintain proper academic formatting and avoid repetitive content. 			
		<p>Suggestions Offered:</p> <ul style="list-style-type: none"> • Suggested adding practical recommendations related to customer service, transparency, and process improvement. • Recommended proper citation and referencing format throughout the report. • Advised to verify grammar, alignment, and consistency before final submission. 			