

**NASHIK DISTRICT MARATHA VIDYA PRASARAK SAMAJ'S
KARMAVEER ADVOCATE BABURAO GANPATRAO THAKARE COLLEGE OF
ENGINEERING, NASHIK.**

ASSIGNMENT TITLE:

Understand The Various Types of Market's
(Basics Of Marketing)

GUIDE:

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 5. JAGTAP ANJALI SANJAY
 6. JOSHI RASIKA MAHESH
 7. KAJALE TUSHAR EKNATH
 8. KANDEKAR SARTHAK BAJIRAO
 9. KATARE LEENA CHANDRASHEKHAR
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INTRODUCTION

We all are a part of a market on a day-to-day basis, But we ignore how important it is to study the market.

Market is defined as “A regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.”

Which means any place where in there is a transaction with the motive of purchasing by the customer or consumer and selling by the seller or owner has a potential to be called as a “MARKET”. By studying different types of markets, it’s easier for us to determine the type of business strategy we need to implement. A market is not restricted to only physical or geographical location. It is important for small business owners to understand what type of market system they are operating in when making pricing and production decisions, or when determining whether to enter or leave a particular industry. The market can also be virtual not just Physical. Each market needs different strategies. We shall study the different types of markets along with live examples in this survey.



OBJECTIVES OF ASSIGNMENT

- To study the meaning and definition of market in marketing.
 - To study the different types of markets.
 - To gain knowledge of types of market.
 - To learn the business strategies used in different types of markets.
 - To learn the actual implementation of the concepts of marketing in the market.
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TYPES OF MARKET

Consumer Market:

Each time you buy a product or service, you are participating in the consumer market. Whether you're picking up groceries for the week or paying to get your car washed, you're part of this larger system. A consumer market is the very system that allows us to purchase products, goods, and services. These items can be used for personal use or shared with others. In a consumer market, you make your own decisions about how you will spend money and use the products you purchase. The more people who go out and actively purchase products, the more active the consumer market.

Business Market:

A business market is a method a company uses to sell products or services to a specific group of consumers. Typically, business markets facilitate sales from one business to another in cases where one business plans to reuse or resell another company's products or services. A company that purchases goods and services in a business market might also use the items they purchase as materials to produce new products of their own. There are business markets designed around making sales directly to consumers as well, and they focus on reaching a large audience rather than marketing to other businesses.



Global market:

There is significantly more to global marketing than simply selling goods and services internationally. It is the process of conceptualizing and subsequently conveying a final product or service globally. The company aims to reach the international marketing community. Global marketing is a specialized skill.

Government Market:

A government market is a market where the main buyers are federal, state, and local governmental organizations. They purchase goods or services from private businesses. Governments purchase both goods and services from the private sector. Governments buy the same types of products and services as private sector consumers, plus some more exotic products such as aircraft carriers, fighter jets, tanks, spy satellites, and nuclear weapons. A growing trend in the past decades has been the outsourcing of traditional government services to private firms, such as prisons.

STRUCTURES OF MARKET





1. Perfect Competition:

Perfect Competition occurs when there is a large number of companies competing with each other. In this type of market, the consumer has full information of the goods and services. Also, the companies sell the same products, and are free to enter or exit the market.

2. Monopoly:

In monopoly, a single company represents the entire industry. It's the only seller in the entire market. This type of market is characterized by factors such as the sole claim to ownership of resources, patent and copyright, licenses issued by the government, or high initial setup costs.

3. Oligopoly:

Oligopoly market consists of large companies that sell similar or identical products, but these companies have fewer competitors in the market. Thus, their marketing strategies depend upon each other.

4. Monopolistic competition:

Monopolistic competition market is a mixture of monopoly and perfect competition. It refers to competition among a large number of sellers that can differentiate the products in terms of price, quality, and branding to look different.

1) NAME: GOKLANI SURAJ DEEPAK, ROLL NO.:21

SONY TRADING COMPANY:

Sony Trading Company is a B2B Wholesale Agri Products Supplier. Supplying products to different grocery stores in Nashik. Products offered to shops are Edible Oil, Dals, Pulses, Wheat, Variety of Rice, Maida, etc



PRIYA AGENCIES & DRYFRUITS:

Priya Agencies is a B2C business involved in sales of FMCG, Grocery, Dry Fruits and Indian spices. Products offered are FMCG goods, Dry Fruits, Different varieties of Spices, Daily essentials, Groceries and Home Staples, etc.



STATE BANK OF INDIA:

State Bank of India is an Indian multinational public sector bank and financial services statutory body headquartered in Mumbai, Maharashtra. SBI offers a variety of products and services such as savings account, credit cards, fixed deposits, personal loan, home loan, business loan, debit card, loan against property, car loan, gold loan, mudra loan, Insurance, PF account, etc



SEVA DEVELOPERS:

Seva Developers being one of the leading construction and real estate enterprises of Nashik. Seva Developers has been one of the most reliable name in the city for affordable houses. Seva Developers provides services such as developing residential houses and commercial offices.



SHREE BALAJI DOSA CENTRE:

Shree Balaji Dosa Centre famous for its variety of Dosas and other South Indian Cuisine is situated at Sharanpur Road near Rajiv Gandhi Bhavan. Products offered are Loni Sponge Dosa, Cheese Masala Dosa, Loni Sadha Dosa, Cheese Plain Dosa, Loni Sponge, Cheese Dosa, Chocolate Dosa, Loni Masala Dosa, Chocolate Cheese Dosa, Loni Cut Dosa, Paneer Dosa, Etc.



ATUL DAIRY & SWEETS:

Atul Dairy and Sweets is one of the most trusted manufacturer of confectionery products, milk products and sweets in Nashik producing pure and highest quality of milk products. Products offered at Atul Sweets include Dairy Products, Bengali Sweets, Khakhras, Snacks, Dry Fruit Sweets & Farsan Namkeen, Bakery Products & More.



2) **NAME: GOSAVI HARSHADA SHIVGIR, ROLL NO.: 22**

CLOTH GARMENT:

It is an consumer market. Clothing industry or garment industry summarizes the types of trade and industry along the production and value chain of clothing and garments, starting with the textile industry, embellishment using embroidery, via the fashion industry apparel retailers up to trade with second hand.



FRUIT & VEGETABLE MARKET:

It is a consumer market. Fruit and Vegetables marketing alternatives may be classified as direct or non-direct market. Direct market involves producer interaction with consumer on a one-on-one basis and non-direct markets through terminal market firms, wholesalers, brokers, processors, co-operative, private packing facilities or buyers for retail outlets. Important factors to be considered when choosing a non-direct marketing alternative are buyer's needs, requirements and the abilities of the producer to meet those needs and requirements.



SAMSUNG SMARTCAFE:

It is a global market. A company such as Samsung belongs Samsung “Oligopoly Market”. As a conglomerate, Samsung has diversified into different industries owing to its competitive products, which dominate global markets. Fundamentally, a competitive market is a market where no single competitor dominates or has the power to set the quality of products and determine prices.



CROSSWORD BOOKSTORE:

A bookstore is a type of retail operation that can be started in many different ways, with less money than is usually required to open store. Contrary to popular belief, the book industry has seen stable growth within the past five years and is expected to continue growing. For ex. Print sales increased by 82% in 2020 and new self-published books have increased by 26.4% in the past five years.



3) NAME: JADHAV ANUJA RANGNATH, ROLL NO.: 23

KRUSHNA TRADING COMPANY:

It is an open market. A fertilizer is a chemical product either mined or manufactured material containing one or more essential plant nutrients that are immediately or potentially available in sufficiently good amounts. They are used by the farmers daily to increase the crop yield.



TULJABHAVANI SUBMERSIBLE WORKS:

It is a consumer market. An industrial pump is typically a heavy-duty process pump used to move many different types of products, including water, chemicals, petroleum, wastewater, oil, sludge, slurry, or food. The types of pumps typically used for industrial purposes include centrifugal pumps and positive displacement pumps. Here are also helps to farmers for repairing water supply, drainage, wells motors etc. It is a good sales and services for consumers.



SHREE PARSHWA CAR CARE:

It is a service for consumers. They provide a service like car wash, interior and exterior cleaning. There are car spare parts available at the shop.



MONEY CONTROL:

It is a stock market. It allows companies to raise money by offering stock shares and corporate bonds. Money control shows all companies shares. There is all traders easily buy or sales companies shares. Money control.com portfolio is tool where you can track profit/loss, bonus, latest value, advice dividends, news etc.



4) NAME: JADHAV ADITYA SANJAY, ROLL NO.: 24

AVADHOOT BOOK SELLER & STATIONARY:

Avadhoot Book store is a Retail & Wholesaler Book Seller. It is an Example of Consumer Market. It is Located Near Vidya Vikas Circle on Gangapur Road.



AM'S EVENTS:

AM'S Events Management plans the Events for Others (Birthdays Party's, Weeding Events etc) They also sell different types of Cakes. It is an example of monopolistic market. They plan many events every week. It is located on Gangapur road.



HOTEL SWAR:

Hotel Swar is Veg & Non-Veg type of Hotel. It is an Example of Service type of Market. They offer various type of Dishes with good quality Taste. It is Located at Mungsara Phata near Makhmalabad.



CHICKEN HOUSE (Daily Fresh & Pure):

Chicken HOUSE is an example of Service type of market. It offers various Nonveg Dishes. They offer fast service.



5) NAME: JAGTAP ANJALI SANJAY, ROLL NO.:25

VAISHALI STATIONARY MART:

Vaishali stationery store is an example of consumer market and a perfect competition market, because the consumer or the customer can easily buy the products that they need and there are other shops in the Same market it is located in the local market of Satana city. They deal in Stationery products like books, pens, Printable papers, writing pads, Note Pad, Paper diaries, Page marking Plastic flag sticky Note.



KANKRIYA MEDICAL:

Kankriya Medical Chemist & Druggist is an example of business market and a perfect Competition of market. It contains wholesales & retails business. They deal in the products. like Ayurveda, Vitamins & Supplements. Healthcare device, Homeopathy, Diabetes care, Skin care, Protein Supplements, Health food & drinks, immunity booster & so on. it Plays an important role in local market.



BHAGWATI ELECTRONICS:

Bhagwati Electronic Rewinding & Light Fitting is an example of customer market a market when individuals purchase products or service for their own personal use. They deal in motor rewinding, light fitting LED POP Fitting wire electric fitting, LED Bulb Decorating lighting it is located in local market Satana.



6) NAME: JOSHI RASIKA MAHESH, ROLL NO.: 26

NYKAA ONTREND:

Nykaa on trend is an example of Business Market. It also represents the monopolistic competition. As there are ample of other sites and shops that's deal in makeup products but the Nykaa range is exclusively available at there store also, they use marketing as a tool to sell their products. This helps people shop multiple brands under one roof. They sell makeup products like lipstick, blush, foundations, etc.



BURGER KING:

Burger King is a food joint enjoyed globally by people. This shows that the brand is an example of global market. Also they are monopolistic in nature as they are a combination of perfect competition but are exclusive in the taste of their products which also shows nature of monopoly business structure. They serve burgers, fries, also a wide range of food and drinks



ELEMENT- APPLE STORE:

Apple store is a perfect representation of global market. The products are as uniform as it can get, the products are globally available and in multiple countries. People rely on the quality of the products. Apple is famous for their iOS devices. They deal in electronic products such as Phones, iPad, MacBook.



PUMA:

Puma is an example of global market. It represents perfect competition in the business structure, as there are many shops that sell clothes also the fact that they sell same goods all over the globe. Puma is available in almost every country of the world which makes the brand reliable and accessible for anyone and everyone. They are famous for their shoes, jackets, sportswear, etc.



HAL:

Hindustan Aeronautics Limited (HAL) is a perfect example of government market. Hal manufactures fighter jets and fighter planes for Indian Air force. It is also a great example for monopoly structure of market as they are the only one who produce the planes and are only suppliers to the Air force they also provide services for the same.



7) **NAME: KAJALE TUSHAR EKNATH, ROLL NO.: 27**

GAYATRI COLLECTION:

Gayatri collection is a retail store where they sales various garments. They sales children's clothes and they also sales readymade dresses, and fashionable sarees for women. they sale this product at a reasonable cost and that's the reason customers attract to buy their products. They mostly focus on children because children's get easily happy to buy new dress.



YAMUNARAJ TRADERS HARDWARE:

Yamunaraj hardware sell household hardware for home improvement including: building materials, hand tools, power tools, keys, locks, hinges, chains, plumbing supplies, cleaning products, housewares, products directly to consumers for use at home or for business. Yamunaraj traders sale's branded and useable products. Their products mostly useable for farmers and builders.



SANKET BEER & WINE SHOP:

Wine market is an excellent example of monopolistic competition. Wine shop is a shop that specializes in serving wine. Sanket Beer and Wine shop they sales all types of wines and beer and they also sale small can of beer. Sometime Sanket Beer Shop sales large number of beers in single day. After a Pandemic Situation Wine & Beer market play an important role to maintain our Economy. And most People says, this is a **“Back Bone of our Economy”**.



ROLL & ROLLS:

Roll and Rolls is a food market It's a global market. They sales a different type of rolls like egg roll, noodles roll, paneer roll, etc. And their marketing strategy is simple they sold their products at reasonable cost and it's helpful for attract the customers. Their service is so fast. They know customer don't want to waste time so they served quickly. And they know from this type of service customer can get easily happy.



8) NAME: KANDEKAR SARTHAK BAJIRAO, ROLL NO.: 28

SHANTANU HI-TECH NURSERY:

Shantanu Hi-Tech Nursery is started one year ago. In that nursery we are grow various types of seedlings which is required to farmers. We understand the farmers needs and fulfill their need as soon as possible with in a one month. We grow Tomato, Cabbage, Cauliflower, Chilli, Marigold, Watermelon, Brinjal, etc. seedling. Response of farmer to the nursery is very large, farmers are happy for the purchase of good quality of seedlings, we are also happy because we win the farmer's heart. It is a example of Business Market. As it works as a raw material for the farmers.

VARIETIES OF SEEDLINGS:

Cabbage: Saint, Doller etc.

Tomato: Anisha, Keshar, TO-1057 etc.

Chilli: Pride151, Sonal, Namdhari etc.

Cauliflower: Madhuri, Damini, Dhaval etc.

ADDRESS: At. Post. Lakhalgaon (Ramache) Aurangabad Highway, Tal. Dist.-Nashik



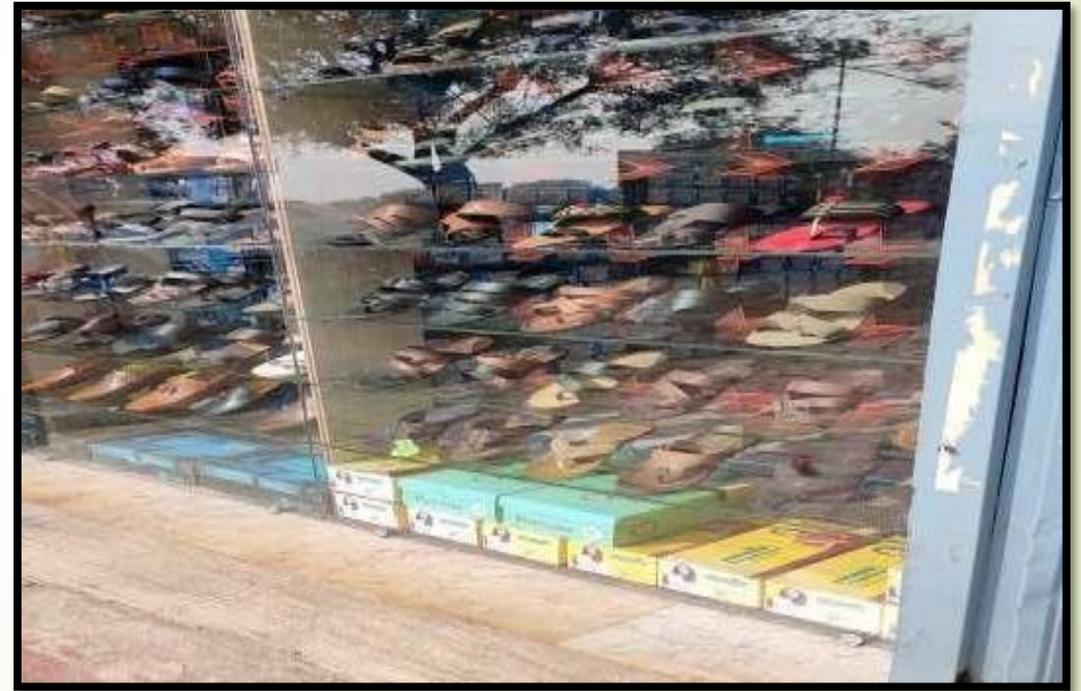
NEW GODAWARI BAKERY:

The baked goods market includes breads sweet baked goods. Packaged baked goods are sold in shelf-stable form, refrigerated forms, and frozen forms. This bakery is a good example of Consumer or Customer market.



MAULI CHARANSEWA FOOTWEAR:

The Footwear is a shop located in the local market of Village. This business represents customer or consumer market. As it is easily accessible for the local people. Also, there are multiple shops similar to this business which makes this shop a perfect example of perfect competition. They deal in footwears for gents ladies and kids.



JITENDRA HERO FESTIVAL OUTLET LAKHALGAON BRANCH:

Jitendra Hero Festival Outlet is an example of a customer or consumer market. This outlet provides services and bikes directly to the consumer of the market. It is also a part of monopolistic competition. Because there are a number of options for the customer but bikes are still unique in design from a point of view which makes it a good example of a monopolistic market.



9) NAME: KATARE LEENA CHANDRASHEKHAR, ROLL NO.: 29

ATHARVA COLLECTION:

ATHARVA COLLECTION (Clothes & Accessories) is a an example of Business of consumers. Because the consumer or the customer can easily buy the product that's same in the business. Itis the located In the local market of Manmad. Products like T- Shirts, Shirts, Jacket, etc are availablethere.



SNEHA DIGITAL PHOTO STUDIO:

Sneha Digital Photo Studio is an example Consumer market. Because the consumer or the customer it's a local market of Manmad city. This is a good idea of adding a second or primary also, dealing with children, families gathering, wedding functions, etc. Average salary INR 6 to 25 lacs per annum.



SHREE FITNESS CLUB:

Shree Fitness Club is an example of a Business Market. A gym is a place where people go for exercise to keep themselves fit. Hence this awareness provides an excellent opportunity to start a gym business in India. gym offers many services such as weight loss, weight gain, bodybuilding, and trainer. People pay a monthly fee to the gym to exercise in the gym.



10) NAME: KEDAR PANKAJ JANARDAN, ROLL NO.: 30

PVR CINEMAS: (REGIMENTAL PLAZA)

In 2010 the Regimental Plaza theatre is established. It is consisting of two Screens at a time two shows can run. You can also book show tickets online. It has very comfortable Seat arrangement. Excellent screen & sound quality. Lift arrangement is available from ground floor the screen is at First floor. Consist of food and beverages also like popcorn samosa French fries and cold drinks.

Challenges:

The cinema hall is facing challenges due to covid-19 the theatre is closed from March 2021 to July 2021 and then it is open on 50% presence of audience but due to situation and fear of corona only few audience is coming for shows. Due to this the revenue dropped suddenly.

| Sr. No. | Parameter | Details |
|---------|------------------|-------------------|
| 1 | CEO | Ajay Bijli |
| 2 | Founder | Ajay Bijli |
| 3 | Founded on | Jun 1997 |
| 4 | Headquarters | Gurugram |
| 5 | Revenue | 3118.7 Crores INR |
| 6 | Stock Price(NSE) | 1547.40 INR |
| 7 | Image Venue | Nashik |



SHELL PETROLEUM:(Royal Dutch Shell):

The petrol pump provides two type of fuels it is shell power and normal fuel. Shell power fuel is giving better millage than normal fuel and it may enhance the engine life of vehicle. The service of pump is very good they clean the glasses of four wheeler after filling the fuel, check the air in Tyres for free of cost and the shell petroleum also has its own app on that they giving discounts on fuel that is 1% and 5 go+ points on 1 Ltr. of fuel and they also run a loyalty program for extra points 20 point consists of 1 rupees. The pump also contains a shop where all food and beverages are available, the engine oils and other cleaning materials that are required for cleaning of vehicle is also available.

Challenges:

Farmers require fuel for their tractors in a their own can but pumps rule is that if you required a fuel in can then you need to give deposit to them and take their can on returnable basis due to this policy of pump farmers are not prefer them.



| Sr. No. | Parameter | Details |
|---------|------------------|-----------------------|
| 1 | CEO | Ben van Beurden |
| 2 | Founder | Samuel |
| 3 | Founded on | 1907 |
| 4 | Headquarters | Hague, Netherland |
| 5 | Revenue | 1342739.65 Crores INR |
| 6 | Stock Price(ISE) | 3653.86 INR |
| 7 | Image Venue | Nashik |

PUROHIT RAJASTHANI HOTEL:

The hotel is located outside the city with large parking area, the atmosphere of hotel is very relax and comfortable, it is vegetarian hotel. The special dishes in this hotel are Dal-bhati churma, Dudh shev bhaji, Paneer masala, Masala chhas etc. The hotel is given on rent by the owner to the other person. The hotel also has facilities like transports, tyre remote shop, garage and general store. It is basically preferable for the commercial vehicles.

Challenges:

- The families are not coming to hotel due to commercial vehicles.
- Every year they have to level the parking land with extra material like stones and hardened soil.
- The hotel land is not registered for Non agricultural land NMC is not giving permission for the same. Every year they have to paid fine to NMC for using agriculture land as commercial land.



| Sr. No. | Parameters | Details |
|---------|------------------|---------------------|
| 1 | Owner/Founder | Shri. Shankar Kedar |
| 2 | Given on rent to | Mr. Prem Singh |
| 3 | Founded on | 2003 |
| 4 | Location | Adgaon, Nashik |
| 5 | Turnover | 50 lacs |
| 6 | Speciality | Dal-bhati Churma |



KEDAR AQUA

This filter water agency which supply the filter water in 20 km area from which it located. The agency provide filter water in 20 ltr Jars. It provides door step delivery to its costumers. By the commercial vehicle they delivering their jars to every customer. Their customers are basically hotels, transports, offices and other offices.

Challenges:

The agency facing challenges:

1. The labour shortages.
 2. In Rainy season it is difficult to deliver water jars to every customers.
- 



| Sr. No. | Parameters | Details |
|---------|---------------|---|
| 1 | Owner/Founder | Mr. Rahul Kedar |
| 2 | Founded on | 2018 |
| 3 | Location | Adgaon, Nashik |
| 4 | Turnover | 12 lacs |
| 5 | Speciality | Best Quality & Quick Door step Delivery |



MERITS OF MARKETS:

- 1) Increase efficiency
- 2) Productivity and innovation
- 3) Competition
- 4) Higher rate of sources
- 5) Increase profitability
- 6) Know your Customer better.

DEMERITS OF MARKETS:

- 1) Lack of optimization
- 2) Limited production
- 3) Expensive production
- 4) Difficulty in distribution
- 5) Heavy investment
- 6) Promotion problems
- 7) Stock and storage problem.



Findings:

Through this assignment we found out that there the market is a very inseparable part of the society. We studied the definition and meaning of it along with the importance of how knowing the types of markets can help an organization be more strategical and help the business grow. We also got the know the structure of the market which helped us categorize the photographs that we collected and the information of the same .

Conclusion:

"Market is a very vast subject." The understanding of its types, structure, merits and demerits helps in the over-all growth of a business. The actual examples from all the team members helps us realize that there is a market in every vertical of the society.



THANK YOU!