



ANALYZE THE MARKET POTENTIAL OF WIZORLD'S PRODUCT IN SIVAKASI

Dr.S.Tephillah Vasantham¹, Dr.J.Pràveen Paul², Mr.N.Senthil Kumaran³

¹*Assistant Professor, Department of Management Studies, Mepco School of Management Studies, Mepco Schlenk Engineering College, Sivakasi*

²*Professor, Mepco school of Management Studies, Mepco Schlenk Engineering College, Sivakasi*

³*Assistant Professor(Senior Grade), Mepco School of Management Studies, Mepco Schlenk Engineering College, Sivakasi*

ABSTRACT

Marketing is the manner on doing someone actions as makes more beautiful on the manufacture then services so much makes a vast affect the audiences through a amazing messaging. Through content, advertising objectives in accordance with entrust a high value worth because of prospects then customers including the long-term purpose for strengthening company loyalty then demonstrating manufacture value as nicely so makes ultimately increasing sales. Marketing is the manner on working human beings more fascinated in the direction of the company's manufacture then services. This desire show up via a number steps kind of want research, evaluation yet understanding the target customer yet theirs interests. Marketing is mated between whole elements regarding enterprise as incldes sales then advertising, product improvement or dole methods.

KEYWORDS: *Marketing, market potential, forecasting, manufacturer*

INTRODUCTION

Market strong analysis is now not only the forecasting the claim concerning the market, although forecasting so the strong of a demand to be successful can stand a section regarding that analysis. Market potent evaluation sizes Markets rely upon a sequential then an increasing number of nice technique from world or native according to country wide markets and business, client then other segments inside country wide markets segment. For a long drive manner in imitation of be brought greatest return, Market dynamic analysis (MPA) is a artistical device according to become aware of market possibilities then make investments resources. And additionally it helps after target markets with high growth potential between the future. Market strong analysis enables companies is in imitation of pick out limitations then growth drivers of those markets, range countries as conduct markets, break-out markets and rising markets. quantify the need potent because a partial manufacture for country, location yet Globally or in conformity with joint consumer needs or win need barriers, that wish help after recognize or in conformity with take advantage of boom markets via tailoring marketing, production strategies yet manufacture development.

India is pronounced so flourishing within the middle classification about 200 bags of human beings or because China's middle category is modest to stay as like excessive as much 300 lot people. It will confronted together with pale economic boom into the manufacturing ball then much companies are looking in accordance with the great rising markets (BEMs) as like latter market's growth for their accessories and services. Market brawny analysis is not old only for short-term forecasting, however also that help in conformity with goal markets with excessive growth dynamic into the upcoming days.

LITERATURE REVIEW

Pilar Carbonell & Ana Isabel Rodriguez (2006) had performed a lookup regarding positional advantages yet latter production performance because of perceptions concerning the impact concerning need traits then innovation speed. For expanding variety of industry's skillful advancement beside innovation speed because rising as a central factor. Today, corporations rear strong environments yet aggressive is surprisingly as much well so related wanted in conformity with deliver the production in conformity with the demand is greater quickly. Shifting purchaser demand,



exponential advancements, world ending are combined in imitation of produce the product lifestyles cycles hold shorter then faster product development needed. Essential product then situation characteristics kind of competitive charge and virtue are increasing the sort pace because of want section concerning each and every product. By using the cross-sectional metering methodology data had been gathered who encompassing vii distinctive industries as electric and electronic equipment, food, chemical, plastic, mechanical gear then engine vehicles. Totally 178 questionnaires were collected. Specifically, it lesson contributes after the composition through (1) thinking about the moderating results concerning a variety of marketplace characteristics about the relationships within innovation speed yet innovation speed or new product performance yet positional advantage. (2) confirming empirically the usually high quality kin within innovation pace and positional advantage, then instant product overall performance then innovation velocity (3) inspecting the mediating effect on positional advantage of the relationship among recent manufacture performance and innovation speed.

R.G. COOPER (1980) had carried out a discipline on latter production success and failure because the manufacturing product between a number of dimensions. The name has been because of extra advertising and marketing research, greater advertising and marketing orientation, then expanded advertising commence efforts namely the route in accordance with initiate the period of menstruation concerning latter production failures. To probe the query regarding what makes a successful for the latter manufacture had been lookup of surprisingly little. To pick out the principal elements who distinguish between profitable yet vain instant manufactured products as end result within the report. In this report, it discover the fundamental elements which individualize into profitable then empty latter manufactured products. The multiplication concerning facts or habit regarding the manufacture are required for the duration of the new product process. The prevalence secrets and techniques among manufactured manufacture innovation bear a thriller and become aware of the trouble is absolutely complex. This research has taken is discover a put in concerning underlying quantity are ancient according to symbolize the merchandise or possibly tussock latter production projects. Determinant about prosperity affords treasured inputs within the screening decision on identification regarding the supporter respect over each dimension. For Individual firm's new

product processes, potential concerning as dimension are crucial according to attainment may remain back according to advocate wished improvements - what data is quintessential yet as activities want attention. Stanley Kam, Sing Wong yet Canon Tong (2016) had carried out a discipline on influence of market orientation over latter production success. Market orientation do be understood beyond either cultural yet abuzz perspectives. Market orientation as like an able method covers activities along with responsiveness, brain dissemination yet talent generation. An organizational way of life emphasizes the utilizes concerning firm-wide adjuvant after gender good values because of quit competitors, customers then in the end after give birth to greater profit because of a sure of Market orientation. Narver or Slater proposed theirs model into 1990 over the three important bottom elements concerning need orientation, i.e. cross-functional cooperation (CFC), rival orientation or consumer orientation, almost concerning the studies on the link of latter manufacture success (NPS) yet R&D and marketing assistance (RMC) take the 3 elements concerning market orientation as like a single concept. The respective influences of every over the 3 interior elements about NPS commence in accordance with come up in the lately studies. NPS kindred together with market orientation remains unclear, specifically into terms over what the elements about opposite orientation and patron orientation average the development concerning successful latter products. From pioneering lookup studies, questionnaire are categorized 5 parts together with a amount concerning 25 questions was developed with the aid of adapting units over previously validated measure scales. This research observed so energy over influence used to be now not as much passionate namely to that amount of consumer orientation and the influence used to be exerted through rival orientation about NPS was nonetheless big or positive. The end result implies up to expectation perception client wishes single is now not ample after reach success of NPD, a rigid required in imitation of hold a complete advantage respecting its competitors and similarly develops its services in rivals monitoring, amassing and filtering need information. These purposes execute help a solid understand completely the strengths and weaknesses concerning the fighting products yet boost recent products that overcome the duelling ones.

Shufeng (Simon) Xiao, Yong Kyu Lew then Byung Park (2021) had led a evaluation about International entrepreneurial capability, community and instant product improvement overall performance among high-tech ventures. It integrates knowledge-seeking perspectives on EMVs yet the extended resource-based try including the composition on global commercial enterprise yet entrepreneurship. For it survey, it accrued the data beside 179 high-tech ventures between China. For validated the model, she makes use of structural equation modeling. The result recommend that the exterior community sources over Chinese venture's play an necessary function of using their development on entrepreneurial capability, which makes positively affects their international

NPD performance. When she are succesful of thriving international networks, he advise up to expectation EMVs including well-developed entrepreneurial functionality operate better between NPD because of worldwide markets. In collection in conformity with that, the result bring out the network situation had been facilitate the



performance concerning entrepreneurial capability in imitation of NPD performance. To conquer the obstacles of capabilities shortage then resource, EMVs may additionally necessity in imitation of get admission to considerable competencies pools yet remember extra about the makes use of on exterior sources among their international worth chains. Recently, source of sure increase has been analyzed the entrepreneurial capability. Empirical research found so much the entrepreneurial oriented sure attain auspicious overall performance in the market.

RESEARCH METHODOLOGY

Methodology shows how the research was conducted by using various specification like research design, data sources, sampling tools used for data collection and tools used to analyze the data from the collected resources.

Type of research

Research Process:-

The questionnaire is prepared and carried to various respondents and collected the data from them. And analyzed is done by using the data from the respondents.

Research Design

The research design of the project is descriptive as it describes data and characteristics associated with the population using mobile phones. Descriptive research is used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables in a given situation.

Area of Study

The study was conducted with the various industries and hotel in Sivakasi.

Nature of data

To accomplish the objectives of the study, both primary and secondary data were collected.

Primary data

The data was collected through a questionnaire in the form of multiple choices questions. The Questionnaire contain demographic questions and problem that are faced by companies which was filled by the respondents.

Secondary data

Secondary data are the data which are collected from various journals, literatures and the various websites which are already did by various researchers.

Method of Data Collection:

The primary data was collected by direct survey method using a questionnaire from different industries.

Data Collecting Instrument:

Structured Questionnaire was used as the data collection instrument.

Sampling Design:

Population:

Population size is unknown.

Sample Size:

The sample size is 14.

Sampling Method

The sampling used for the study is convenient sampling.

Tools used for analysis:

Various tools/methods are used in this research towards various factors.

SWOT Analysis

Companies use other software and their purpose

Name of the company	Name of the software	Purpose
N.M.K Gravures	Tally prime	Accounts
Gowtham FireworksIndustries	Tally erp	Accounts
Sunshine Fireworks	Smarterp	Accounts
Karpagaa Calender	Photo shop, TallyERP	Designing,Accounts
Sri SundaralakshmiEnterprises	Tally erp	Accounts
Moorthy offset Printers (P) Ltd	Tally, ERP, MIS	Accounts, Production, HR
The Lotus Scores & screens	tally erp 9,Livestream india	Accounts, Surveillance
Kumaran Fine arts	Tally, Superlive	Accounts,



	Plus	Surveillance
The Kaka Indian Foundry	Tally erp	Accounts
Sparkle Inn	cheerrze, Petpooja	Room billing, Restaurant billing
Sri Kaliswari colourmatch works	Tally erp	Accounting
Sri Kaliswari Fire works	Tally, profit +	Accounting, ERP
SriPathi Paper boards(P)LTD-Unit-1	Tally	Accounting
Sri Kaliswari Metal Powder(P) Ltd	profit plus	ERP

Companies use software and their purpose.

Inference

From the above fig indicates that the software that are used in their companies and the purpose of using those software.

Companies and their wire connection problems and their details

Name of the company	Kind Of Problem	How Often You Face This Problem	How Many Days To Solve	Frequently You Check Wire Connection
N.M.K Gravures	Short Circuit	Yearly Once	3 Days	Yearly Once
Gowtham Fireworks Industries	Short Circuit	Monthly Once	2 Days	Quarterly Once
Sunshine Fireworks	Short Circuit	Yearly Once	2 Days	Often
Karpagaa Calender	Difficult To Find	Occasional	3 Days	Often
Sri Sundaralakshmi Enterprises	Short Circuit	Monthly Once	2 Days	Quarterly Once
Moorthy offset Printers (P) Ltd	Nil	Occasional	6 Hrs	Monthly
The Lotus Scores & screens	Wire Breakage	Occasional	7 Days	Yearly Once
Kumaran Fine arts	Difficult To Find	Occasional	2 Days	Often
The Kaka Indian Foundry	Nia			Monthly
Sparkle Inn	Wi-Fi & Camera Wire Burn	Often	2 Days	Monthly
Sri Kaliswari colour match works	Short Circuit	7 Days	1 Days	If Needed
Sri Kaliswari Fireworks	Wire Breakage	1 Month	2 Days	Monthly
SriPathi Paper boards(P) LTD-Unit-1	Short Circuit	6 Months	7 Days	
Sri Kaliswari Metal Powder(P) Ltd	Loose Wire Connection	2 Months	3 Days	Monthly

Companies and their concealed wire connection problem illustrates that the concealed wire problems that are faced by the companies and how often they faced this problem in their company and how long it takes to resolve and how frequently the company check the wire connection.

**Companies and their pipe connection problem and other details**

Name of the company	Time Taken To Install	What Will You Do When Changes Are Needed	Problem You Faced	How Many Days	What Happened -If Wrongly Fix	Cost Required For Re-Installation
N.M.K Gravures	7-30 Days	Managemnt Decision	No			Rs 20,000/-
GowthamFireworks Industries	90 Days		Leakage	2 Days	Production Affected	Rs 5,000/-
Sunshine Fireworks	60 Days	Managemnt Decision	Leakage	7 Days	Production Affected	Rs 10,000/-
KarpagaaCalender	90 Days	Change It	Leakage	7 Days	Work Will Stoped	Rs 10,000/-
Sri Sundaralakshmi Enterprises	90 Days		Leakage	2 Days	Production Affected	Rs 5,000/-
Moorthy offset Printers (P) Ltd	3 Days	Do It As Recommended	Negligible	Few Hours	Breakdown	
The LotusScores & screens	60 Days	Call My Contractor If Changes Are Needed	Leakage	7 Days	Production Affected	
Kumaran Finearts	90days	No Change		3 Days	Production Affected	
The Kaka Indian Foundry	7 Days	Area Change		1 Week		
Sparkle Inn	180 Days	Fixed	No Problem		Work Will Spoil	
Sri Kaliswaricolour matchworks	90days	Re-Construct	Leakage	7 Days	Production Affected	Rs 10,000/-
Sri KaliswariFire works	90 Days	Re-Construct	Leakage	7 Days		Rs 5,000/-
SriPathi Paper boards(P) LTD- Unit-1	120 Days	Analyse With Engineer	Leakage	20days	Production Affected	Rs 25,000/-
Sri Kaliswari Metal Powder(P) Ltd	60 Days	Re- Falitization	Leakage	15 Days	Powder Leakage	Rs 1,00,000/-

Companies and their pipe connection problem and their details

Illustrates that the company faces what are their pipe connection problem and time taken to install the pipe connection in their company and what are problem are arises if the pipe connection are install wrong and cost required for re-installation the pipe again.

**ANALYSIS****PERCENTAGE ANALYSIS**

Based on the respondents are given the percentage analysis were prepared. Depends on various categories it would be calculated.

Si.no	Specification	% Calculation
1	Gender	Male (93%) Female (7%)
2	Type Of Company	Fireworks (29%) Printing Press (29%) Hotel Chain (7%) Iron Foundry (7%) Match Works (7%) Metal Powder (7%) Paper Industry (7%) Polybags (7%)
3	Price range of the software	Below Rs 1,00,000 (79%) Above RS 10,00,000 (14%) Rs 5,00,001-RS10,00,000 (7%)
4	Type of Pricing option	Annual Subscription (64%) Initial Full Payment (36%)
5	Use of surveillance camera	Yes (100%) No (0%)
6	Purpose of surveillance camera	Security purpose (72%) Monitoring purpose (14%) Remote monitoring (7%) Asset maintenance (7%)
7	Number of surveillance camera that are used in company	20-30 (57%) 31-40 (22%) 41-50 (14%) 51-60 (7%)
8	Connect the camera with the internet	Yes (93%) No (07%)
9	Concealed wire connection problem has been resolved	Yes (100%) No (0%)
10	Difficult to find out the wireconnection	Yes (71%) No (29%)
11	Owner travel multiple branches for Monitoring	Yes (54%) No (46%)
12	Problems that are solved in Facility management	Yes (100%) No (0%)
13	Company have floor plan	Yes (100%) No (0%)
14	Type of floor plan	2D (93%)



		3D (07%)
15	Use floor plan after construction	Yes (29%) No (71%)
16	Respondent already use the features that are exist in Framence	No (100%) Yes (0%)
17	Companies familiar with Framence Software.	No (100%) Yes (0%)
18	Willing to buy Framence software	No (93%) Yes (7%)
19	Companies ask for demonstration	No (93%) Yes (7%)

SWOT ANALYSIS

Strength	<p>Framence software main strength is their benefits</p> <ol style="list-style-type: none"> 1. Dimensions measurement eliminates the barrier for change. It determine the detailed information of the asset like machine, building, electric wire connection and other information 2. Software helps to sketch out solutions in advance. 3. It helps to monitoring the asset information and other information through Internet so it can be access anywhere. 4. Software helps to reduce assumptions that makes to plan which things placed on which place. 5. Software helps to give information in a realistic one. 6. Software helps to view the specific location without any barriers like difficult to find out the exact location in the company
Weakness	<p>Many people in the market did not know this software so they didnot have any awareness about this software. Because the marketing of this software is very low</p>
Opportunity	<p>This software rectify various problems in industry even today it may not use by the companies but in future many companies get awareness about this software and they will use it. And the biggest opportunity is no competitors for this software</p>
Threat	<ol style="list-style-type: none"> 1. The threat for this software is VR, AR, XR and ERP. 2. Now a day's most of the people know about the VR and their benefits. So, People want to buy this kind of the software. And also this software covers only a few features but ERP kind of software covers and integrates various function in the industries.



FINDINGS

- Most of the companies in Sivakasi market is preferred to buy software in the price range of Below Rs 1,00,000/- and the software is buy in Annual subscription pricing method.
- And most of the companies fitted surveillance camera in their place for the Security purpose and most of the companies have the camera in the range of 20-30 cameras as well as the companies are connected the cameras with the Internet for assessing the camera in anywhere.
- In the concealed wire connection problem, almost all companies have this kind of problems and they did not able to find out where the problems arise in the pipe connection. According to the problem type, it would be solved in certain time period.
- In the Pipe connection problem, Most of the companies are facing the leakage problem.
- For the Facility Management, most of the companies have 2D floor plan and majority of them did not use the floor plan after construction. All the companies use floor plan for constructing the industries.

CONCLUSION

In the Sivakasi market, most of the companies did not know about the Framence software that are exist in the market. And they did not willing to buy this software. Because most of the industries in Sivakasi are believed in traditionally and they doing their business in a structured manner. So, they did not prefer this software. Many organizations are like this software but due to various constrains they did not ready to buy this software. Even this software rectify many problems in their organization, they are not willing to know and buy this software. In future the need of the companies may increase. At that time, this kind of software will buy and capture the Sivakasi Market.

BIBLIOGRAPHY

1. Amit Kumar Gupta, N. G. (2019). *A Dynamic Capability View of Adaptability on New Product Success Launch*. *Journal of Supply Chain Management Systems*, 38-44.
2. COOPER, R. (1979). *The dimensions of Industries new product success and failure*. *THE DIMENSIONS*, 93-103.
3. Fan Yang, H. Z. (2020). *Impacts of external involvement on new product development performance: moderating role of organisational culture*. *TECHNOLOGY ANALYSIS & STRATEGIC MANAGEMENT*.
4. Gupta, A. K. (2021). *Innovation dimensions and firm performance synergy in the emerging market: A perspective from Dynamic Capability Theory & Signaling Theory*. *Technology in Society*.
5. Jeongsub Choi, B. K. (2019). *Methodology for assessing the contribution of knowledge services during*. *Expert Systems With Applications*.
6. Pilar Carbonell, A. I. (2006). *The impact of market characteristics and innovation speed on perceptions*. *Intern. J. of Research in Marketing* 23, 1-12.
7. Shufeng (Simon) Xiao, Y. K. (2021). *International new product development performance, entrepreneurial capability, and network in high-tech ventures*. *Journal of Business Research* 124, 38-46.
8. Stanley Kam Sing Wong, C. T. (2016). *The influence of market*. *Influence of market orientation*, 99.