

START-UP MARKETING STRATEGIES IN INDIA

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Introduction

India has economic openness, large domestic market and skilled workforce which is helping in developing billion dollar Start-ups but at the same time it is struggling with its institutional variables. Many of the new Start-ups in India fail in the first few years of their inception.

Lack of innovation is the prime reason for the failure apart from several other reasons like lack of focus, lack of proper funding, hiring unskilled workforce, lack of proper consultation, improper or incomplete knowledge about general or domain specific business. So, innovation and marketing strategies in a company have to be robust to succeed and this applies to Start-ups as well.

To be specific in terms of marketing, the broad range of marketing challenges faced by Indian Start-ups can be put into the 4 P's of marketing mix : Product, Price, Place and Promotion. Dealing strategically with these issues will guide the Start-ups to attain sustainable development and growth. Therefore, these issues need to be addressed and analysed on priority basis by Start-ups across a range of sectors in India to exploit the attractive entrepreneurial opportunities.

The book "Start-up Marketing Strategies in India" comprehensively covers a variety of real life cases of Start-ups across various sectors in India, currently facing dilemma on different marketing mix issues. It will highlight the challenges and dilemma faced by Start-ups, analyse the problems faced and the tentative solutions attempted.

The book will be imparting real time hands-on-experience to the students/ readers/ practitioners/entrepreneurs giving them a comprehensive idea of how entrepreneurs face the different marketing challenges while either setting up their enterprises or operating and managing them in a sustainable manner.

India is an attractive market for Start-ups and this book will provide insights into the marketing challenges faced by actual entrepreneurs and recommend the best strategies to overcome them.

Some of the Unique points of this book include:

1. A comprehensive book on real time marketing challenges faced by Indian Start-ups in terms of the marketing mix: Product, Price, Place & Promotion.
2. The book has eleven cases across a variety of sectors in India ranging from Health Tech, Fintech, Media, entertainment to FMCG.
3. The book will stress upon dilemmas faced by Indian Start-ups on marketing mix issues and ways to resolve it through different marketing strategies.
4. Quotes by the protagonists at relevant touching points in the cases are added to provide connections with the cases and the protagonists.

Health-Tech, Fintech, Enterprise, Edu-tech and Media & entertainment sectors are seen as sunrise sectors in terms of Start-up activity. Keeping this trend in mind, the book caters to real cases of Start-ups across these sectors but at the same time includes cases from other sectors too, that seem promising. Cases from FMCG also are featured as FMCG products are very popular and are always in the limelight.

The cases in the book are all primary cases and data was collected using the primary field research method. This involved interviewing the owners of the Start-up (protagonists) and other people in the organization to understand the dilemma and other challenges faced by the companies.

This book would be useful for academic researchers, undergraduate and post graduate students in management, commerce and entrepreneurship, entrepreneurs, prospecting entrepreneurs and existing entrepreneurs who have been in the business. Policy makers, Government elected representatives, heads of respective entrepreneurial departments of government departments would also find this book very useful.

All the cases are written in a clear lucid flowing style. They are like stories. Statistics, exhibits and annexures are provided to analyze the issues and come to a conclusion.

We, the editors have thoroughly enjoyed the journey undertaken in placing the book into your hands. We feel, we have learnt a lot and it was humbling to see the passion and the eagerness with which the entrepreneurs shared their experiences including all their glorious highs and painful lows.

We would like to thank all the entrepreneurs who gracefully agreed to allow us to write and publish their company cases. We would like to thank the managements of the educational institutes where the editors are working/or have worked. We would also like to thank the management and editorial team of Emerald Group Publishing for all the support and help in achieving our dream of publishing a book on marketing problems faced by Indian Start-ups.

Happy reading!

Dr. M. Anil Ramesh
Dr. Priya Grover
Dr. Sabyasachi Dasgupta