

IMC Plan
For Establishing Corporate Image of
Samriddhi Corporation Ltd.

Assignment-1 (MEDS 404)



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Samriddhi Corporation Limited.

1. Introduction:

Samriddhi Corporation Limited is a public limited company. In Nepal up to 49 investors in a company can be a Private Limited Company. But Samriddhi Corporation will have many public Shareholders. It has a Nirmal Dairy milk production factory at Chitwan, Bharatapur-6.

Basically, this Corporation highly emphasizes the rural market potential and caters the rural man power dedicated in the Dairy production to a large market share. The sellers themselves are ideally the investors and owners of the Samriddhi Corporation and our consumer's satisfaction the real mark of our progress.

Slightly different from other profit-oriented milk product, Samriddhi is dedicated to harness the employer skills and increase their entrepreneurship ventures. We provide veterinary doctors to our sellers. We Support their loan arrangement and promote their saving habit. We offer free salesmanship training in Kathmandu and major cities to boost up the market share and stabilize our production flow.

2. Objectives:

The major objective of this IMC plan for establishing corporate image is to reinforce the positive image and maintaining it's theme of prosperity in our consumer's mind. Through, highlighting of USPs (Unique Selling Points) of our product, this plan is aims at establishing the insitution with positive impression in the mind of Investors, Consumers and Media.

3. Products and Services



Nirmal Dairy milk production: The bottle milk produced by the using the powder developed in our own country, unlike previous years when we used to produce milk by using foreign powder, will be distributed widely through out the country targetd for all age group including child, youth and old. The milk will be produced by using the healthiest and safe german technology milk production process. Through lab test, it is already proved that our Nirmal milk cent percent healthier for baby and adult. And it is available in the most affordable price in the market in relative to other brands made of foreign powder milk.



Our facilites includes:

1. Training to cow/buffalo farmers
2. Provide vetenary doctor
3. Loan arrangement from local bank for cow/buffalo farming
4. Arrangement of a cooperative among the farmers to promote the saving habit.
5. The co-operative and invest in the company.
6. Salesmanship training for Salesperson in Kathmandu and major cities
7. Salespersons can also later invest in the company through the



4. Organogram

There will be a strong management system consisting of these members in Board of Directors:

1. Marketing Expert
2. Financial Analysts
3. Farmer Representative
4. Salesperson Representative
5. Bankers
6. Individual Investors
7. General Shareholders

5. Corporate Logo and Name:

"The corporate name is really the cornerstone of a company's relationship with its customers. It sets an attitude and tone and is the first step toward a personality." The corporate Logo is given below and its features are also listed.



Logo is easily recognized because the word "Samriddhi" is widespread among Nepali which refer to the prosperity and healthy life. The consensual meaning can be derived from the above log through the use of this word "Samriddhi" and "Nirmal" which refer to the prosperity and purity. Ultimately, it will evoke positive feeling.

6. Establishing corporate image:

- It will be established as a real public corporation; benefit directly or indirectly going to the public
- Native product with native management for the native market
- It targets on replacing foreign products.
- The corporation will create a lots of job opportunities
- The corporation will impact the socio-economy status of remote as well as urban low income people

7. Marketing Strategy

Marketing is the most important way to let the people know about our existence so we will use much effort to market ourselves through different techniques. One core element of our strategy will be that of differentiation from our competitors. In terms of marketing we intend to ensure that our name and services are marketed on an extensive basis so that customers are aware of our existence. In price, we intend to offer reasonable and competitive prices in comparison to competition and we need to be able to sustain that. Our service marketing will strive to ensure that we establish long relationships with clients.

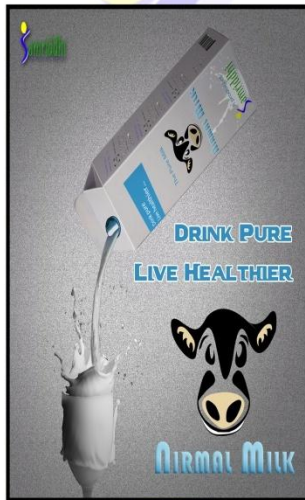


As our company includes people from different background like marketing expert, financial analysts, farmer representative, salesperson, bankers and general people, we can reach out to lot of other public through our internal staffs. Staffs of different backgrounds help us to increase our Public Relations. Our internal staff will primarily act as goodwill ambassador for our company. The selling process will also depend on personal selling/networking and advertising to lure and inform potential customers about the services we offer and the benefits of utilizing our services. But only personal communication will not be enough, so we will inform about our existence through different advertising tools as well.

a) Brochures as a promotion tools:



Samridhhi Corporation Ltd is a public limited company established with the mission of boosting the market size of Dairy Milk Production through the proper and maximum use of native man power and native milk products. Basically, this Corporation highly emphasizes the rural market potential and caters the rural man power dedicated in the Dairy production to a large market share. The sellers themselves are ideally the investors and owners of the Samridhhi Corporation and our consumer's satisfaction the real mark of our progress.



Slightly different from other profit-oriented milk product, Samridhhi is dedicated to harness the employer skills and increase their entrepreneurship ventures. We provide veterinary doctors to our sellers. We Support their loan arrangement and promote their saving habit. We offer free salesmanship training in Kathmandu and major cities to boost up the market share and stabilize our production flow.



Samridhhi uses purely its national unique resources to harness the ever-changing political and marketing environments to enhance and promote the economic well-being of dairy producers and their cooperatives through coordinated industry efforts. We are determined to improve the traditional approach to dairy policy by focusing on protecting producers' margins, rather than price alone, to improve equity and stabilize dairy markets.

Board Members

1. Marketing Expert
2. Financial Analysts
3. Farmer Representative
4. Salesperson Representative
5. Bankers
6. Individual investors
7. General Shareholders



There are three ways through which we strive towards success. They are

i) Offer Protection

Replace current dairy price support programs with a new Dairy Producer Margin Protection Program to offset low milk prices and high inputs costs

ii) Create Stability

Establish the Dairy Market Stabilization Program to correct market imbalances and improve producer margins

iii) Inspire Growth

Protect producer equity, promote fair compensation and



Our activities includes:

- To harness Native product with native management for the native market
- to replacing foreign products and harness national economy.
- To create a lots of job opportunities
- The corporation will impact the socio-economy status of remote as well as urban low income people.



b) News Release for Print Media:**News Release**

Samriddhi Corporation Ltd.

To all our humble Customers, retailers, suppliers, investors and well wishers,

This is to inform all that Samriddhi Corporation Ltd with the vision of bolstering the rural development in the field of DAiry milk production through its native product has arrived in the Nepali market. Let's hope that we will be make our consumers satisfied through our native products which are made for real quality taste and healthy life.

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Nirmal Milk, the product of Samriddhi Corporation Ltd uses purely its national unique resources to harness the ever-changing political and marketing environments to enhance and promote the economic well-being of dairy producers and their cooperatives through coordinated industry efforts. We are determined to improve the traditional approach to dairy policy by focusing on protecting producers' margins, rather than price alone, to improve equity and stabilize dairy markets.

CEO, Samriddhi Corporation Ltd

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- c) **Advertisements and Publicity:** Company will use both indoor and outdoor media for promotion. It will be advertised through brochures and leaflets. Print Advertisements will be published in the most circulated national dailies like Kantipur, The Himalayan Times and Republica. Health and fitness magazines will be targeted for advertisements. TV Commercials and radio jingles will also be aired through national popular media. In outdoor media, we will use hoarding boards and transit media for our publicity.

The following advertisements are prepared to be published in the major dailies of Nepal including Nepali as well as English.



a. Ad-1



Figure 1: The above ad evokes our consumer to realize the potential of our product i.e Nirmal Milk which drastically increase their level of power when they consume it. The ad will be promoted so as to make Nirmal Milk as the part of our daily drink consumption.



b. Ad-2



Figure 2: The above ad highlight the pure aspect of our milk product which will avoid all kind of negative consequences in the mind of our consumer. It inspires our consumer to consume it without any doubt so as to boost up their health.



c. Ad-3



Figure 3: The above ad inspires the specific age group in our consumer list. Baby can easily served our Nirmal Product. Their happiness and health aspects is associated with our Product. The prosperity, which is also the main mantra of our Samridhi Corporation is revealed through this ad.

d) **Events:**

Events are also form of communication. It will help us to inform about our product to people of various groups. Company will attend different trade shows and exhibitions that happen in the country like Health and Fitness Expo, Dashain Bazaar, Trade fair, etc. By attending such fair, we can



promote our company to mass just by informing them about our services. Not only will these increase awareness of our services and brand name, but also enable us to interact with potential clients who may decide to utilize our service.

e) Internet and Telephone Marketing:

The increasing growth of the Internet as an information source also provides an opportunity for us for promotion. World Wide Web will be used for disseminating information. We will promote our company through personal emails, social networking sites, blogs and through our company website. It will cost low as well as saves time. Beside internet, we will personally call people to inform about our product. We will sell our product through telemarketing as well.

Beside these direct marketing, we will market our product indirectly by putting stalls. Stalls placement will be done outside the big malls and departmental stores like Civil Mall, Kathmandu Mall, Saleways, Namaste Supermarket, Bluebird Mall, etc. Our milk product will be put for sample test so that people can taste it and buy if they like our product. So it will also focus on the choice of our consumer. We don't use fallacies to sell our product. We let our consumer taste the real product and purchase as their will. This is one of the USPs of our company to show how much we care for them.

f) Corporate Social Responsibility:

Samriddhi Co. Ltd. recognizes the fact that as it is involved in working with society, there is need to be involved in a wide range of social responsibility programs so as to invest back into the community in which we operate. We believe that through our social responsibility program we can indeed assist in improving people's lives. We believe that if we are to contribute to development in a sustainable way, we need to support numerous projects. We know that we cannot address all the development



needs of our society. Where we can, we assist and sometimes may form partnerships so as to increase capacity.

One of the ways the company intends to be involved in corporate social responsibility is through organizing health related awareness programs, broadcasting public service announcements and providing donations to needy organizations. These activities will help us in creating a positive image among people as well as in the media. The positive media reports help us to increase our brand equity and help to compete in the positioning of our product.

8. Conclusion:

Hence, through the process of creating the right image, reinforcing our positive image through highlighting our USP and conveying the proper message through implementing our marketing strategy, Samriddhi Corporation Ltd. is expected to establish itself in the Nepali market. With the belief in prioritizing our consumers' health and investor's trust for Samriddhi, this IMC plan will be implemented so as to establish its corporate image and achieve our set target.

