

## AN EMPIRICAL STUDY ON MARKETING POTENTIAL AND PROSPECTS OF SALEM STEEL PLANT, SALEM

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**Abstract**—A sectoral review of Salem steel plant is taken into consideration. The emphasis was laid down in finding out to know the competitive advantages, potential have created overtime and their adaptation to changing their environment. The study is to analyze the marketing potential and prospects of the Salem steel plant, for the purpose of study, sources of information was collected from various aspects to get results. Successful questionnaires and interview surveys were conducted among the officials of Salem steel plant, Salem in order to know the responses towards the research questions to know the marketing aspects steel authority of India, Salem. This is helpful to know the about the strategies that the company have adopted to gain the prospects and potential of Salem Steel Plant.

**Keywords**— Environment, Information, Marketing, Potential, Strategy

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### INTRODUCTION

Mehta states in Business World that steel is a highly capital intensive industry and cyclical in nature. Its growth is intertwined with the growth of the economy at large, and in particular the steel consuming industries such as manufacturing, housing and infrastructure. Steel, given its backward and forward linkages, has a large multiplier effect. Mehta also opine that with capital investments of over Rs 1,00,000 crores, the Indian steel industry currently provides direct/indirect employment to over 2 million people. As India moves ahead in the new millennium, the steel industry will play a critical role in transforming India into an economic superpower.

According to Mehta in recent times, the Indian steel industry has been in the Limelight. This sudden catapult of interest is due mainly to the few large merger and

Acquisition deals. They involved big name players such as the takeover of Arcelor by LN Mittal and the recent acquired Corus, the giant Anglo Dutch group.

Steel Authority of India also known as SAIL is chosen for my dissertation as I have been following on the company's development. While the company is large in size by Indian standards, it is still a domesticated player unlike its other rivalries like Steel. I have a strong desire to explore how Steel Authority of India could achieve its competitive advantage for the future. The study investigates the competitive factors that influence on the steel industry and these include among others, the impact of government regulations, market liberalization, etc in addition to the market potential and prospects of the Steel Industry in India.

The purpose of this study is to analyse the market prospects, market potential and the marketing strategies adopted by the key players in the steel industry in India.

### STATEMENT OF THE PROBLEM:

As for as empirical prospects and potential strategies is concerned. Salem steel plant is setting back those potentials related to the marketing the steel products in and out of the industry. A study is based on acquiring all aspects of the organization which is correlated to the marketing potentials.

### OBJECTIVES

- The objective of the study is to know the marketing potential of Salem steel plant at Salem.
- To analyze the marketing aspects of the companies functioning and understanding them from the industry's point of view.
- To analyze the marketing potential and prospects of the steel industry in India.

- To study the people mentality about the market potential in Salem steel plant.
- To study the present perception of market potential by the workers.
- To know what are the competitions available in Salem for Salem steel plant.

**HYPOTHESIS**

- There is no relationship between the Age and rate your company competitiveness

**METHODOLOGY**

**Sample**

The Sample size of the study is 60. The population of the Study Salem steel plant is 1500. The way of selecting the sample is popularly known as the sample design. Sample can be either probability (or) non- probability. In my study, I have collected data from 60 respondents of employees., selected randomly. I have chosen 60 respondents from various people through questionnaire sample is the one in which each unit of the population has a chance of being included on it.

**Tools for Data Collection**

The research instrument is the means and methods through which data are collected for the purpose of this study, structured questionnaire was used it consists of 30 question under various dimensions. The questionnaire was constructed using a rating scale, multiple choice questions for determining the an empirical on marketing prospectus & potential of the company

**RESULT AND DISCUSSION**

**Table 1: Rate the company’s competitiveness in relation to the industry**

Gender		Rate the company’s competitiveness in relation to the industry			
		Less competitive	Moderately competitive	Highly competitive	Total
Male	No. of respondents	14	30	3	47
	%	23.30	50.00	5.00	78.30
Female	No. of respondents	4	8	1	13
	%	6.70	13.30	1.70	21.70
Total	No. of respondents	18	38	4	60
	%	30.0	63.30	6.7	100

**Table 2: Chi-Square Test**

PARTICULARS	Value	Df	Asymp.Sig.(2-sided)
Pearson chi-square	0.038	2	0.981

The above table shows that the chi-square test of gender and rate your company’s competitiveness. It reveals that there is no relationship between gender and rate your company’s competitiveness because the p value (0.981) is greater than the significant value 0.05. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected.

**CONCLUSION**

It was a privilege for me to take an opportunity to choose Salem steel plant project study. As a result of my study, Salem steel plant recognises that leadership is essential for survival in competitive market. It is very clear that everyone in the company have clear understanding of what customer means. It is necessary to ensure prosperity, prospects and potential of the company must be recognised the ability of the customer to satisfy its growth and depends on the ability to improve its profit and growth.

**REFERECE**

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