"A STUDY ON PERFORMANCE EVALUATION OF NETSURF PRODUCTS USING BCG MATRIX WITH REFERENCE TO BALLARI MARKET"

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Abstract

The Boston Consulting Group (BCG)- A growth share 22 matrix is used. Bruce Doolin Henderson (1915–1992) creates the matrix in 1970 for the BCG in Boston. Massachusetts, the USA. Henderson was the President and Chief Executive Officer (CEO) until 1980. He was also Chairman until 1985. **Question Marks** indicate the products in high growth markets, and with low market share. **Stars** shows that both, the growth markets and market share are in the highest position **Cash Cows** predicts that the products are in low growth markets, and market share is in high. **Dogs** displays that both growth and market share are in low position. In this regard in this study BCG matrix is applied on Netsurf products to understand its performance and evaluate the various products.

Keywords: BCG matrix, performance evaluation, Cash cow, stars, dogs, question mark.

1. Introduction

Netsurf Communications Private Limited is an Indian Non-GovernmentCompany. It's a private company and is classified as' company limited by share'. Company's authorized capital stands at Rs 25.0 lakhs and has 100.0% paid-up capital which is Rs 25.0 lakhs

Netsurf Communications Private Limited is majorly in Business Services business and currently, company operations are active. Company is registered in Pune (Maharashtra) Registrar Office. Nature of Business a private company named Netsurf Communications Private Limited was established on March 15, 2000. It is registered with the Registrar of Companies in Pune and is categorized as a Non-Government Company.It has a paid-up capital of Rs. 2,500,000 and an authorized share capital of Rs. 2,500,000. It engages in business and management consulting, market research, public opinion polling, accounting, bookkeeping, and auditing operations. Directors of Netsurf Communications Private Limited are Sujit Sohanlal Jain, Ketan Chandrakant Ganu, Sanjay Malpani, .

Vision "To become the leading and the most respected direct sellingcompany that works in a clean .transparent and legal way providing opportunities to everyone for a sustainable business"

Mission To become the first-choice direct selling organization by innovation high quality resultoriented products

● To support every individual in the network with systematic and customized training programs to nurture their business skills

Quality Policy: This Privacy Policy explains the policy regarding the collection, storage use, disclosure, transfer and protection of your sensitive personal data or information by Netsurf Communications Private Limited ("We") for all of our Products and/or Services

("Services"). This Privacy Policy forms part and parcel of the Terms of Use of this website. We value the information you provide to us and want you to be confident that we are committed to protecting your privacy.

Product profile: Consumer needs and demands natural and herbal ingredients value for money one solution for all problems clinical trials with product certification home.

CARE – Daily home need products PERSONAL CARE – personal and beauty care products HEALTH CARE – natural food supplementary products CATTLE CARE – animals care products.

Introduction:

Reputable company The Boston Consulting Group (BCG). A growth share 22 matrix is used. Bruce Doolin Henderson (1915–1992) creates the matrix in 1970 for the BCG in Boston. Massachusetts, the USA. Henderson was the President and Chief Executive Officer (CEO) until 1980. He was also Chairman until 1985. The matrix helps the business corporations for the improvement of the skills to run their business efficiently and profitably (BCG, Website). It is the most well-known and basic matrix for portfolio planning. It proposes that organizations must have a healthy balance of products within their range. It is useful for a company to achieve balance between the four categories of products a company produces. It is considered as one of the most famous strategictools in business ever develops to help businesses further analyze its assets; the BCG matrix divides the business products into four categories as:

➢ **Question Marks** indicate the products in high growth markets,and with low market share.

➢ **Stars** show that both, the growth markets and market share are in the highest position.

➢ **Cash Cows** predict that the products are in low growth markets, and market share is in high.

➢ **Dogs** displays that both growth and market share are in low position.

Along the top of the entire box is market share or cash generation, while running down the left hand side of it is growth rate or cash use. If one goes to the left of the top of the box, he/she sees high market share and low market share. He/she also sees high cash use at the top and low cash growth rate at the bottom of the box.

Aspects of BCG At present there are three big management consulting firms in the world: i) BCG, ii) McKinsey & Company, and iii) Bain & Company. The BCG is a private management consulting company which has 81 offices in 45 countries. It has more than 6,200 consultants and more than 9,700 total staff worldwide. It advises the two-thirds of the Fortune 500 business organizations.

2. Problem statement:

A study on Performance evaluation of Netsurf products using BCG matrix with reference to Ballari market.

3. Objectives of the study

➢ To understand the applicability of BCG matrix in Netsurf products.

➢ To Study the market growth of products at Ballari market.

➢ To evaluate the product performance at Netsurf products using BCG matrix.

➢ To categories the Netsurf products into the four quadrants of BCG matrix grid.

4. Need for the study

➤ A BCG matrix helps businesses understand their current and futurecompetitive landscapes.

➤ The process can help business owners improve products, identify newopportunities, and even determine services to eliminate.

5. Scope of the study

➤ The study is bordered only to Ballari area.

➤ The BCG Matrix is applied to the Netsurf products.

➤ The report is evaluated from the information directly collected from the management of Netsurf products.

6. Literature Review:

Donald C (2017) this paper empirically explores the performance tendencies and strategic attributes of businesses. Businesses differed intheir performance and strategic attributes, according to the two dimensions of the BCG matrix--product life cycle stage (growth rate) and market share.

Dag Oivind Madsen (2017) Nearly 50 years after its debut, the BCG Matrix is still regarded as one of the most recognizable calculated preparation tools. This study analyses the historical ascent, decline, and enduring influence of the BCG matrix.

Edward (2019) Mutandwa In industrialized nations; calculated management model helps to employed in the creation of successful strategic planning programs as well as analytical lenses for analyzingbusiness issues.

Aspy P. Palia (2002) BCG package is a web-based, interactive tool forstrategic market planning that enables competing participant teams in the marketing simulation COMPETE to put their understanding of Boston Consulting Group's Product Range Investigation to use.

Malcolm Smith (2010) this case highlights the differences in the profitability possible when different customers are in receipt of substantially the same product. It provides the opportunity to develop a customer portfolio, along the lines of the BCG portfolio matrix, as part of a customer profitability analysis.

Radosław Ryńca (2016) the literature on the subject has includes numerous methods and tools which may be helpful in managing a university. Some of them are related to the aspect of balance. This article presents a suggestion to use the idea of the BCG matrix in managing a university. Currently, the matrix is used to production portfolio or the service portfolio.

Jing Han (2011) an important indicator to consider when assessing a region's economy is the expansion of the service sector. It is inevitable that as society and the economy improve, we will talk about how to choose a leading industry in the services sector that merits government assistance.

Herlina Sari (2019) Sales and offers of an item or service have switched through social media. The transition of this business trend makes business competition in Indonesia even tighter, both in sales online and offline. This business trend also has an impact on the hijab fashion industry, making Zavair scarves in red ocean strategy. This study aims to identify the weaknesses, strengths, threats and opportunities of Zavair scarves, and find and recommend the right strategies to help Zavair scarves develop his business and products.

Himanshu Yadav (2012) this research paper categorize the entire product range of Hindustan Unilever Limited as per the Boston Consultancy Group (BCG) matrix. The analysis followed by the said classification has been done using empirical Indian market data

Tarun Jain (2008) Nestle has increased its domination in the food industry in India as well, on the growing of its major brands. But some of its makes essential to be repositioned. The goal of the current exercise is to evaluate the putting of the numerous Nestle India brands. The objective is to evaluate Nestlé's positioning choices for its various brands while also searching for opportunities that benefit the Indian market.

7. RESEARCH METHODOLOGY

Research methodology is the logic or series of steps that connects a given set of research questions (uncertainties or gaps in our knowledge about the social world, about human behaviour).

RESEARCH DESIGN:

Research: Descriptive Research method: Survey Method

Data Collection Tool: Questionnaire

Sample Size: 100 (Across Ballari district)

Sampling Method: Convenient Sampling.

SOURCE OF DATA:

Primary Data: Structured Questionnaire

Secondary Data: Business Magazines, Internet Surfing, Observation, interview, articles etc...

DATA COLLECTING METHOD:

For this research and data collecting. I used questionnaires, interviews, discussions, etc...

SAMPLING METHOD:

Convenience sampling method is being used for research.

8. DATA ANALYSIS AND INTERPRETATION

How did you first hear about Netsurf?

Particular	No of respondent	Percentage
online search	18	18%
word of mouth	38	38%
social media	14	14%
Advertisement	26	26%
other	4	4%
total	100	100%

Interpretation: From the above data it is evident that 38% of the customers are said word of mouth on above statement, 26% of the respondents are said advertisement and 14% of the customers are saidsocial media.

Have seen any advertisement of Netsurf

Particular	No of respondent	Percentage
Yes	89	89%
No	11	11%
Total	100	100%

Interpretation: From the above data it is evident that 89% of the customers are said yes seen the advertisement of Netsurf, 11% of the customers is said no.

Which Netsurf products or services have you used or are familiar with?

Particular	No of respondents	Percentage
Personal care product	27	27%
Health supplement	21	21%
Home care product	8	8%
Agriculture product	17	17%
Beauty and wellness product	25	25%
Other	2	2%

Interpretation: in the above table and chart showing that 27% of the respondents are used Netsurf personal care products, 25% of the respondents are used beauty and wellness products and 17% of the respondents are used agricultural products.

9. Findings:

By analyzing the applicability of BCG Matrix In Netsurf Company it has found that

• BCG Matrix can be applied for Netsurf Products By analyzing the data it is found that there is rising demand for Netsurf products at

• Ballari market By thorough evaluation of Netsurf Products against their respective market growth and

• market share a BCG Matrix Grid is prepared for its products Star: Health care☐ Personal care☐

? Question mark Home care products☐ clean more☐ Herbal insect☐Fabric wash☐

Cash flow Cattle care Animal☐ Fish☐ Agriculture products☐Dog Beauty care☐

38% of the respondents are said word of mouth on above statement, 26% of the☐ respondents are said advertisement and 14% of the respondents are said social media.

89% of the respondents are said yes seen the advertisement of Netsurf, 11% of the☐ respondents is said no. 27% of the respondents are used Netsurf personal care products, 25% of the respondents are used beauty and wellness products and 17% of the respondents are used agricultural products.

38% of the respondents are satisfied with the netsurf products and services and given 4 rating out of 5,18% of the respondents are feel neutral and 23% of the respondents are dissatisfied and given 2 rating out of 5.

10. Suggestions:

1. I suggest to company that properly implement the BCG Matrix

2. A matrix chart or diagram is a project management and planning tool used to analyze and understand the relationships between data sets.

3. The proportional market share a specific product or its business unit holds in comparison to the opposition.

4. The market growth potential for that product or its business unit.

11. Conclusion:

The BCG matrix can be usefully deployed to assess a product's potential growth rate within its industry versus its comparative market share to help develop long-term strategic marketing plans that aim to maximize profit.

A BCG matrix is a model used to analyze a business's products to aid with long-term strategic planning. The matrix helps companies identify new growth opportunities and decide how they should invest for the future. Most companies offer a wide variety of products, but some deliver greater returns than others.

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