

**The Ministry of Education and Science of Ukraine
Ukrainian-American Concordia University
Management and Business Faculty**

MASTER'S QUALIFICATION WORK

**FORMATION OF INTERNATIONAL MARKETING
COMPLEX IN AN ORGANIZATION ON THE BASIS OF
“HEDGE EQUITIES PVT. LTD. INDIA”**

Master's student of
Field of Study 07 – Management
and Administration
Speciality 073 – Management
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The reasoning of the formation of the International Marketing Complex in an Organisation (on the basis of Hedge Equities Pvt. Ltd)

Abstract

This thesis examines the formation of the international marketing complex within organizations, focusing on the case of Hedge Equities Pvt. Ltd. The study highlights the importance of understanding the external environment through PESTLE analysis, as well as the internal strengths, weaknesses, opportunities, and threats through SWOT analysis. The results of the study emphasize the significance of effective coordination and collaboration between departments, as well as a thorough understanding of the external and internal environment, in the formation of a successful international marketing complex. The thesis contributes to the understanding of the complexities involved in international marketing and the role of different departments in this process, specifically within the context of Hedge Equities Pvt. Ltd. The findings of this research can be used by organizations, including Hedge Equities Pvt. Ltd., to improve their international marketing strategies and stay competitive in the global market.

Key words: International Marketing, Swot Analysis, PESTLE Analysis, Hedge Equities Pvt. Ltd, External Environment, Departments, Customers, Competitors, Internal Environment, Collaboration, Marketing Complex,

PHEE-institute «Ukrainian-American Concordia University»

Faculty of management and business

Department of international economic relations, business and management

Educational level: **master degree**

Specialty: 073 «Management»

Educational Program “Business Administration”

APPROVED

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Prof. Zharkova L.V.

“23” September 2022

TASK

FOR MASTER’S QUALIFICATION WORK

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1. Topic of the work

FORMATION OF INTERNATIONAL MARKETING COMPLEX IN AN ORGANIZATION (ON THE BASIS OF “HEDGE EQUITIES PVT. LTD. INDIA) .

Consultant of the master thesis Bielova Olena, PhD in Economics, Associate professor ,

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Which was approved by Order of University from ***“14” September 2022 № 14-09/2022-6c***

2. Deadline for master thesis submission ***“23” December 2022***







3. Data-out to the master thesis are:

Materials from the official reporting of financial and economic activities of the enterprise, including the international aspect, were taken from internship and open access on the Internet .

4. Contents of the explanatory note (list of issues to be developed) There are three main aspects, that need to be developed by a student. First - theoretical and methodical bases for international marketing complex. Second - practical aspects of international marketing complex on the example of the company. Third – propositions of improvement for international marketing complex on the example of the company .

5. List of graphic material (with exact indication of any mandatory drawings)
Graphs and figures for analysis of economical and statistical information on the company and its development, characteristic of organizational structure of the company, visualization of mechanism of development etc.

6. Consultants for parts of the work

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7. Date of issue of the assignment

Time Schedule

№	The title of the parts of the master's qualification work	Deadlines	Notes
1.	I chapter	07.10.2022	in time
2.	II chapter	28.10.2022	in time
3.	III chapter	18.11.2022	in time
4.	Introduction, conclusions, summary	05.12.2022	in time
5.	Pre-defense	13.12.2022	in time


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Conclusions: Master thesis is designed in accordance with the requirements. The thesis contains theoretical aspects of the research topic, practical aspects and recommendations for improvement, including the international aspect. In terms of content and design, the work complies with the rules and is recommended for defense.



Supervisor (signature) (signature)

TABLE OF CONTENTS

INTRODUCTION	3
CHAPTER 1. THEORETICAL FRAMEWORK OF FORMATION OF INTERNATIONAL MARKETING COMPLEX IN AN ORGANIZATION...7	
1.1.Essence of International Marketing Complex.....7	
1.2.Features of International Marketing Complex15	
1.3.Trends for International Marketing Complex Improvement26	
CHAPTER 2. STUDY OF “HEDGE EQUITIES PVT. LTD” AND ITS COMPETITIVENESS IN THE MARKET.....30	
2.1.Analysis of the Hedge Equities Ltd. Environment, Organizational Structure, Financial and Economic Indicators.....30	
2.2.Assessment of strategic and competitiveness analysis of Hedge Equities Ltd.....51	
2.3.Discovering Innovative Activities and Cross Border Economic Activities of Hedge Equities Ltd.....62	
CHAPTER 3. CONSIDERATION OF WAYS OF BUSINESS DEVELOPMENT AND ENHANCEMENT IN THE FRAMEWORK OF INTERNATIONAL MARKETING IN “HEDGE EQUITIES PVT. LTD.”66	
3.1.Research on Public opinion on Hedge Equities Ltd. Service and its business performance...66	
3.2.Discovering challenges to Hedge Equities Ltd. while doing International Marketing.....72	
3.3.Suggestions and ways to improve International Marketing strategies at Hedge Equities Ltd.....78	
CONCLUSIONS AND PROPOSALS.....87	
REFERENCES.....92	
ANNEXES.....100	

INTRODUCTION

The majority of businesses in the present climate aspire to grow outside of their own countries. Every organization operates inside a global framework in order to reach the global market. Modern business is significantly impacted by globalization. This can be explained by the potential for a domestic labor shortage for companies doing business within the nation's boundaries. Although the terms globalization and internationalization have different meanings, they both result in greater exposure to global influences. Businesses need to understand both the principles of globalization and the practice of global marketing. All organizations need to be cognizant of global challenges, despite an apparent retreat towards nationalism in light of diverse economic realities. The modernisation of several emerging nations is shown by their growing business on the global market. The following work will discuss the formation of an international marketing complex in an organization, its advantages and disadvantages, its impact on management of international business development in an organization and address the challenges and its impact, analyze company competitiveness and suggest ways of improving and enhancing business development in the framework of international marketing.

The master thesis consists of an introduction, three chapters, conclusion, list of references and annexes. The thesis has been outlined in the chapters in the following order: outline of the concept of formation of International Marketing as a framework for international business development in an organization, the study of “HEDGE EQUITIES PVT. LTD. INDIA” and its competitiveness on the market, and consideration of ways of business development and enhancement in the framework of International Marketing. The first section provides the necessary theoretical framework for understanding International Marketing and analyzes business development as well as international trade within its scope, looks into

how international business influences a certain business to demonstrate the extensiveness of International Marketing. The second section provides a recollection of the internship experience at “HEDGE EQUITIES PVT. LTD. INDIA” and offers a detailed analysis of the company’s financial state and competitiveness on the market. The third section provides customer opinion and challenges while doing international marketing and ways and suggestions in order to establish ways of business development and enhancement in the framework of International Marketing as well as establishes the understanding of International Marketing in the organization.

The **relevance** of the topic lies in the need for international marketing to build a stronger reputation to the brand. The effectiveness of international marketing strategies used may be dependent on the infrastructure and resources of the organization. The main aim of international marketing complex management is to effectively expand the market and build a stronger reputation through structured plans. The topic is relevant now since more businesses and organizations are trying to break into the global market to establish their position as industry leaders. One of the options for further growth and boosting competitiveness is the capacity of businesses to expand beyond the confines of the local market, i.e., to the regional level or foreign market. In times of market uncertainty, multinational corporations' ability to operate effectively is largely dependent on their choice of marketing strategy.

International marketing is predicated on the idea that a number of different markets have started to have significant influence over how a particular business approaches marketing. Global marketing suggests that the company no longer concentrates on its own nation and instead addresses the demands of its clients, which would be universal in nature. The commercial world's response to processes

like the development and expansion of business partnerships on the global market, an increase in production capacity, a rapid renewal of the product line, frequent changes in the nature and structure of market demand, its fluctuations, an intensification of competition, an increase in volume, and an improvement in the quality of information provision, among others, is international marketing.

The **aim of the master thesis** is to study and analyze how international marketing has become a framework for international business development and its effects on it as well as establish ways of business development and enhancement in the framework of international marketing.

In order to achieve this aim, the following **tasks** were set:

- Analyze the essence and principles of international marketing complex
- Understanding the features of the International Marketing Complex in an organization.
- Identifying the trends for International Marketing Complex Improvement.
- Understanding “Hedge Equities Pvt. Ltd.” environment, organizational structure, financial and economic indicators.
- Understanding the marketing management strategies at Hedge Equities.
- Identifying the Innovative Activities and Cross Border Economic Activities of “Hedge Equities Pvt. Ltd”.
- Conducting a research on the public opinion on International marketing
- Identifying the challenges faced while doing International Marketing
- Establish ways for improving the strategies of international marketing to develop and enhance the business in the organization.

The **object** of research is to find out the management of international marketing in Hedge Equities Pvt. Ltd. and its effectiveness. The object of the study is the process of developing and carrying out an international marketing plan for a business involved in worldwide operations.

The **subject** of the research is the formation of an international marketing complex in an organization. The subject of the study is to explore ways to enhance a private company's worldwide marketing strategy on the foundation of a marketing complex in order to satisfy end users' wants and expectations.

The **methodological** basis for this work consists of peer-reviewed journal articles, acclaimed internet publications and personal data analysis, calculations. SWOT Analysis and PESTLE analysis were used to collect the data about competitive advantages and external and internal factors affecting while doing international marketing.

Master thesis consists of an introduction, 3 chapters, conclusion, list of references and one annex. Work is carried out on 98 sheets, containing 17 tables and 16 figures. List of references include 86 literature sources.

CHAPTER 1. THEORETICAL FRAMEWORK OF FORMATION OF INTERNATIONAL MARKETING COMPLEX IN AN ORGANIZATION

1.1. Essence of International Marketing Complex

To discover the essence of the international marketing complex it is necessary to know that international marketing should be considered an important part of any brand's marketing system. Its groundwork is built using the variables of a regional and geographical order that are linked to business activity in other countries' markets.

The essence of international marketing is that it delivers what is on sale, rather than trying to impose production on the buyer that has not been "coordinated" with the market (consumers), that is, it gives what is on sale, rather than selling simply what is manufactured.

The evolution of international marketing's formation and development allows a variety of ways to define its essence. We will define international marketing as a market concept of management of a firm's international activity, focusing on inquiries from end users in various countries and the formation of their advantages in accordance with strategic goals of efficiency and business expansion on global world scales. At the company level, international marketing is a macro and microeconomic category that defines marketing technologies of something more international in nature.

Techniques for defining the essence of international marketing are as follows:

- Outside of the originating country, commodities and services are sold.
- A collection of rules governing the sale of products
- System for event planning, execution, monitoring, and analysis

- System of measures for studying, developing, and meeting foreign market demand for goods and services
- Promoting products and services on a global scale
- A certain method of thinking
- International enterprises' activities, as well as the breadth of their industrial and commercial activities, are all susceptible to international markets.
- On a global basis, this is a component for effective supply and demand feedback.
- The company's worldwide activities are managed under a market management strategy.
- The integration or uniformity of marketing efforts in multiple geographic markets is the foundation of marketing.
- Creating marketing tactics for exporting commodities
- International business philosophy and tools.

Thus, international marketing and its essence may be elaborately understood through the techniques listed above and through in depth understanding of these through the examples from the industry.

The next step is to consider the features of the international marketing complex. International marketing is significant because it employs a consistent marketing strategy and uniform marketing programs for product creation, production, advertising strategy, and distribution network expansion in global markets to reach various marketing objectives. It is the process of developing, planning, and implementing marketing strategies in order to achieve marketing objectives in markets outside of one's own country or country.

Identifying the methodical approach to international marketing is significantly different from the domestic market, where you just need to consider a few factors such as pricing and quality. However, when you put your goods in front of the entire world, it must not only be of excellent quality, but it must also be attractive.

Despite the fact that there are many more aspects affecting international companies, the essential concepts of promoting your brand globally are the same as they are locally.

Types:-

Following are the different types of marketing strategies used by the companies:-

- Individualized Marketing Strategy : As the name implies, it targets each and every targeted market in great detail, demanding a large amount of research data collection. As a result, the focus is restricted to just two or three countries in order to preserve the balance between profit and costs associated with that research. Furthermore, an updated version of the product is developed to meet the needs of every individual market, taking into account economic, political, and social considerations.
- Global Marketing Strategy : International marketing is the process of promoting a brand globally in order to create an united version of the product by ignoring most or virtually all of the distinctions between countries. Such worldwide marketing methods are used simply because the world is now acting like a global village, where buyers have a uniform taste and their thoughts about evaluating a product are becoming increasingly comparable. This technique reduces research costs tremendously, but it takes a lot of work to get the word out about your product deep into the

marketplaces. Different types of marketing and its pros and cons are given below on table 1.1.

Table 1.1

Advantages and Disadvantages of different types of Marketing Strategy

Types	Advantages	Disadvantages
Individualized Marketing Strategy	The level of understanding between a client and a brand is determined. Individual marketing accomplishment creates confidence through a well project. Personal satisfaction is guaranteed. This works both ways since a satisfied customer makes the brand happy. There is an increase in the levels of efficiency. The customer's loyalty is maintained to the brand. In some circumstances, it is more cost-effective to create a specific product or provide a specific service.	When a corporation works on a huge scale, it becomes impossible for it to care for each individual. Personalized attention has the effect of limiting a company's performance. Since it is impossible to work with every individual, the brand is unable to benefit from its huge market share. It fails to have an impact on the general market while seeking to meet personal wants. This has an impact on sales, and lower sales mean lower revenues. A disappointed consumer is unlikely to return, reducing the number of customers
Global Marketing	The Internet's free availability has increased the reach of companies by a significant margin. The feedback received is crucial for organizations with uniform messages around the world, and Global Marketing helps them to receive meaningful feedback and adapt and change in response to client feedback. Marketing strategies that are implemented more quickly yield better outcomes and, as a result, more earnings.	Not every culture is suitable with the company's products. Crossing cultural barriers can be time-consuming and expensive for a business, and it may be necessary to implement specific standards for specific nations. Not everyone will want the product, and they may not be the right demographic for it. With the company's inventory cost increasing, large amounts of unsold stock may build. This could be due to an overestimation or underestimation of plans, a misjudgment of the locality.

Source [39]

These worldwide marketing tactics are also known as global marketing strategies, and they are nearly universally utilized to promote a product or brand over the world. These are the strategies that are used commonly in international marketing by various companies in the industry. Despite the fact that the market grows in size as the number of targeted countries grows, the promotional methods remain the same.

On the next stage it is necessary to identify the tools of the international marketing complex. There are several tools for conducting International Marketing Strategies. They are as follows on table 1.2:-

Table 1.2

Tools and its Nature of International Marketing Strategies

Tools	Nature
Advertisements	Advertising your product through various means is one of the most powerful marketing tactics that can help you reach your goal of converting it to sales. Put your product in foreign newspapers, radio stations, and everything else that can hold a poster, but most significantly, the Internet, which contains hundreds of different ways to sell your brand, such as emails, websites, and so on.
Price Promotions	Putting up some promotions is the best approach to get knowledge about the goods. You may either give your product a massive boost in sales by offering discounts or giving your clients a timed trial, or you can pair your product with a gift with every transaction.
Use of Trade shows	Customers do not buy many types of things unless they have personally examined them, particularly automobiles. Actually, they're seeking hands-on experience with the thing they're about to buy, which is where good examples fit in. The corporation invites its customers to the trade fair so that they can see and feel the brand's full potential.

Tools	Nature
B2B Marketing	B2B is an uncommon strategy used by larger firms to spread the word among individuals and organizations, allowing them to sell their product to other commercial businesses, institutions, and other agencies, who can then utilize or resell it.
Inbound Marketing	Taking advantage of consumer requests for new items can surely lead to increased sales of present services. When a consumer calls the bank to check the amount on their account, the bank's customer support takes advantage of the opportunity and offers the customer any other service.
Outbound marketing	Reaching out to specific target groups is far more effective than addressing the entire world since it informs potential clients that a specific business exists and can be far more beneficial to our cause. To do this, a list of prospects is developed that can serve as a starting point for the brand, and this list is then refined to focus the search for new customers.

Source [39]

These are the tools that facilitate the proper application of international marketing strategies in any organization. They propagate the strategy in the right direction and emphasis on the focus areas under the strategy.

International marketing refers to the process of promoting, selling, and distributing products or services in multiple countries. It is a complex and dynamic field that requires companies to take into account a wide range of factors, including cultural differences, legal requirements, and local market conditions. To be successful in international markets, companies must develop marketing strategies that are tailored to the unique needs and preferences of each target market. Principles of International Marketing are listed below on table 1.3:-

*Table 1.3***Principles Of International Marketing Complex**

Principles	Description
Cultural Awareness	Understanding the cultural differences, values, and beliefs of target markets is crucial in international marketing. This includes considering factors such as language, religion, customs, and social norms. Failing to take cultural differences into account can result in misunderstandings, ineffective communication, and decreased customer satisfaction.
Local Market Adaptation	To be successful in international markets, companies must adapt their products, promotions, and communication strategies to meet the unique needs and preferences of each local market. This may involve modifying product features, packaging, or labeling, etc.
Customer Focus	In international marketing, it is essential to prioritize the needs and preferences of target customers. This involves understanding their wants, needs, and motivations, and developing marketing strategies that address these factors. Companies that prioritize customer focus are more likely to build strong relationships with customers and achieve long-term success in international markets.
Global Integration	Companies must balance the need for consistency across markets with the need for local adaptation. This requires finding the right balance between standardizing products, promotions, and communication, and adapting them to meet local market needs. A globally integrated approach can help companies achieve economies of scale and consistency in branding, while still being responsive to local market conditions.
Legal Compliance	In international markets, companies must abide by local laws, regulations, and standards, which can vary greatly from country to country. Failing to comply with these regulations can result in fines, legal action, and damage to a company's reputation. Companies must carefully research and understand the legal requirements in each market they enter.

Principles	Description
Ethical Considerations	In international marketing, it is important to act in a socially responsible and culturally sensitive manner. This includes avoiding practices that may be considered unethical or offensive in certain cultures, and taking into account environmental and human rights issues. Companies that act ethically are more likely to build positive relationships with customers and stakeholders, and to maintain a good reputation in international markets.
Market Segmentation	To be successful in international markets, companies must identify and target specific customer groups with tailored products, promotions, and communication. This involves segmenting the market based on factors such as demographics, psychographics, and behavior, and developing marketing strategies that address the unique needs and preferences of each segment.
Standardization vs Adaptation	Companies must decide how much to standardize or adapt their products, promotions, and communication to meet the needs of each local market. Standardizing certain elements, such as branding and messaging, can help achieve economies of scale and consistency, while adapting other elements, such as product features and pricing, can better meet local market needs.
Pricing Strategies	In international markets, companies must determine the optimal pricing strategy to balance affordability and profitability. This may involve adjusting prices based on local market conditions, competition, and exchange rates, as well as considering factors such as taxes and tariffs.
Distribution Channel Management	To reach target customers in each market, companies must select and manage the most effective distribution channels. This may involve working with local distributors, retailers, or e-commerce platforms, and considering factors such as accessibility, cost, and customer preferences. Effective distribution channel management is critical to reaching target customers and achieving success in international markets.

Source [21]

In conclusion, the principles of international marketing are crucial for companies seeking success in foreign markets. They involve cultural awareness, local market adaptation, customer focus, global integration, legal compliance, ethical considerations, market segmentation, standardization vs adaptation, pricing

strategies, and distribution channel management. By understanding and applying these principles, companies can better understand the unique needs and preferences of target customers, comply with local regulations, act ethically, and reach customers effectively. Ultimately, following these principles can lead to long-term success and growth in international markets.

1.2. Features of International Marketing Complex

International marketing refers to the process of promoting and selling products or services to customers in multiple countries. This type of marketing requires companies to adapt their marketing strategies to meet the unique needs, preferences, and cultural differences of each target market. The following are some key features of international marketing:

- **Cultural Awareness:** Understanding the cultural differences of each target market is crucial in international marketing. This includes awareness of language, values, beliefs, customs, and behaviors.
- **Market Segmentation:** International marketing requires companies to segment their target markets based on cultural, economic, and political factors. This allows companies to tailor their marketing messages and offerings to each unique target market.
- **Localization:** This refers to the process of adapting products, services, and marketing messages to meet the specific needs and preferences of a target market. This can include modifying product features, packaging, or advertising messages to better resonate with local consumers.
- **Global Branding:** Companies must consider the impact their brand will have in different countries and cultures. This may involve modifying their

branding strategy to ensure that it is well received by consumers in each target market.

- Legal and Regulatory Compliance: Companies must be aware of and comply with the local laws and regulations of each country they operate in. This can include restrictions on advertising, product labeling, and pricing.
- Logistics and Distribution: Companies must have a reliable and efficient logistics and distribution network in place to successfully sell their products and services in multiple countries.

By taking these factors into consideration, companies can effectively navigate the unique challenges and opportunities of international marketing and successfully grow their businesses in new and untapped markets. The Important Features of International Marketing, on the other hand, are as follows:

- All marketing-related operations and transactions are always carried out on a huge scale in international markets. This provides nations a different level of confidence in handling their scale of operations, not only in terms of manufacturing, but also in terms of transportation, warehousing, and processing of the manufactured goods.
- International marketing is a difficult activity since it necessitates not only understanding of the various laws of many nations, but also interaction with a diverse group of people from various backgrounds and cultures. Multinational corporations are well-organized and have a strong financial foundation, allowing them to dominate international markets. Due to that, advanced and multinational countries of the world are the primary players in the international markets.
- The use of new technology aids in making international marketing a dynamic process. As a result, numerous countries such as China, Germany,

Japan, and the United States are regarded as the dominant nations in the international market.

- International marketing, like any other type of internal marketing, is not a free activity for all nations. In some markets, there are still international trade hurdles. To safeguard their own sectors against this, some countries have developed their own marketing and trade policies. However, the truth remains that it is subject to numerous limitations.
- International marketing is also a highly competitive field, since one must compete with competitors both within and outside of the country. It must also deal with several other changes and problems, including political, social, economic, cultural, technical, technological, and cultural aspects from around the world. As a result, regular marketing research operations in worldwide markets should be done in order to keep all countries up to date on current events and changes.
- In nature, international marketing is a highly flexible activity. In this type of market, anything may happen, whether it's in terms of goods, technology, or worldwide competition. But the essential point is that, for economic and political reasons, this form of market is adaptable to deal with.
- International marketing necessitates long-term strategy and significant time and financial effort in order to achieve future success. This emphasizes the importance of long-term planning that accounts for any and all possible changes in any or all of these.
- Since no country in the world is self-sufficient in producing everything that its population requires, it fosters international interdependence between states. Because of geographical and other circumstances, no country can meet all of its needs, and as a result, they are completely reliant on one another to meet their needs.

- International marketing is the only way for a country to utilize its universal natural resources to their maximum potential at the international level, while also adhering to international standards.
- It also achieves a proper understanding of the world's advanced/developed and underdeveloped countries. As a result, international marketing aids in the exchange of goods, services, technical know-how, and talents among nations around the world. As a result, international marketing is critical for developed, emerging, and underdeveloped countries to achieve rapid growth and technological advancement.
- International marketing enables a country to introduce and launch a product or service not only in their own market, but also in the face of internal competition from their own country's competitors.

As a result, it is possible to conclude that international marketing is essential since it provides reciprocal benefits to all parties involved. In a nutshell, worldwide marketing is necessary since it is the only way to achieve global peace and prosperity.

International marketing is the process of promoting, selling and distributing a company's products or services in a foreign market. It involves understanding cultural, economic, and political differences in order to effectively reach and satisfy the needs of foreign customers. The practical aspects of international marketing are complex, as they require a deep understanding of local regulations, consumer behavior, and market trends. Companies must also navigate language barriers, currency fluctuations, and logistics challenges. Despite the difficulties, international marketing can bring significant growth and opportunity for companies willing to invest the time and resources to understand and effectively operate in foreign markets. The practical aspects of international marketing can be

complex in an organization for several reasons. The reasons are listed on the table 1.4:-

Table 1.4

Reasons for Practical Aspects of International Marketing complex

Reasons	Description
Cultural differences	One of the biggest challenges in international marketing is understanding and adapting to cultural differences. Different countries have different values, beliefs, and customs that can impact customer preferences and behaviors. Companies must be aware of these differences and tailor their marketing strategies accordingly to avoid misunderstandings and ineffective communication.
Legal and regulatory compliance:	Companies must abide by local laws, regulations, and standards in each market they enter. These requirements can vary greatly from country to country, and failing to comply can result in fines, legal action, and damage to a company's reputation. Companies must carefully research and understand the legal requirements in each market they enter to avoid these risks.
Language barriers	Language barriers can pose a challenge in international marketing, especially when communicating with customers in countries where English is not the dominant language. Companies must consider the language needs of each market and adapt their marketing messages accordingly.
Distribution channel management	Reaching target customers in each market requires selecting and managing the most effective distribution channels. This can be complex, as different countries may have different distribution channels, such as retail stores, e-commerce platforms, or direct-to-consumer sales. Companies must carefully evaluate the options available in each market and choose the most effective channels to reach target customers.

Reasons	Description
Economic conditions	Economic conditions in different countries can impact customer purchasing power and preferences. Companies must monitor changes in economic conditions and adjust their marketing strategies accordingly to remain competitive and meet customer needs.
Technological advancements	Technology is rapidly changing the way companies do business, and this is especially true in international marketing. Companies must stay up-to-date with the latest technology advancements in each market they enter and adapt their marketing strategies accordingly to remain competitive.
Competition	Competition in international markets can be intense, with companies from all over the world vying for the same customers. Companies must continuously monitor their competition and adjust their marketing strategies to remain competitive and meet customer needs.

Source [32]

The practical aspects of international marketing can be complex and require careful planning and execution to succeed. Companies must be aware of cultural differences, legal and regulatory requirements, language barriers, distribution channel management, economic conditions, technological advancements, and competition in each market they enter to achieve success in international markets. There are 3 basic aspects of international marketing are as follow:-

- The new product development process
- Process for Demand Management
- Sales marketing Process

1. The new product development process can be defined in fig.1.1 and explanation is listed in table 1.5:-



Fig 1.1. New product development process

Source [78]

This method describes itself as a merger of production, R&D, and engineering. The process of developing new products also involves various operating levels. The steps shown in figure will be explained below:-

Table 1.5

Steps for new product development process

Steps	Description
Product Idea Generation	A significant number of product concepts must be generated as the initial phase in the process. Customers, rivals, channel partners, and other sources are all potential sources of new product ideas. However, the process must be tightly linked to the strategic planning in order to reject unpromising product concepts in the NPD process as early as feasible and to guarantee that the development efforts fit into a firm's product strategy.
Idea Screening	The subsequent steps are meant to minimize the amount of ideas to a select attractive practical handful because the goal of idea generation is to generate a huge number of ideas. Screening is the initial stage of concept pruning. The ideas are evaluated against a list of specified criteria during the idea screening step to see which ones are relevant and suitable for the firm. New product concepts can be screened using a range of tools and methods, such as rating scales and checklist models of product success/failure discriminators.

Steps	Description
Product Development and testing	The accepted concept can be further developed into a prototype and then into a tangible product if the answers to the aforementioned questions are satisfactory. The effectiveness and safety of the product will then be evaluated.
Market Testing	The product is ready to be dressed up with a preliminary marketing programme and tested once the business is pleased with the functional performance of the product. The goal of market testing is to determine how the product performs in a cutthroat market and how consumers and business partners respond to touching, using, and buying the actual product. This will give far more precise information on market acceptability, sales, and profit.
Market Research and Commercialization	Commercialization is the last step in the process of developing a new product. The marketing manager must make sure he knows the answers to the following questions prior to commercialization: when, to whom, where, and how the product will be introduced.

Source [78]

2. Process for Demand Management: To get financing for product-enabled activities, one must properly manage the product demand management process to show that they are making an intelligent investment in the product. Demand management, when properly implemented, gives company executives the knowledge and tools they need to comprehend product costs, assess possible investments, and translate product-enabled investments into financial gains. There are 6 elements that make up demand management in fig 1.2 and explanation is listed in table 1.6: -

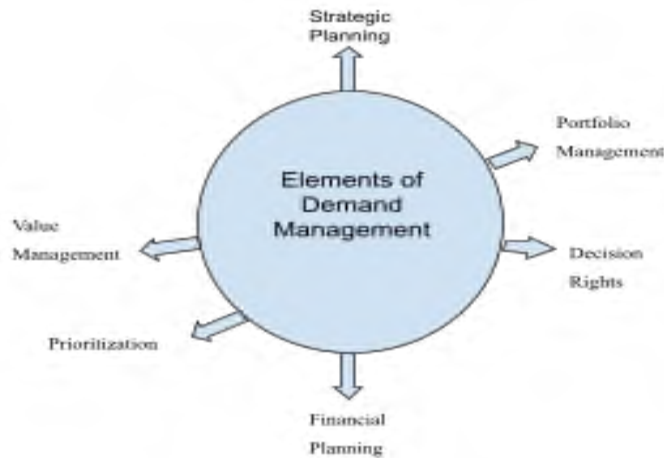


Fig 1.2. Elements of Demand Management

Source [78]

These main elements of demand management are provided main features and peculiarities which are presented in the fig 1.2 and explained the elements in the table 1.6 :

Table 1.6

Elements of Demand Management

Components	Description
Strategic Planning	Outlines how to prioritize all expenditures, as well as what capabilities must be supported by products, how much may be spent, what returns can be expected, and how products will be managed to advance and safeguard corporate interests while fostering business unit innovation.
Portfolio Management	Enables investment, translates strategy into how much should be spent on each of the three categories of products, and is used continuously to inform choices and streamline cross-organizational project evaluation.
Decision Rights	They are distributed in accordance with the idea that business leaders should have the power to determine "what" product is required, while product leaders should have the power to choose "how" product is supplied, to guarantee responsible product decision-making.

Components	Description
Financial Planning	Determines the real amount of funds that is available for product-enabled investments and distributes the funding in accordance with the budget, portfolio objectives, and strategic plan.
Prioritization and funding decision	Occurs continuously at all levels of the company in accordance with the criteria and decision rights set forth during strategic planning, portfolio management, and financial planning.
Value Management	By assessing predictions, confirming promises, and monitoring results, it strengthens responsibility for the attainment of meaningful corporate value. It's a tremendous opportunity that just 5% – 10% of businesses hold their business executives accountable for the commercial value of product-enabled investment.

Source [78]

If one does not understand how to play the game, the demand management process might be difficult. When recommending an investment:

- Align with business strategy and specify the expected results clearly
- To justify both one-time and continuing expenses and resources, deliver value with one planned effort early and frequently.
- Demonstrate how one project can improve cross-organizational cooperation and integrate vital processes, information, and technology.
- Employ the smartest people possible.
- Show how one's plans would make use of current technologies, enhance system performance, lower the cost of "keeping the lights on," and minimise risk.

3. Sales Marketing Process:- The sales marketing planning and control process is often defined as the process of defining the action steps, priorities and making sure that the company is achieving the objectives that are stated in the marketing plan within the determined budget. The following steps and activities can be distinguished:-

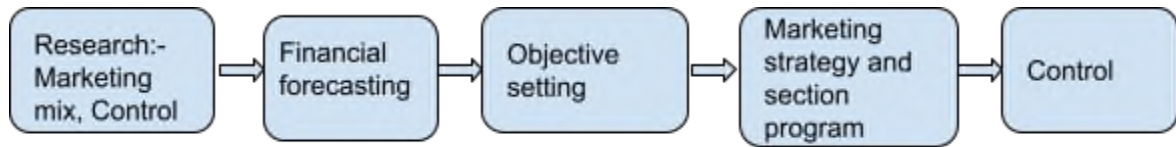


Fig 1.3. Steps of Sales Marketing process

Source [78]

The steps shown in the figure 1.3 above will be explained below on table 1.7:

Table 1.7

Steps for sales marketing process

Steps	Description
Research of marketing mix and control	This process begins with study and analysis of the marketing and consumer environments, just as the strategic marketing planning process. Additionally, marketing mix research is required, which focuses on objective attainment, retailer satisfaction, market reaction, and sensitivity analysis to various marketing mix components.
Financial Forecasting	Forecasting the financial condition is necessary before deciding on the yearly aim. The expected sales volume and average realised price are shown on the revenue side, while the forecasted cost of manufacturing, physical distribution, and marketing are shown on the expenditure side. The predicted profit is what makes a difference.
Objective setting	The yearly target can be mentioned for both general remarks about marketing activity and the one-year plan. A time frame must be established and these claims must be quantified.
Marketing strategy and action program	The marketing managers must adjust the strategic marketing strategy to the yearly marketing plan after the goals have been established. Along with the action plan, specific marketing strategies must be created. The marching order for achieving our goals, as well as the precise procedures by which strategies will be put into action to accomplish our goals, are laid out in the action programme.

Steps	Description
Control	Control, the final step in the marketing planning and control process, is a separate activity in and of itself.

Source [78]

Finally, marketing management must determine the level of marketing spending required to meet the marketing objectives before implementing the marketing plan. The firm must frequently examine the process of marketing and sales activities throughout the year. The whole budget must be divided among the various marketing activities and instruments in the marketing mix throughout the implementation of operations. These evaluations give you a chance to pay attention to any weak signals and reroute any elements of the action plan that aren't on track.

1.3. Trends for International Marketing Complex Improvement

International marketing refers to the process of promoting and selling products or services in multiple countries. As companies expand their operations globally, they face various challenges related to cultural differences, legal requirements, and market dynamics. To overcome these challenges and achieve success in international markets, organizations must implement effective improvement programs. These programs involve a range of strategies and tactics designed to help companies adapt to local market conditions and meet the needs of target customers. An effective improvement program for international marketing can help organizations build strong relationships with customers and stakeholders, establish a positive reputation, and achieve long-term success in foreign markets. But there are several improvement programs given below in table 1.8:-

Table 1.8

Improvement Programs of International Marketing

Improvement Program	Description
Market research and analysis	Conduct a thorough market research and analysis to gain a deep understanding of the target market, including cultural differences, customer preferences, and local competition.
Customer focus	Place the customer at the center of all marketing activities and develop strategies that are tailored to their needs and preferences. This may involve conducting customer surveys, focus groups, or other forms of market research to better understand customer motivations, behaviors, and expectations.
Cultural sensitivity	Ensure that all marketing activities are culturally sensitive and appropriate. This may involve adapting marketing messages, product features, and packaging to better resonate with local customers.
Legal compliance	Ensure that all marketing activities are in compliance with local laws and regulations. This may involve researching local laws and regulations, and consulting with legal experts to ensure that all marketing activities are in compliance.
Ethical considerations	Ensure that all marketing activities are socially responsible and culturally sensitive. This may involve considering environmental and human rights issues, and avoiding practices that may be considered unethical or offensive in certain cultures.
Global integration	Balance the need for consistency across markets with the need for local adaptation. This may involve standardizing certain elements, such as branding and messaging, while adapting other elements, such as product features and pricing, to better meet local market needs.

Improvement Program	Description
Market segmentation	Identify and target specific customer groups with tailored products, promotions, and communication. This may involve segmenting the market based on factors such as demographics, psychographics, and behavior, and developing marketing strategies that address the unique needs and preferences of each segment.
Pricing strategies	Determine the optimal pricing strategy to balance affordability and profitability. This may involve adjusting prices based on local market conditions, competition, and exchange rates, as well as considering factors such as taxes and tariffs.
Distribution channel management	Select and manage the most effective distribution channels to reach target customers in each market. This may involve working with local distributors, retailers, or e-commerce platforms, and considering factors such as accessibility, cost, and customer preferences.
Continuous improvement	Continuously monitor and evaluate the effectiveness of international marketing strategies and make necessary improvements. This may involve regularly conducting market research, analyzing customer feedback, and making adjustments to products, promotions, and communication strategies to better meet the needs of target customers.

Source [49]

To summarize the material we make a conclusion that the improvement programs of international marketing complexity can help organizations overcome challenges and achieve success in foreign markets. These programs typically involve conducting market research, improving cultural awareness and adaptation, enhancing customer focus, establishing effective global integration strategies, ensuring legal compliance, promoting ethical behavior, implementing targeted

market segmentation, balancing standardization and adaptation, optimizing pricing strategies, and managing distribution channels effectively. By taking these steps, organizations can build strong relationships with customers and stakeholders, establish a positive reputation, and achieve long-term success in international markets.

CHAPTER 2. STUDY OF “HEDGE EQUITIES PVT. LTD” AND ITS COMPETITIVENESS IN THE MARKET

2.1. Analysis of the Hedge Equities Ltd. Environment, Organizational Structure, Financial and Economic Indicators

Hedge Equities is one of the leading Financial Services Company in India. It offers equity, futures, options, depository services, commodity broking and mutual funds distribution to its customers.

The company was launched during August 2008, in association with FedEx Securities, Kozhikode-based Baby Marine Exports, Smart Financial, Thakker Group and SM Hedge of Videocon. He is the brand ambassador and one of the directors of the company. It had a net worth of Rs. 8 crores at the beginning, which shortly reached Rs. 10 crores. The company had 16 branches in the first phase and planned to establish 45 new branches all over South India by the end of that year. Now, the company is having a Global Outlook blended with a Local Flavour and backed with a growing network of over 120 service outlets, 450 qualified employees, and over 200 support associates. It is the trust and goodwill of over 20,000 satisfied customers. The main focus of the firm is South India. The company targeted about 500-700 clients and a business of Rs 300 crore of assets under management from Kerala in the first year of operations. At present it has almost 20,000 clients and is further looking forward to a customer base of 40,000 by December 2011 by chalking out an aggressive marketing strategy. The total branch network will be increased to 200 from 156 by the end of the current fiscal year.

It is specialized in offering a wide range of financial products, tailor made to suit individual needs. As a first step to make their presence Global, Hedge Equities

have initiated operations in the Middle East to cater to the vast Non-Resident Indian (NRI) population in that region. Ever since their inception, they have spanned their presence all over India through their Meticulous Research, High Brand Awareness, and Intellectual Management and Extensive Industry knowledge. People at Hedge believe in creating a new breed of Investors who take judicious decisions through them.

Hedge believes in the philosophy of educating and empowering potential investors. Studies have revealed that only 3% of the population in Kerala is aware of the investment opportunities in the stock market and invests in stocks as compared to 40% in Mumbai and Gujarat. The company's emphasis will be to utilize the potential of this largely untapped segment.

They are basically targeting the small investors and are confident that they will be able to guide those investors in the best possible manner. They want to be a revelation to them since the business here in Kerala is still in its infancy. They say that it is the age of the smart investor. It's time the company stops working for money and makes money work for us. The company aims at giving financial freedom to customers. Hedge Equities has 130 branches in India and one branch in UAE.

- 106 branches in Kerala
- 6 branches in Karnataka
- 7 branches in Maharashtra · 1 branch in Tamil Nadu.

Hedge Equities Pvt. Ltd registered office is in Mumbai and Corporate office is in Kaloor, Kochi and their regional offices are in Bangalore and Hyderabad. There are 117 employees in their Head office, 8-10 employees in their regional office and 4-5 employees in each branch.

Hedge Equities Pvt. Ltd. is one of the top companies in India offering financial services. In addition to financial services, it offers its clients distribution of mutual funds, commodity broking, stock, futures, and options. Hedge Equities provide a wide variety of services to its customers where they act according to their needs and guide them with the proper knowledge on each activity.

The main services provide by Hedge equities Pvt. Ltd. are listed below:-

- Online Trading

Specifically created for web traders and investors who like to operate from the comfort of their own homes or offices. With three separate e-broking packages, the investor has access to cutting-edge technology and can instantly trade on the BSE, NSE, F&O, MCX, and NCDEX. Advantages of using online trading at Hedge equities are below :-

1. Application based product for Traders.
2. Application based ideal for traders.
3. Multiple exchanges on single screen
4. Online fund transfer facility
5. User friendly & simple navigation
6. Application based product for Traders with Charts.
7. Intraday/historical charts with various indicators
8. Online fund transfer facility
9. User-friendly browser for investors
10. Easy online trading platform
11. Works in proxy and firewall system set up

12.Integrated Back office: Access account information – anytime, anywhere

● Commodities

A commodity is a fundamental good with a monetary value. The most common use of commodities is as raw materials for the creation of other products or services. A new internet exchange has made it possible to trade commodities on futures markets. Commodities must also adhere to certain minimum requirements known as "basic grade" standards in order to be traded on an exchange. Different types of commodities are listed on table 2.1:-

Table 2.1

Types of Commodities

No	Types	Items
1.	Precious Metals	Gold and Silver
2.	Base Metals	Copper, Zinc , Steel and Aluminum
3.	Energy	Crude Oil, Brent Crude and Natural Gas
4.	Pulses	Chana , Urad and Tur

Source:- [prepared by author in accordance to official information from the company]

Commodities Services are:-

1. Agro-Tech Speak

Mainly gives the investors insight into and a forecast for agro commodities viz.pulses (urad, channa etc); reports on oil complex (soybeans castor etc.) along with spices with reports on kapas guar seed.

2. Call Evaluation:

A report designed for evaluating the calls given by the hedge equities's research team where the reports are classified in 3 broad categories viz. achieved, triumph, not achieved along with the trade recommendations.

3. Commodities Tech Speak:

This report mainly equips the investors dealing in MCX segment in commodities like gold, silver, crude oil, copper etc with the market insight and expert recommendation on the trading strategies.

Benefits at Hedge Equities

1. Three different online products tailored for traders & investors.
 2. Single Screen customized market-watch for MCX / NCDEX with BSE / NSE.
 3. Streaming Quotes and real time Rates. Intra-day trading calls.
 4. Research on 25 Agro Commodities, Precious and Base Metals, Energy products and Polymers.
 5. An array of daily, weekly and special research reports.
 6. Highly skilled analysts with professional industry experience.
 7. Active relationship management desk.
 8. Seminars, workshops and investment camps for investor
- Depository Participant Services

Hedge Equities is a member of the National Securities Depository Limited (NSDL), offering depository services with minimum Annual Maintenance Charges and transaction charges. Account holders can view their holding position through the Internet. They also offer the 'easiest' facility provided by NSDL (electronic

access to securities information and execution of secured transactions) through which clients can give delivery instructions via the Internet. Benefits of using depository participant service through Hedge equities are:-

1. Instant disbursement of non-cash benefit like bonus and rights
2. Wide Branch coverage
3. Personalized/Attentive Services Of Trained And Dedicated Staff
4. Centralized billing and Accounting
5. Acceptance and Execution of instructions on “fax”
6. “Zero” upfront payment and lowest transaction charges
7. Daily statement of transactions and holding statements on email
8. No charges for extra transaction statement and holding statement
9. Hassle free automated pay-in of client’s sell obligations by Hedge Equities Pvt. Ltd.

● **Portfolio Management Service**

Hedge Equities is a SEBI-approved portfolio manager offering discretionary and non discretionary schemes to its clients. Hedge Equities portfolio management team keeps track of the markets on a daily basis and is exposed to a lot of information and analytic tools which an investor would not normally have access to. Other technicalities pertaining to shares like dividends, rights ,bonus ,buy-back, mergers and acquisitions are also taken care of by them. Benefits of using PMS through Hedge equities are:-

1. Understanding-risk: At Hedge equities, utmost emphasis is given to understanding the risk profile of an investor.

2. Periodic evaluation: Periodic evaluation of the Model Portfolio is carried out and market movements are cashed upon.
3. Administrative Convenience: Hedge equities focuses on providing hassle free administrative /operational support and customized services
4. Transparency: Regular statements and updates as well as online access to information required for investment
5. Regular Analysis and Monitoring: Investments undergo regular monitoring and analysis to check any deviation from the structured goal ensuring creation of wealth over a period of time.
6. Professional Management: PMS is provided to professional management by experts on equity with an aim to optimize returns

Portfolio Management Services from Hedge equities are essential for investor who needed:-

1. Long term wealth generation
2. Personalized service
3. Investment opportunities in Indian equities
4. Fundamental research based investment decisions

In essence, all investors who have faith and belief in the Indian growth story and robust corporate performance would find Hedge equities PMS most suitable to meet their objectives.

●Mutual Fund

A Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is invested by the fund manager in different types of securities depending upon the objective of the

scheme. These could range from shares to debentures to money market instruments. The income earned through these investments and the capital appreciations realized by the scheme are shared by its unit holder. Thus a Mutual Fund is the most suitable investment for the common man as it offers an opportunity to invest in a diversified, professionally managed portfolio at a relatively low cost. Mutual fund is also called unit trust or open ended trust, a company that invests the funds of its clients in diversified securities and in turn represents those holdings. They make continuous offers of new shares at NAV (Net Asset Value) determined daily by the market values of the securities they hold. In Hedge Equities the clients can select from a wide range of Mutual Funds and Bonds available in the markets today. To enable clients to diversify their investment in the right direction, Hedge equities has added another product in its range with mutual funds :

1. Customized investment solutions based on specific individual's financial goals aligned with client's risk appetite.
2. Access to in-depth research and proper selection from diversified funds based on client's preferred criteria.
3. Customized reports at desired frequency.
4. Rating and Rankings of all Mutual Funds from in-house expert analysts.
5. Current and historical performance of different funds enabling comparisons.
6. News and alerts for client's Mutual Fund Portfolio and performance tracking with watch lists.
7. Online Mutual Funds applications (NFO or existing) / Online order status tracking /online updating of unit holdings at latest NAV / Online dividend payout and reinvestment facility.
8. Single point customer query handling.

Hence every activity provided by Hedge Equities is satisfied by the clients . The Hedge Equities never fail to make an impact on what they are doing whatever services they do. They will understand the needs and wants of their customer and act accordingly.

The economic planning of Hedge Equities Ltd. in the Financial year 2021-22 saw the adverse economic consequences of the spread of Covid 19, impacting the performance majorly in the first half this year .The new spread of new variant of Covid-19, ‘Omicron’ pulled back nascent recovery of the economy in the first quarter and slow recovery in the second half. Despite the not very congenial business environment, your company continued its thrust on growing the retail loan book riding on the passenger vehicle and MSME segments. The retail loan book registered 28.98 % over the previous year reaching an aggregate total of ₹ 104.83 Crore. The company also continued its strategy of reducing the liability cost as the sheet anchor of the profitability of operations. The overall cost of liabilities fell from 11.25% as at 31.03.2021 to 11.03% as at 31.03.2022. Concurrently, with prudent loan pricing policy the yield on advances went up to 19.59% from 18.52% as on 31.03.2021.

The Net NPA of the Company as at 31-3-2022 stood at 4.01%. The increase over the position as at 31- 03 2021 was primarily due to the revised accounting norms as per INDAS as also due to restructuring of accounts as per RBI norms. The total income of the Company registered a growth of 29.76% to ₹ 34.36 Crore in 2022 as against ₹ 24.14 Crore in 2021. The net profit after tax increased to ₹ 28733332/- as against ₹ 5703119/- as at 31.03.2021. Given the upheavals on the gold loan segment, with public sector banks offering loan products at sub 7% levels, the Company decided to prune the Gold Loan portfolio and decided against opening more new branches. The number of branches stood 21 as against 20 as on

31.03.2021. Going forward, the Company will continue its focus on retail loans with sustained focus on profitability. Given the continued strain in the economy, through strategic moves, the company will focus on collection and efficient recovery to reduce the NPA's. Further to reduce the liability cost and improve the overall yield. The capital adequacy of your Company was comfortable with 21.07% as at 31.03.2022 and the return on capital employed was 11.19% at 31.03.2022. The balance sheet of Hedge equities of the financial year 2021-2022 is below on table 2.2:-

Table 2.2

Balance sheet of Hedge equities of the year 2021-22

Particulars	Year ended 31st March 2022 * (in lakh)	Year ended 31st March 2021 *(in lakh)
Total revenue	3436.85	2414.06
Total Expenses	3066.98	2344.11
Profit/(Loss) before taxation	369.87	69.95
Less/Add	-	
Current Tax	113.23	29.63
Deferred Tax	-30.80	-16.71
Total Tax Expenses	82.43	12.92
Other Comprehensive Income	-.11	-
Profit / Loss after tax	287.33	57.03
Add: Balance B/F from the	40.99	48.60

previous year		
Less: Dividend paid	-	-53.23
Less: Transfer to reserve	-57.47	-11.41
Balance Profit /(Loss) C/F to the next year after setting off accumulated loss	270.86	40.99

Source [18]

Material changes and commitments, if any, affecting the financial position of the company which has occurred between the end of the Financial Year of the company to which the Financial Statements relate and the date of the report:.

The reserves of Hedge Equities Ltd. During the Financial Year 2021-22, the Hedge equities has registered a profit after tax of ₹ 2,87,33,332/ and an amount of ₹ 57,46,666/- is transferred to reserves.

As indicated above on table 2.2, other than the impact due to COVID 19, there were no material changes and commitments which affected the financial position of the Company, and which had an impact on the functioning and working of the Company. Despite the adverse economic situation during the last quarter of the FY, the Company could effectively manage its operations, and going forward the Management will constantly scan the business environment and adopt strategies suited for the emerging changes.

The Capital structure of the Company is on the table 2.3:

Table 2.3

Share Capital structure of Hedge Equity on year 20221-22

Share capital		31.03.2022	31.03.2021
A	Authorised Share Capital		
	55,000,000 Equity Shares of ₹10/- each (25,000,000 Equity shares of ₹ 10/- each)	5500	5500
	20,000,000 Preference Shares of ₹ 10/- each (20,000,000 Preference Shares of ₹10/-each)	2000	2000
B	Issued Share Capital		
	34,016,482 Equity Shares of ₹ 10/- each (31.03.2022)	3402	
	3,716,544 Equity Shares of ₹ 10/- each (31.03.2021)		2372
C	Subscribed and fully paid-up Share Capital		
	23,716,544 Equity Shares of ₹ 10 each fully paid up (31.03.2022)	2372	
	21,293,817 Equity Shares of ₹ 10/- each fully paid up (31.03.2021)		2129
D	Subscribed but not fully Paid-up Share Capital		
	1,02,99,938 Equity Shares of ₹. 10/- each in which ₹.5/- each paid - up (being Rights Shares issued in January 2022)	515	
	1,150,000 Equity Shares of ₹ 10/- each in which ₹ 3.05/share paid up		35
	1,272,727 Equity Shares of ₹ 10/- each in which ₹ 6.5/share paid up		83
	TOTAL (C + D)	2,887	2,247

Source [18]

Rights Issue of the Equity Shares of the Company was made by the Board of Directors, in order to augment the capital of the Company, and to get a better leverage, for raising funds for its business. The Rights Issue was made in the ratio

of 1 Rights Share for every two Equity shares held by the shareholder of the Company, (held as on the Record date fixed by the Board), at a face value of ₹ 10 each, and two calls of ₹ 5 each, were made by the Board, which was collected by March 2022.

Debenture issues of Hedge Equities Ltd. during 2021-22 in line with the overall borrowing powers approved by the shareholders, the Company raised resources as noted below:

During the financial year 2021-22 the company had issued 3,07,900 Secured Non-Convertible Redeemable Debentures of ₹1000/- each aggregating to ₹ 30,79,00,000 /- and 3,05,000 Unsecured Non- convertible Redeemable Debentures of ₹ 1000/- aggregating to ₹ 30,50,00,000 /- by way of private placement.

As a conclusion, considering that they will be reviewing results and giving business leaders insights to aid in judgments regarding their organizational plan. To make sure the company is able to navigate all types of market scenarios while maintaining a strong balance sheet, they'll combine advanced analysis techniques, reliable reporting, and financial discipline.

Human resource is often considered as the backbone of an organization even in this age of advanced automation and mechanization. Since virtual organizations are not very much popular in our part of the world, it is very important to any organization to have a HR department. The presence of an excellent HR department increases the efficiency of an organization considerably.

Human resource management is defined as an asset of practices, policies and programmes designed to maximize both personal and organizational goals.

- Training and induction

The selected employees will undergo three days continuous induction. During this period, he will undergo training with all the departments of HEDGE EQUITIES (P) LTD Securities (India) Pvt. Ltd. There will also be classroom induction also within 3 months.

- Wages and Salary Administration

The wages and salaries of the employees were fixed and granted by the HR department with consent of the finance department.

- Performance Appraisal

It was the human resources department which gives the promotion to all employees, making transfers and taking disciplinary actions if needed.

- Grievance Handling

The grievances of employees were received only through proper channels i.e., through the particular department heads. The HR department will make solutions to the complaints as per the rules and regulations of the company

I am satisfied with employee behavior and their response
50 responses

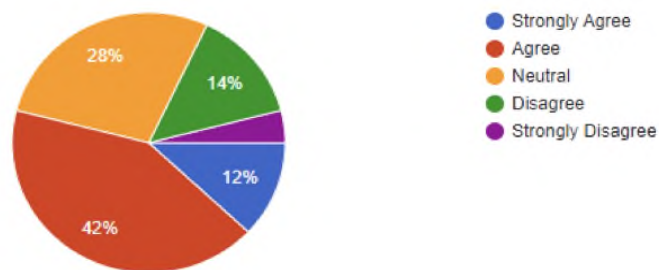


Fig 2.1 Customer perception about employee behavior

Source:-[prepared by conducting a survey]

Figure 2.1 shows that 42% of the respondents agreed that they are satisfied with the employees' behavior and their response to clients, 28% neither agreed nor agreed it, 14% disagreed it, 12% strongly agreed it and 4% strongly disagreed it. Hence, it can be inferred that the majority of the customers are satisfied with the employee's behavior and the way they respond to them. Based on the data presented in Figure 2.1, it can be inferred that the majority of the customers (42%) are satisfied with the employees' behavior and the way they respond to them. This could be considered good news for Hedge Equities Pvt. Ltd. as customer satisfaction is a key driver of customer loyalty and repeat business. A high level of customer satisfaction can lead to positive word-of-mouth recommendations, which can help the company attract new customers and grow its business. However, it's important to note that 28% of the respondents neither agreed nor disagreed with the statement, which could indicate a neutral or undecided stance on the employees' behavior and customer response. Additionally, 14% of the respondents disagreed with the statement, and 4% strongly disagreed, which could indicate that there is room for improvement in the way employees interact with customers. To fully understand the implications of these findings for Hedge Equities Pvt. Ltd., it would be important to consider additional factors such as the customer demographics, their experience with the company, and their expectations. The company may want to take steps to address any negative customer feedback and improve the employee-customer interaction to increase customer satisfaction and loyalty.

The organizational structure of the firm is **horizontal**. The core management consists of CEO, MD and COO. Sales head, Marketing head and business development comes under CEO. MD deals with the hedge school of applied economics, knowledge and wealth management, Training, overseas operation and research. Organizational structure of the firm is shown in the figure 2.2

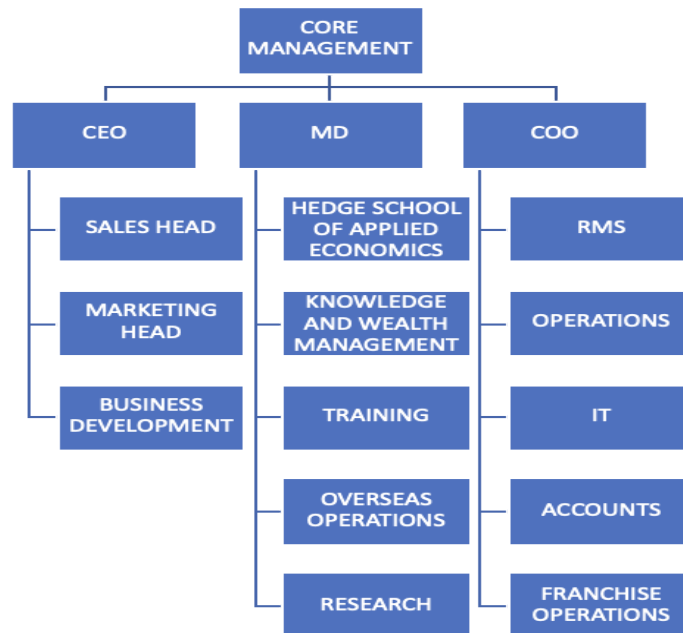


Fig. 2.2 Organizational structure of Hedge Equities Pvt. Ltd

Source:-[prepared by author in accordance to official information from the company]

The analysis of this organizational structure is the functional structure of the organization where these departments serve as functional units and are overseen by functional heads. Advantages of this structure include clear lines of authority and accountability, specialized expertise within each department, and effective decision-making due to a focus on specific functions. On the other hand, the functional structure may lead to silos and a lack of communication and collaboration between departments, as well as a lack of flexibility to respond to changes in the market or business environment. Overall, the functional structure can be effective for organizations with stable and well-defined products or services, but may need to be adapted for organizations operating in dynamic and rapidly

changing industries. The analysis of this structure should take into account the organization's goals, products, market conditions, and the strengths and weaknesses of the functional structure to determine its suitability for the organization.

Administrative head, HR manager, DP manager, Compliance manager, KYC manager comes under GM which is shown in figure 2.3

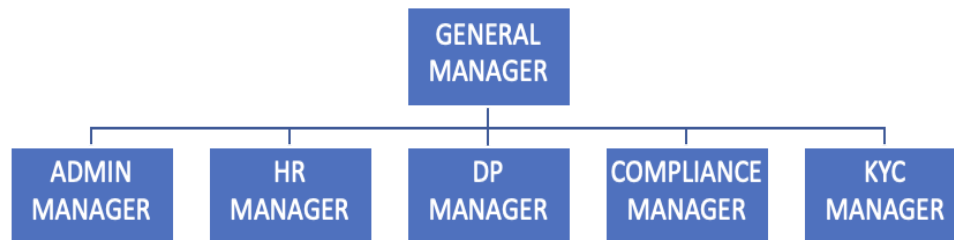


Fig.2.3 Organizational structure under GM Of Hedge Equities

Source:-[prepared by author in accordance to official information from the company]

The analysis of this organizational structure under GM is a functional organizational structure where departments serve as functional units and are overseen by functional managers or department heads. In a functional structure, the focus is on specialized expertise within each department and clear lines of authority and accountability. This structure can be effective for organizations with stable and well-defined products or services, as it allows for effective decision-making and efficient use of resources. However, it can also lead to silos and a lack of communication and collaboration between departments, as well as a lack of flexibility to respond to changes in the market or business environment. To assess the suitability of this structure for GM, it is important to consider the company's goals, products, market conditions, and internal strengths and weaknesses. This analysis can help determine whether the functional structure

supports or hinders the achievement of GM's objectives and inform any necessary modifications or adaptations to the structure to ensure its effectiveness.

Branch manager comes under Regional manager. Under the branch manager support staff,dealer commodity,equity advisor and relationship manager, fig.2.4

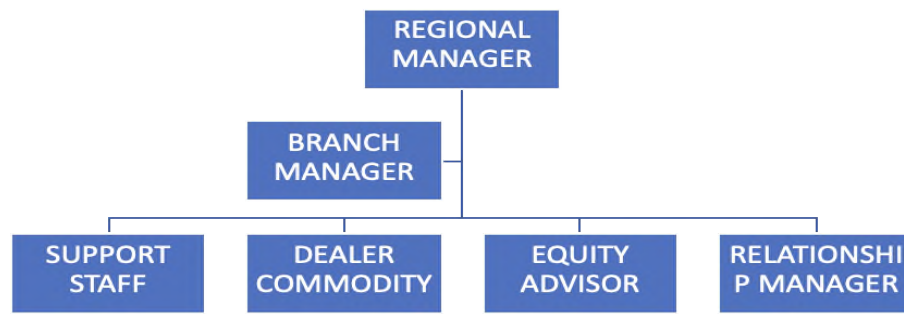


Fig.2.4 Organizational structure under Regional Manager of Hedge Equities.

Source:-[prepared by author in accordance to official information from the company]

The analysis of this regional organizational structure fig 2.4, is mixed organizational structure where has multiple lines of authority with some employees reporting to at least two managers. On one hand, the functional structure provides specialized expertise and clear lines of authority within departments, while the divisional structure allows for flexibility and responsiveness to local market conditions and customer needs. In a mixed structure, employees may report to both a functional manager and a divisional manager, which can lead to greater coordination and collaboration between departments and improved decision-making. However, this structure can also result in conflicting priorities and communication difficulties, as employees may receive conflicting direction from multiple managers. It can also lead to complexity in terms of reporting relationships and decision-making processes. When analyzing this regional organizational structure, it is important to consider the organization's goals,

products, market conditions, and internal strengths and weaknesses to determine if the mixed structure provides the appropriate balance of specialization, flexibility, and coordination to achieve the organization's objectives. Any necessary modifications or adaptations to the structure should also be considered to ensure its effectiveness.

As a conclusion, Hedge equities focuses on the candidate who is hardworking, loyal and derives every precise detail perfectly. For adhering to its working culture, Hedge's most of the employees are provided with training once they join the company. This organization works in a dynamic environment and adopts innovation approaches that were later refined into selective hiring, performance reward, and 360-degree evaluation. This makes Hedge Equities create performance-based opportunities for their employees who perform better than the rest.

The marketing management of Hedge equities plays a vital role in the development of the firm. The major functions of marketing department are:

- a) Business associate development: The Company takes up the marketing activities of the various branches. It ensures an efficient marketing arena at its various branches. The company encourages better relations in its branches and promotes the development of various marketing strategies.
- b) Brand promotion: An important function of the marketing department is to promote the name of the company. HEDGE EQUITIES (P) LTD does it through the different promotional activities. The name of HEDGE EQUITIES (P) LTD as a stock broking firm is made known to the outside world.

- c) Investment promotion: The main clients of HEDGE EQUITIES (P) LTD were its investors. Hence the marketing department tries to capture as many investors as possible to encourage them to invest.
- d) Delivery promotion: Intraday trading is not always profitable and might involve a lot of risk hence HEDGE EQUITIES (P) LTD promotes for delivery where the shares are kept to be sold for a later date analyzing the profitability factors.

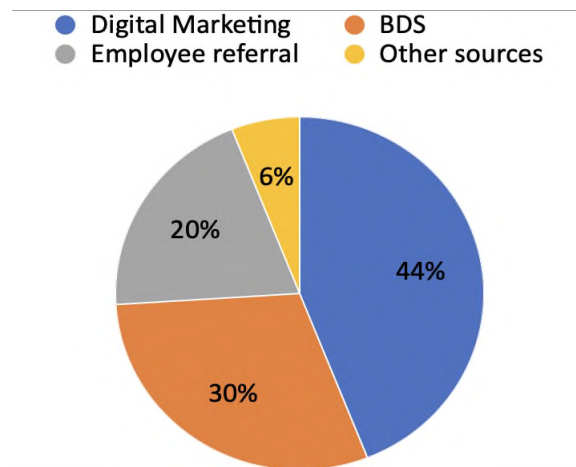


Fig 2.6 Sales brought through different marketing channels

Source:-[prepared by conducting a survey]

Fig 2.6 shows that 44% of the clients are brought by Digital marketing, 30% came with the help of BDS, 20% through employee referral, and 6% through other sources. Hence, it can be inferred that the majority of the customers are influenced through digital marketing.

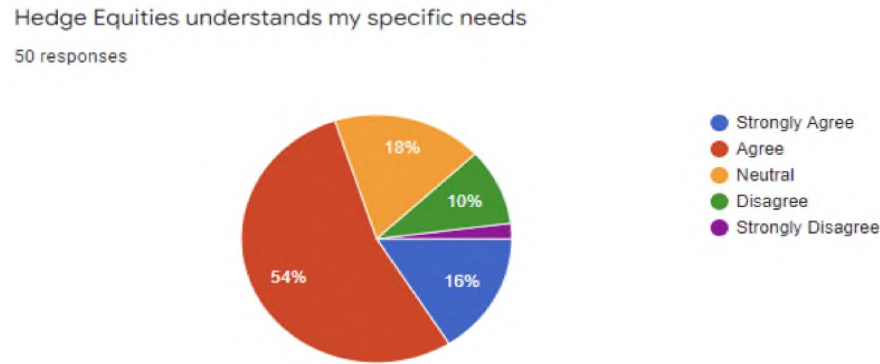


Fig 2.7 Customer perception about understanding customer needs

Source:-[prepared by conducting a survey]

Figure 2.7 shows that 54% of the respondents agreed that the company understands the specific needs of their customers, 18% neither agree nor disagree, 16% strongly agreed, 10% disagreed and 2% strongly disagreed. Hence, it can be inferred that the majority of the customers agree that Hedge Equities are able to understand their specific needs.

The firm has initially begun collaborating with conventional media to promote their business such as Google Ads: Ads appeared in the search network, contextual-media network, YouTube, Discover, and Google Play; Facebook Ads. The Facebook/Instagram news stream and stories were the most useful so that customers will get the updated news about the stock market.

The firm has initiated some major campaigns for their Hedge school, as it is unethical for doing campaigns for their equity products. All the marketing campaigns are effective for the firm development which creates more sales and gets a wide reach around the country.

2.2. Assessment of the strategic and competitiveness analysis of Hedge Equities Ltd.

An efficient strategic management plan is essential for every organization. Due to the increased level of market competition in the modern world, a successful strategic management strategy is now more important than ever. Due to the intense competition present in today's corporate environment, it is more important than ever to have efficient strategic management processes.

Transitioning into a one-stop shop for all financial solutions to become a financial supermarket. Since its beginning, Hedge Equities has become well-known among the general public because of their prompt, dependable financial aid to consumers. This effectively expresses their perspective.

To construct a business with clients on an ethical and sustainable financial services platform, to give workers meaningful work and opportunities for advancement, and to produce a steady and competitive increase in profit and earnings for the shareholders and personnel.

Additionally, the organization has been successful in establishing strong bonds with its clients, which has allowed it to bring in and keep a huge base. Hedge equities interacts with high-performing organizations while looking for outsourcing services, which has allowed the business to maintain a noticeably high level of performance.

True market competition is necessary for the entrepreneurial spirit to flourish in a nation. This may be described as a commercial environment where many companies, both domestically and internationally, are forced to compete with one another exclusively on the basis of the quality of their products and services. Like

that Hedge equities is also having a strong competition in the market. The main competitors are :-

- **ICICIDIRECT.COM**

The most comprehensive website, ICICIdirect.com, allows you to invest in shares, mutual funds, derivatives (futures and options), and other financial products. A product for any requirement. Simply put, they provide customers with a product to meet all of their investment needs. ICICIdirect.com is managed by ICICI Web Trade Limited (IWTL). IWTL is a subsidiary of ICICI Bank Limited, which also owns the website. The advantages and disadvantages of ICICIDIRECT.COM is listed below in table 2.4:-

Table 2.4

Advantage and Disadvantage of ICICIDIRECT.COM

No.	Advantage	Disadvantage
1.	Convenience:The banking,broking, and demat accounts are all integrated into one 3-in-1 account.Anyone nowadays can trade shares without having to deal with the headaches of keeping track of settlement periods, writing	The margin trading system is open until 2:45 p.m., after which time any outstanding net positions in the margin section will be automatically squared off.No control on square off pricing, thus.
2.	Speed:On ICICIdirect.com, users can now make an order and get the most recent stock quotes practically immediately.	Being one of the websites with the highest volume of after-hours orders that are sent to the exchange first thing in the morning generates a choking of orders and delays in the confirmation of fresh orders submitted during the early morning trading.

No.	Advantage	Disadvantage
3.	Control: Users may feel at ease knowing when users actually ordered a product at the price they had been wanting to, but may not have been able to till now. giving them authority over your own deals.	High Frequency traders complain about the website's slow interface and lack of real-time quotes.
4.	Independence: When users trade through ICICIdirect.com,one can maintain their own demat and bank accounts rather than moving money to a broker's pool or toward deposits.	Brokerage includes demat transaction fees.

Source:- [20]

The statement lists the advantages and disadvantages of ICICIdirect.com as a trading platform. The advantages of the platform include convenience, speed, control, and independence. The convenience of having a 3-in-1 account for banking, broking, and demat makes it easier for users to trade shares without having to worry about settlement periods or managing multiple accounts. Speed is another advantage, as users can make an order and get the most recent stock quotes quickly. Additionally, users have more control over their own deals, as they know exactly when they ordered a product at the desired price. Independence is also a benefit, as users can maintain their own demat and bank accounts rather than relying on a broker's pool or deposits.

However, the statement also mentions some disadvantages of ICICIdirect.com. The margin trading system is only open until 2:45 p.m. and there is no control over square-off pricing, which could result in automatic squaring off of any outstanding positions. There are also complaints from high frequency traders about the website's slow interface and lack of real-time quotes. Finally,

brokerage fees also include demat transaction fees, which could be a consideration for some users.

Overall, it is important for potential users of ICICIdirect.com to weigh the advantages and disadvantages before making a decision about using the platform for their trading needs.

- **INDIABULLS**

The largest retail financial services provider in India, India Bulls, with 300 facilities distributed over 110 cities. Although its size and sound financial position enable it to provide you a wide range of products and services at extremely competitive costs, it's more than 4400 client relationship managers are committed to meeting your specific needs. India Bulls is run by a highly renowned management team that has invested millions of rupees in a top-notch infrastructure that gives our clients access to all information and goods in real time and around-the-clock. Real-time prices, thorough data and news, analytical analytics, and electronic trading tools are all available at your fingertips through India bulls Professional NetworkTM. A universe of smart investors is being created. The advantages and disadvantages of Indiabulls are listed below in the table 2.5:-

Table 2.5

Advantage and Disadvantage of INDIABULLS

No.	Advantage	Disadvantage
1.	For a Demat account, there are no yearly maintenance fees.	Pay for research papers is RS 100 per hour.

No.	Advantage	Disadvantage
2.	A listed corporation that actively promotes its brand.	There is no SMS alert service available.
3	Control—Keep track of the investments with easy access to any account through phone or the internet.	There is no IPO on the web. It's not online.
4	Value—Take advantage of competitive commissions and pay a fair amount for the assistance and service customers require.	The system has blocked RS 500 as margin
5	Priority Service –Get immediate access to the Relationship Manager by calling in at a time that is most convenient for oneself.	POA for Customers DMAT: All shares that a client holds that they trade with an IB are transferred to the IB Pool Account, where they are reflected in the client's DP account. Transferring shares from an IB pool account to a customer DP account is subject to fees
6	Keep track of one's investments with an online accounting overview of their account statements. Obtain access to the Portfolio statement and the digital contract notes.	In the event that a power of attorney is signed, annual maintenance fees are assessed.

Source:- [23]

INDIABULLS offers several advantages such as free Demat account maintenance, a well-established brand, easy account access, competitive brokerage, and priority customer service. However, there are also some disadvantages such as charges for research papers, the absence of SMS alerts, the unavailability of IPO online, margin requirements, and fees associated with POA and DMAT transfers. Customers should weigh these factors when considering Hedge Equities as their investment service provider.

The competitive comparison between Hedge equities, ICICIDIRECT.COM and Indiabulls are listed below on table 2.6 :-

Table 2.6

Comparison between Hedge Equities ,ICICIDIRECT.COM and Indiabulls

	Hedge Equities	ICICIDIRECT.COM	IndianBulls
A/C Opening Charges	750/- (web based online), 1000/- (software based online), 460/-(offline	750/-(waive off if trading is more thanRs. 1 lakh)	1000(offline web based)1750(software)
DEMAT A/C charges	Free (1ST year) and 300/-P.A.from 2nd year onwards.	Free For 1st year and 500/- P.A.From 2nd Year onwards	NO amount charged
Trading Through Website or Software	Both	Website	Both
NSE/BSE/Derivatives/Arbitrage/Mutual funds	NSE/BSE/Derivatives/Commodities/IPO's/Mutual funds/Insurance	NSE/BSE/Derivatives/Mutual funds	NSE/BSE/Derivatives
Brokerage	0.04%(INTRA)and 0.4%(DELIVERY)	0.07% (INTRA DAY)0.75%(DELIVERY)	0.04%(INTRA)0.4%(DELIVERY)
Tie up with bank	Several Banks	ICICI bank only(Compulsory)	HDFC bank

Source- [21]

It can be seen that the account opening charges for Hedge Equities, ICICIDirect.com, and IndiaBulls vary, with ICICIDirect.com offering the lowest charges for offline account opening and waiving off the charges if the trading

amount is more than Rs. 1 lakh. The demat account charges for the three companies also vary, with IndianBulls offering no charges. Trading through a website or software is available for all three companies, but ICICIDirect.com only has a tie-up with ICICI Bank while Hedge Equities has tie-ups with several banks and IndianBulls with HDFC Bank. The brokerage charges for intra-day and delivery trades also differ, with Hedge Equities offering the lowest brokerage charges for both.

SWOT analysis of Hedge Equities Pvt. Ltd. is done on the basis of understanding the competitive advantage over its competitors. It helps to understand a company's strength, weakness, opportunities and threats over its competitors. SWOT analysis of Hedge Equities Pvt. Ltd are listed below in the table 2.7:-

Table 2.7

SWOT ANALYSIS OF HEDGE EQUITIES

Strengths (S): <ul style="list-style-type: none"> ● Hedge Equities is a leading company in the investment services market ● Known for its success in scaling up new services and consumer-driven innovation ● Expansion into various industries ● High-quality financial products 	Weaknesses (W): <ul style="list-style-type: none"> ● Hedge Equities faces challenges of high replacement costs for expertise ● Declining profitability due to fierce competition in the financial services sector. ● Vulnerability to business model copying by competitors. ● Low investment in customer-focused services.
Opportunities (O): <ul style="list-style-type: none"> ● The financial services sector faces challenges of rapidly evolving consumer preferences. ● Difficulties in complying with rising 	Threats (T): <ul style="list-style-type: none"> ● Hedge Equities faces challenges of inflated urban markets and stagnant rural markets ● The Competitiveness in product

<p>government requirements</p> <ul style="list-style-type: none"> • Opportunities in the online society • Pressure to lower prices through social networks and retail partners. • Trend towards consumers choosing more expensive goods. • The possibility of customers switching to licensed companies. 	<p>development also creates a threat for Hedge Equities Ltd.</p> <ul style="list-style-type: none"> • Costly and prolonged legal processes that may limit investment in emerging markets. • Government policies. • Potential shortage of skilled employees due to high turnover and increasing dependence on creative solutions.
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Source- [21]

As a conclusion, the competitors not only provide a tight competition for hedge equities in the market but also help the firm to understand about the new innovative development and also create a good working condition for the employees and provide a better service for the customers. They having a positive influence on Hedge equities as it helps to study the market condition and helps to provide the customers with better products and service.

A PESTLE analysis is a useful framework to analyze the external factors that can impact Hedge Equities Pvt Ltd while doing international marketing. The acronym PESTLE stands for Political, Economic, Sociocultural, Technological, Legal, and Environmental factors. Here are some key elements to consider for each category listed below in the fig 2.8: -

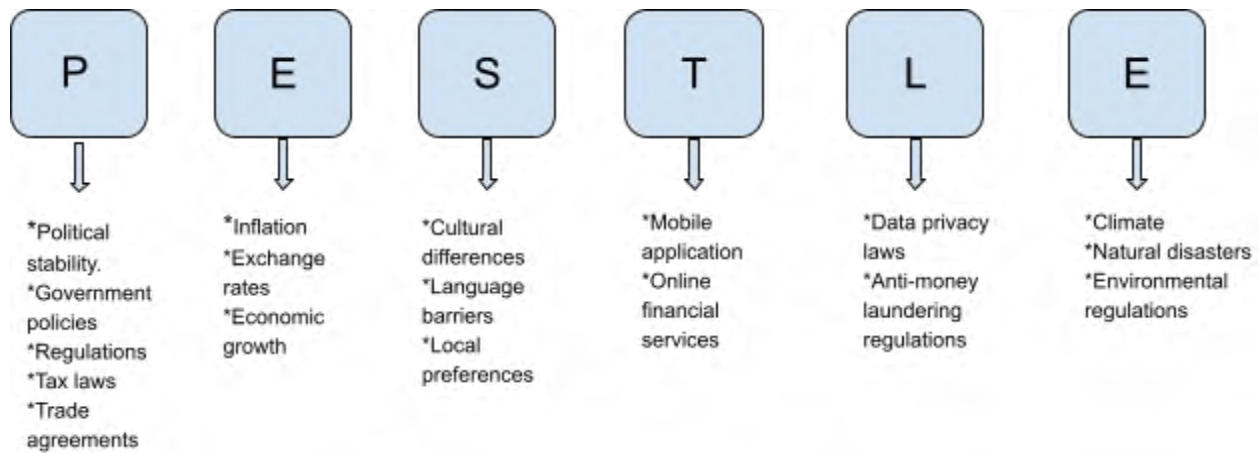


Fig:2.8. PESTLE analysis of Hedge Equities Pvt. Ltd. while doing International Marketing

Source: [51]

Political:

- Political stability: A stable political environment can contribute to a favorable business environment and increased customer confidence in the financial services offered.
- Government policies and regulations: The Hedge Equities Pvt. Ltd should be aware of the regulatory environment in each market, including licensing requirements, customer protection regulations, and data privacy laws.
- Tax laws: The company should understand the local tax laws and their impact on its operations and profitability in each market.
- Trade agreements: The company should consider the impact of trade agreements, such as tariffs and trade barriers, on its ability to access and serve customers in each market.

Economic:

- Economic conditions: Economic conditions, such as inflation, exchange rates, and economic growth, can impact the Hedge Equities' operations and profitability in each market.
- Purchasing power: Understanding the purchasing power of customers in each market can help the company determine the most appropriate pricing strategies and product offerings.
- Local financing options: The availability of local financing options, such as loans and investment products, can impact the company's ability to attract and retain customers in each market.

Sociocultural:

- Cultural differences: Understanding cultural differences, such as values, beliefs, and preferences, can help the company tailor its marketing strategies and product offerings to better meet the needs of customers in each market.
- Language barriers: Language barriers can impact the Hedge Equities Ltd. ability to effectively communicate with and serve customers in each market.
- Local preferences: Understanding local preferences, such as preferred payment methods and preferred financial services, can help the company better meet the needs of customers in each market.

Technological:

- Technological advancements: The Hedge Equities Pvt. Ltd should stay up-to-date on technological advancements, such as mobile banking and online financial services, to ensure that it is offering the most relevant and accessible financial services to customers in each market.

- Technology infrastructure: The company should consider the level of technology infrastructure and access to digital financial services in each market, as this can impact its ability to reach and serve customers effectively.

Legal:

- Legal and regulatory compliance: The company should be aware of the legal and regulatory environment in each market, including data privacy laws, anti-money laundering regulations, and customer protection regulations.
- Resources available to comply with local laws: The company should consider the resources available to comply with local laws and regulations, as well as the costs associated with compliance.

Environmental:

- Climate: The Hedge Equities Pvt. Ltd. should consider the potential impact of climate, such as natural disasters and extreme weather conditions, on its operations and customer base in each market.
- Natural disasters: The company should have a plan in place to respond to natural disasters and minimize the impact on its operations and customers.
- Environmental regulations: The institution should be aware of the local environmental regulations, such as waste management regulations, and their impact on its operations in each market.

In conclusion, by considering each of these factors, Hedge Equities Pvt. Ltd. can gain a better understanding of the external environment and adjust its marketing strategies accordingly. This can help the institution minimize risks and maximize growth potential, while successfully serving customers in international markets.

2.3. Discovering Innovative Activities and Cross Border Economic Activities of Hedge Equities Ltd.

The lines dividing competing financial service firms are becoming progressively indefinite, exceptionally with regard to the products and services offering. Accordingly, it becomes extremely challenging for the financial firms to obtain differentiation advantages over competitors, taking into account competitors can easily imitate. Consequently, competitive edge is based on the ability to provide “strategic services that are tailored to the unique requirements of clients in a timely fashion”. Many authors argue that innovation represents an additional means by which firms may straighten out market performance and achieve competitive advantages at the financial market. It has been argued that innovation has the power “to enhance the efficiency of the financial systems in the performance of its core functions”, and accordingly to significantly contribute to the economy. Financial innovation is defined as something new that brings cost reduction, risk reduction, and provides advanced products, services and instruments that fit the financial system stakeholders’ requirements. [17,11]

- **Product Innovation:** New products or services introduced by the firm to meet customers' needs. Hedge equities are active innovators of products using organizational systems substantially different and more suitable for developing new products in comparison to the less active product innovators in the market.
- **Investment Innovation:** Hedge Equities particularly focuses more on NBFC (Non Banking Financial company) and investing highly on bonds. As NBFCs benefit from more flexibility and can provide customers with attractive interest rates. The wide spectrum of potential customers for NBFCs is increased by their simple eligibility requirements.

- **Technological Innovation:** Recently Hedge equities have introduced a new innovative way to conduct customers' doubts and questions. Customers can directly contact the chairman of the company through their social media by conducting a Q&A session. The chairman will upload a 1 one minute long video as a response to that particular question. It helps to create a strong bond between the customers and the company.
- **CSR Activities:** CSR is an ethical framework that, when applied appropriately and strategically, helps businesses to establish new methods of operation that may be more resource-efficient in the long run and benefit the organisation. This is a fundamental strategy for overtaking rivals. Being a responsible corporate citizen, Hedge equities has initiated a non-profit movement, "Hedge Yuva", which focuses on educating the masses about the Stock Market. The movement has also formulated various scholarship programs for young and dynamic youth.

In general, business management places a high value on originality and innovation. At hedge equities, new concepts are being introduced with the goal of improving the business's performance in numerous ways. In order to overcome a variety of obstacles, which are frequently connected with change management in businesses, proper communication and preparation are crucial.

One of the leading firms providing financial services in India is Hedge Equities. It provides its clients with distribution of mutual funds, commodity broking, stock, futures, and options, as well as depository services.

The business was established in August 2008 in collaboration with FedEx Securities, Baby Marine Exports in Kozhikode, Smart Financial, Thakker Group, and Videocon's SM Hedge. He serves as the company's brand ambassador and one of the directors. It started with a net worth of Rs. 8 crores and quickly increased to

Rs. 10 crores. The business has 16 branches in its initial phase and anticipated opening 45 additional ones throughout South India by the end of the year. With an expanding network of over 120 service locations, 450 competent staff members, and over 200 support staff, the organization now has a global outlook with a local flavor. It is based on the confidence and goodwill of more than 20,000 contented clients. South India is the firm's primary market. In the first year of business, the company sought to serve 500–700 clients and manage Rs 300 crore in assets in Kerala. It currently serves close to 20,000 customers and plans to increase that number to 40,000 by the end of 2011 by developing an aggressive marketing plan. By the end of the current fiscal year, there will be 200 branches total instead of the existing 156.

It specializes in providing a broad range of financial products that are customized to meet specific needs. Hedge Equities has started operating in the Middle East as a first step toward expanding their position there by serving the sizable Non-Resident Indian (NRI) population there. Through careful research, high brand awareness, intellectual management, and extensive industry understanding, they have spread their presence throughout India ever since they were founded. The Company helps all clients, individuals, community associations, entrepreneurs, corporate clients, and institutional clients achieve their goals by providing solutions in the areas of financing, investment, savings, and protection insurance. Hedge equities has incorporated a CSR strategy into each and every one of its operations in order to secure the continuation and strength of the firm and to allow it to contribute to the development of a sustainable future.[22]

By giving knowledge and guidance to the clients about the stock market and trading, Hedge equities supports societal shifts while serving clients and the community in which the firm operates. Additional operating divisions were created

in order to improve communication between business lines and, as a result, be more flexible in responding to shifting needs from customers, employees, investors, and other stakeholders. Hedge Equities will continue to offer them the best technology, specialized local help, and long-lasting, stimulating solutions as part of a long-term, reliable cooperation. In order to give customers with ongoing, long-term support for all of their efforts, a global and collaborative strategy improves the knowledge made available to them.[26]

CHAPTER 3. CONSIDERATION OF WAYS OF BUSINESS DEVELOPMENT AND ENHANCEMENT IN THE FRAMEWORK OF INTERNATIONAL MARKETING

3.1. Research on Public opinion on Hedge Equities Ltd. Service and its business performance

This analytical research seeks to investigate what customers currently believe about hedge equities business and its development by conducting a survey of public opinion. However, it is important to note the studies that have been conducted to see the satisfaction level of customers and its influence for business development and go through them to establish a foundation for analyzing the above survey results before presenting and analyzing the findings of the public questionnaire.[5]

This section of the thesis will include a breakdown of the open questions, a summary of the data gathered from the responses, a detailed analysis of those responses, and figures. The survey's focus was on determining people's perceptions of their level of satisfaction and its influence on the business of the organization.

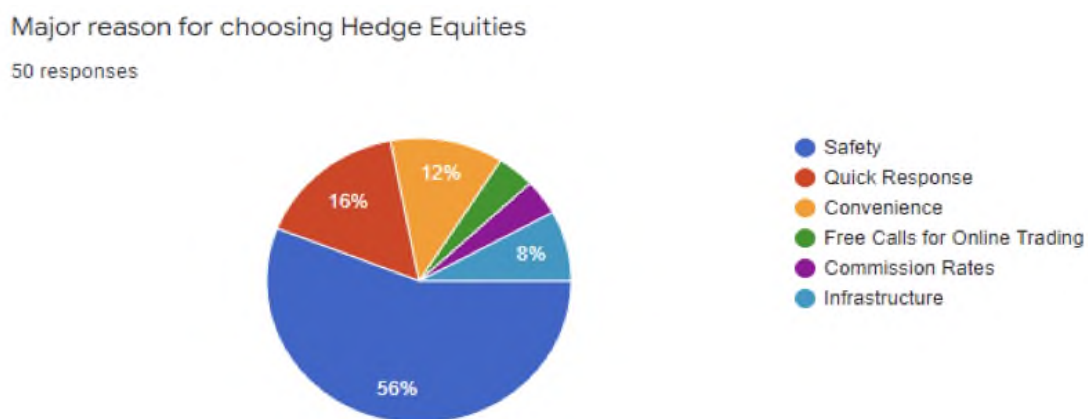


Fig:3.1 Reason for choosing Hedge Equities

Source:-[prepared by conducting a survey]

Inference: Fig 3.1 shows that 56% of the respondents opined that the major reason for choosing Hedge is safety, 16% opined it as quick response, 12% opined it as convenience, 8% opined it as Infrastructure, 4% opined it as commission rate, and rest 4% opined it as free calls for online trading. Hence, it can be inferred that the majority of the customers chose Hedge equities as a stock broking form as it is safe to do the transactions.

Proposal: The results of the survey suggest that safety is the most important factor for customers when choosing a stock broking firm. To build upon this strength, our proposal is to continue to invest in and improve the safety and security measures in place for customer transactions. Additionally, since a significant portion of customers also value quick response and convenience, we suggest implementing measures to improve our responsiveness and the ease of doing business with us. This could involve investing in new technologies, providing additional training for staff, and streamlining processes to ensure that customer needs are met in a timely and efficient manner. Finally, we propose conducting regular surveys and collecting customer feedback to gain a deeper understanding of their evolving needs and preferences, and make adjustments accordingly. By focusing on safety, quick response, and convenience, we aim to retain and attract customers, and solidify our position as a leading stock broking firm.

Hedge Equities' Brand Image and Reputation has matched my expectations

50 responses

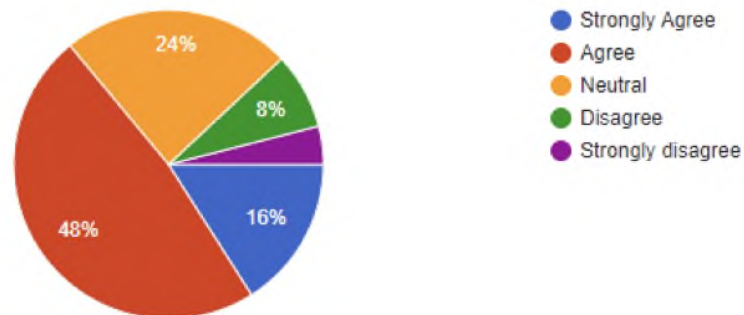


Fig:3.2 Hedge Equities Brand image and reputation has matches customer's expectation

Source:-[prepared by conducting a survey]

Inference: Fig. 3.2 shows that 48% of the respondents agreed that they are satisfied with the reputation and image of the company, 24% were neutral about it, 16% strongly agreed with it, 8% disagreed with it and 4% strongly disagreed with it. Hence, it can be inferred that the majority of the customers are satisfied with the reputation and image of the company.

Proposal: Based on the survey results, it is evident that the majority of the customers (68%) have a positive perception of the company's reputation and image, with 48% being satisfied and 16% strongly agreeing. However, there is a minority (12%) who have a negative perception, with 8% disagreeing and 4% strongly disagreeing. To further improve the company's reputation and image, we recommend conducting follow-up surveys to better understand the reasons behind customer dissatisfaction and implementing targeted strategies to address these issues. Additionally, regularly monitoring and improving the company's reputation

and image can help to maintain a positive perception among customers and increase customer loyalty.

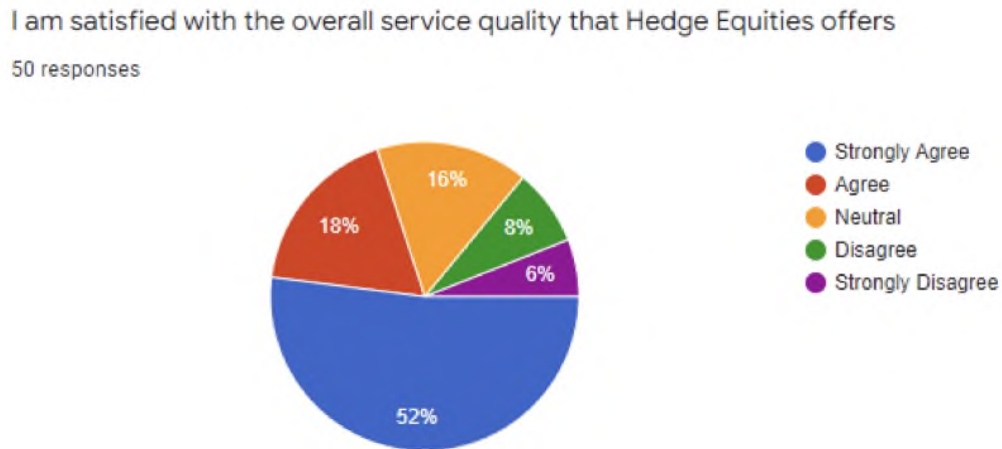


Fig:3.3 Satisfaction of overall service of Hedge Equities

Source:-[prepared by conducting a survey]

Inference: Fig. 3.3 shows that 52% of the respondents strongly agreed that they are satisfied with the quality services of the firm, 18% agreed it, 16% were neutral, 8% disagreed and 6% strongly disagreed. Hence, it can be inferred that the customers are satisfied with the service quality of Hedge Equities.

Proposal: Based on the survey results, it can be seen that a majority of the customers are satisfied with the service quality of Hedge Equities, with 52% strongly agreeing and 18% agreeing. However, there is still room for improvement as 16% were neutral and 14% disagreed or strongly disagreed. Proposal is to conduct a deeper analysis of the reasons behind customer dissatisfaction, and implement targeted solutions to address any issues. This could involve collecting more specific feedback, increasing staff training, and ensuring that customer complaints are addressed in a timely and satisfactory manner. By doing so, we aim

to improve the overall customer experience and maintain high levels of satisfaction.

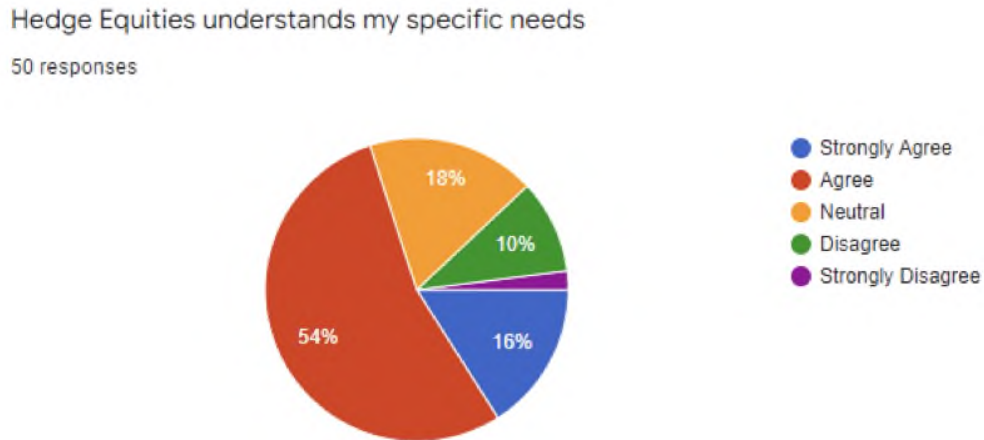


Fig:3.4 Ratio of Men and Women employing at Hedge Equities

Source:-[prepared by conducting a survey]

Inference: Fig. 3.4 shows that 54% of the respondents agreed that the company understands the specific needs of their customers, 18% neither agreed nor disagree it, 16% strongly agreed it, 10% disagreed it and 2% strongly disagreed it. Hence, it can be inferred that the majority of the customers agree that Hedge Equities are able to understand their specific needs.

Proposal: Based on the survey results, it appears that the majority of customers believe that Hedge Equities understands their specific needs, with 54% agreeing and 16% strongly agreeing. However, there is still room for improvement as 18% were neutral and 10% disagreed with this statement. Our proposal is to continue to gather feedback from our customers to better understand their needs and preferences. This could involve conducting more in-depth surveys, engaging in regular check-ins, and implementing changes based on the feedback received. In

addition, we recommend investing in training and development programs for staff to ensure that they have the necessary skills and knowledge to effectively understand and meet customer needs. This could include customer service training, product training, and communication skills training. By gathering feedback and investing in our staff, we aim to improve the overall customer experience and increase customer satisfaction and loyalty.

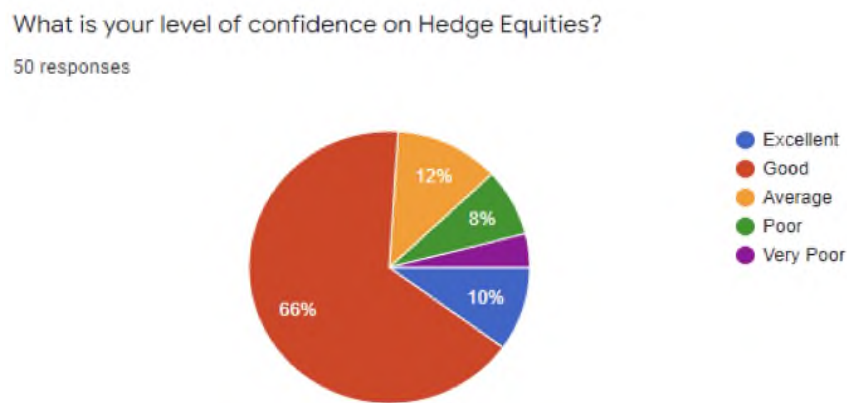


Fig:3.5 Ratio of Men and Women employing at Hedge Equities

Source:-[prepared by conducting a survey]

Inference: Fig.3.5 shows that 66% of the respondents opined that the level of confidence on Hedge is good, 12% opined the level of confidence on Hedge is average, 10% opined it is excellent, 8% opined it is poor and 4% opined it is very poor. Hence, it can be inferred that the customer's confidence level on Hedge Equities is good.

Proposal: The survey results indicate that the majority of customers, 66%, have a good level of confidence in Hedge Equities. A further 10% of customers rated their confidence as excellent. Meanwhile, 12% rated their confidence as

average, 8% rated it as poor, and 4% rated it as very poor. Based on these results, it can be inferred that the majority of customers have a positive perception of Hedge Equities, with a good level of confidence in the company. To maintain and enhance this level of confidence, we propose implementing measures to improve the customer experience and address any areas of concern. We recommend conducting regular surveys and collecting customer feedback to gain a deeper understanding of their evolving needs and preferences, and make adjustments accordingly. Additionally, we suggest investing in training and development programs for staff to ensure that they have the necessary skills and knowledge to effectively understand and meet customer needs, and provide a high level of service. By focusing on customer satisfaction and continuously improving our services, we aim to maintain and enhance the confidence level of our customers in Hedge Equities.

As a conclusion, as per survey customers are more satisfied with the service of Hedge Equities due to safety and their platform is user friendly. Customers had chosen hedge equities due to their brand image. Moreover it will help the company to develop their business and expand beyond boundaries and meet the requirements of the customers

3.2. Discovering challenges to Hedge Equities Pvt. Ltd. while doing International Marketing

Hedge Equities Pvt. Ltd.'s main challenges outside of its home market of India include: cultural differences, customer preferences, political and economic systems, rule of law, societal norms and values, communication infrastructure, geographical distances, product life cycle differences, technological differences, and various business practises

The practise of producing, pricing, promoting, and distributing a company's goods and services to customers and consumers beyond country borders in order to make a profit is known as international marketing. The desire to create, price, promote, and distribute goods and services to consumers in "More Than One Country" is the main distinction from the definition given . Because Hedge Equities Pvt. Ltd sells its products in other countries, it must apply the concepts of international marketing. Some of key challenges for Hedge equities while doing International marketing are:-

- **Impact of Tariffs on International Markets:-** Trade between nations that belong to a common economic community with an uniform legal system grows by 330%. Since adopting a common set of laws and a common currency, trade among European Union nations has expanded by 340%. Tariffs lead to - Tariffs can cause customers to pay more for inferior products compared to what they could acquire for the same costs in a non-tariff environment. - Limit the options available to consumers. Second, tariffs prevent foreign competitors from accessing the market even when their items are of greater quality because they prevent them from being as competitive as domestic products.

Greater government involvement in business policies; frequently, governments must balance the goals of one business against another. For instance, it tries to impose import taxes to safeguard regional producers, but on the other hand, these policies result in a decline in the exporters' ability to compete internationally because they rely on the cheap import of raw materials to produce and export their goods.

- **Challenges of Leadership in the International Market:-** Self Reference Criterion and Ethnocentrism are two of the major issues that the managers of

Hedge Equities encounter while making decisions in global markets. Self Reference Criteria is the unintentional use of one's own cultural experiences, values, information, routines, and norms when making decisions in a global context. Managers could, for instance, use Indian ideals and business practices while creating marketing and promotion campaigns. When a company extends its domestic marketing strategy to foreign markets, ethnocentrism is frequently reflected in its marketing and promotion initiatives. This can harm an organization's long-term prospects in the global market in addition to increasing the danger of "lost in translation." When the goods and services sold in foreign markets are based on cultural demands, ethnocentrism is least effective. Second, when managers from wealthy countries engage with managers from less wealthy countries, ethnocentrism is typically an issue. This leads to the loss of local experience and information that can support a firm in entering a global market.

- Consumer trust and perception:- Building consumer trust and positive perception is crucial for financial service institutions. Consumers must trust financial service institutions with their personal and financial information and feel confident in the safety and security of their investments. Hedge Equities Pvt. Ltd must take steps to build trust and positive perception, such as transparently communicating their security measures, offering comprehensive customer support, and developing targeted marketing campaigns that emphasize their commitment to customer satisfaction.
- Integration with local systems and processes:- Hedge Equities must be able to integrate their products and services with local systems and processes in each market, such as local payment systems, banking infrastructure, and consumer preferences. Hedge Equities Pvt. Ltd must be familiar with the

local market and take steps to build strong partnerships with local organizations to support integration.

- Lack of data privacy regulations:- Data privacy regulations can vary greatly between countries, affecting the ability of financial service institutions to protect consumer data and comply with local laws. Hedge Equities Pvt. Ltd must be familiar with the data privacy regulations in each market and take steps to ensure compliance.
- Competition from local financial service providers:- Financial service providers in each market often have a strong local presence, established customer relationships, and a deep understanding of local financial systems. Hedge Equities Pvt. Ltd must be prepared to compete with local providers by offering unique products, superior customer service, and effective marketing strategies.
- Currency fluctuations:
Financial service institutions are especially vulnerable to currency fluctuations, as changes in currency exchange rates can impact the profitability of their international operations. Hedge Equities Pvt Ltd. must be prepared to manage currency risks and adjust pricing strategies as needed to remain competitive in each market.
- Different financial systems:- Financial systems can vary greatly between countries, affecting the ability of financial service institutions to offer their services in different markets. For example, local payment systems, banking infrastructure, and consumer attitudes towards financial services can vary greatly between countries. Hedge Equities Pvt Ltd. must be aware of these

differences and take steps to overcome them, such as partnering with local financial institutions and leveraging technology to reach consumers.

- Competition from new market entrants:- Financial service institutions must be prepared to compete with new market entrants in international markets, including fintech companies and local providers. Hedge Equities Pvt Ltd. must be able to innovate and stay ahead of the curve to remain competitive in each market.
- Lack of brand recognition:- Financial service institutions may have limited brand recognition in international markets, making it difficult to build strong customer relationships and attract new business. Hedge Equities Pvt Ltd. must take steps to build brand recognition, such as leveraging digital channels, partnering with local organizations, and investing in targeted marketing campaigns.
- Marketing to a diverse audience:- Financial service institutions must be prepared to market to a diverse audience in international markets, with different cultural backgrounds, languages, and consumer preferences. Hedge Equities Pvt. Ltd. must be able to tailor their marketing strategies to reach each target audience effectively.
- Cybersecurity risks:- Cybersecurity risks are a major concern for financial service institutions, especially in international markets where the security of local networks and data can be uncertain. Hedge Equities Pvt. Ltd. must take steps to ensure the security of their data and systems, such as implementing strong cybersecurity measures and regularly training employees on best practices.

- Political and economic stability:- Political and economic stability can impact the ability of financial service institutions to operate effectively in international markets. Hedge Equities Pvt. Ltd. must be aware of the political and economic landscape in each market and take steps to manage risks and ensure the stability of their operations.
- Limited local expertise:- Financial service institutions may have limited local expertise, which can affect their ability to build strong relationships with customers, partners, and regulators. Hedge Equities Pvt. Ltd. must be prepared to invest in local talent, resources, and networks to build their presence in each market.
- Different cultural norms:- Cultural norms and values can vary greatly between countries, affecting consumer behavior and the acceptance of financial services. Hedge Equities Pvt. Ltd. must be familiar with the cultural norms and values in each market they operate in and tailor their marketing strategies accordingly.
- Language barriers:- Language barriers can be a challenge for financial service institutions operating in international markets. Hedge Equities Pvt. Ltd. must ensure that their communications and marketing materials are translated accurately and culturally adapted to reach local customers.
- Limited technological infrastructure:- In some markets, the technological infrastructure may be limited, making it difficult for financial service institutions to offer their services effectively. This can include limited access to broadband internet, a lack of mobile banking infrastructure, and outdated payment systems. Hedge Equities Pvt. Ltd. must be aware of these challenges and take steps to overcome them, such as partnering with local technology providers and leveraging digital channels to reach consumers.

- Local market knowledge:- Understanding the local market is critical for financial service institutions, as consumer behavior and preferences can vary greatly between countries. Hedge Equities Pvt. Ltd. must be familiar with local consumer preferences, behaviors, and financial systems in order to develop effective marketing strategies and build strong customer relationships.

To conclude Hedge equities Pvt Ltd needs to tackle all the challenges such as cultural difference, government policies, foreign competitors etc to expand their business outside the country. So the management needs to prepare a strategy based on these challenges while keeping it in mind. Inorder to do business internationally they need to do marketing based on the fact that the need to understand the cultural difference and the people's mindset. If they are able to do it accordingly they can sustain for long term and give a tight competition in the market.

3.3. Suggestions and ways to improve International Marketing Strategies at Hedge Equities Ltd.

When creating marketing strategies for financial services, a number of factors should be taken into account, such as:

- The objectives and goals of the company
- Markets served
- New & emerging markets
- Strengths and weaknesses of the company
- Resources on hand

Effective financial marketing techniques, however, can assist business in focusing the efforts so that it can more effectively attain targets and goals, regardless of the objectives or the financial services that offer.

Similarly in Hedge equities Pvt. Ltd, the business can attract more customers and attain their organizational goal, if they improve their marketing strategies. Even though they had good customer satisfaction , if they want to run their business for long term and to reach to the customers beyond their reach and develop their business they need to improve a few marketing strategies such as:-

- **Customer Engagement:-** One of the most traditional and straightforward marketing techniques used by financial service institutions is customer outreach. But it's also one of the most successful. Simply put, customer outreach is the idea of reaching out to customers to address their current requirements for information, knowledge, and assistance. This can be used to small businesses in the form of free consultations and webinars and to bigger organizations in the form of financial education, such as debt management programmes or knowledge about financial markets. Customer outreach may appear to be a mostly philanthropic use of funds, but it actually increases brand recognition, client loyalty, and interest in goods and services. A well-planned financial marketing strategy takes into account the products and services the company is trying to offer, as well as other marketing initiatives.
- **Social Media:-** The majority of people have social media accounts, and many spend up to 4-5 hours every day using them. One cannot afford to overlook the valuable financial marketing strategy that the wise and regular use of one or more social media sites represents. One may develop brand trust, open up marketing opportunities, and expand the customer by

maintaining a consistent presence on one or more websites with a strategy in place to provide value to consumers. To engage with customers and signify the importance, hedge equities must use social media. For instance, by presenting clients and success stories, providing customer service, and demonstrating that actual people work in the financial services industry.

- **Interactive storytelling:-** Whether it's through social media posts, videos, advertisements, or cross-channel platforms that extend into the real world, storytelling is still one of the most powerful marketing tools. A compelling narrative that evokes emotion should be part of any marketing plan if the business wants to engage, excite, and move their audience. The objective is to provide relatable, shareable material that can inform, amuse, or otherwise benefit the reader in some manner, ideally managing all three at once. Digital media offers a wide selection of inventive marketing ideas, tactics, and strategies that any business can use, regardless of what financial service company does.
- **Big Data and automation:-** The majority of financial service institutions have access to more data than they can handle, but this is gradually changing. Utilizing and applying data as part of a financial services marketing plan is now simpler than ever thanks to customer experience platforms and automation solutions. Big data can help to identify and offer services before or when they are needed, it can help the business to target specific customers for additional customer service or digital financial education, and it can help to reduce the amount of necessary customer service. For example, big data can tell the company who is saving up for a big purchase and is most likely to need to invest in the market.

- **Conduct market research:-** Conducting market research is crucial to understand the local market, customer preferences, and competition. Hedge Equities Pvt. Ltd. should gather data on economic conditions, cultural differences, purchasing behaviors, and language differences. This information can be used to tailor marketing strategies and adjust product offerings to meet local market needs.
- **Develop a local presence:-** Developing a local presence by establishing a physical office or hiring local staff can help build credibility and trust with customers. Local staff can also provide valuable insights into the local market and help navigate cultural differences and language barriers. Hedge equity Pvt Ltd. should also consider forming partnerships with local organizations, such as banks or financial advisors, to build a stronger presence in each market.
- **Partner with local organizations:-** Partnering with local organizations can help financial service institutions build strong relationships and gain insights into local market needs. Hedge Equities Pvt Ltd. should consider forming partnerships with local banks, regulators, and consumer advocacy groups to build trust and credibility with customers
- **Invest in targeted marketing campaigns:-** Investing in targeted marketing campaigns, such as local language advertisements, in-person events, and product demonstrations, can help build brand recognition and reach new customers. Hedge Equities Pvt Ltd. should consider tailoring marketing campaigns to meet local market needs and engage with customers through culturally relevant channels.
- **Stay compliant with local laws and regulations:-** Financial service institutions must stay compliant with local laws and regulations, such as data

privacy laws, to ensure the security of customer data and maintain stability of operations. Hedge Equity should also consider forming partnerships with local regulators to stay up-to-date on changes in local laws and regulations.

- Implement strong cybersecurity measures:- Implementing strong cybersecurity measures, such as encryption, firewalls, and regular security audits, can help protect customer data and maintain the security of operations. Hedge Equities Pvt Ltd. should also consider partnering with local cybersecurity experts to stay up-to-date on local threats and best practices.
- Continuously evaluate and adjust strategies:- Continuous evaluation and adjustment of marketing strategies is crucial to remain competitive in international markets. Hedge Equities Pvt. Ltd. should regularly gather customer feedback, monitor market conditions, and assess the effectiveness of marketing campaigns. This information can be used to make strategic changes and continuously improve marketing strategies.
- Offer localized product offerings:- Hedge Equities Pvt. Ltd. should consider offering localized product offerings, such as local currency options, to meet local market needs. This can help build customer trust and increase customer satisfaction
- Foster a customer-centric culture:- Foster a customer-centric culture by putting the needs of customers first and continually seeking ways to improve their experience. Hedge Equities Pvt. Ltd should consider gathering customer feedback regularly and using it to inform product and service offerings, as well as overall marketing strategies.

- Utilize localization and translation services:- Utilize localization and translation services to effectively communicate with customers in each market. This includes translating marketing materials, websites, and product offerings into local languages, as well as culturalizing content to reflect local customs and traditions.
- Develop relationships with local media outlets:- Develop relationships with local media outlets, such as newspapers, magazines, and television stations, to increase brand visibility and reach new customers. Hedge Equities Pvt. Ltd. should consider partnering with local media outlets to create targeted marketing campaigns and increase brand awareness.

As a conclusion, if they want to develop their business outside India , they need to have a good marketing strategy. Also they have a good brand image, it will be easy for the company to improve their business. If they try to market their products and services using modern technology such as social media marketing, big data automation etc, they can reach a wider range of population. In order to sustain and compete in the market they have to bring some innovative and creative ideas while doing international marketing and also they need to understand the mindset of the customers and trendset of the current scenario.

Hedge Equities Ltd. is a financial services company that is considering expanding its operations into international markets. In order to ensure the success of this expansion, it is important to understand the various factors that can impact its operations and profitability in each market. This proposal will analyze the political, economic, sociocultural, technological, legal, and environmental factors (PESTLE) that the company should consider as it expands into new markets. By understanding these factors and taking appropriate actions, the company can

minimize risks and maximize opportunities as it expands into new markets. The proposal are as follow :-

- Political stability: The Hedge Equities Pvt. Ltd. should monitor political stability in target markets and assess potential risks to its operations. The company should also maintain good relationships with relevant government agencies and local partners to ensure a smooth and favorable business environment.
- Government policies and regulations: The company should conduct thorough research on the regulatory environment in each target market and ensure that its operations are in compliance with all relevant laws and regulations. This may include obtaining necessary licenses and permits and complying with consumer protection regulations and data privacy laws.
- Tax laws: The Hedge Equities Pvt. Ltd. should engage local tax experts to understand the local tax laws and their impact on the company's operations and profitability in each market. The company should also consider the cost-effectiveness of different tax structures and evaluate the impact on its bottom line.
- Trade agreements: The company should assess the impact of trade agreements, such as tariffs and trade barriers, on its ability to access and serve customers in each market. The company may need to consider alternative sourcing and distribution strategies to minimize the impact of trade agreements.
- Economic conditions: The Hedge Equities Pvt. Ltd. should monitor economic conditions in each target market, including inflation, exchange rates, and economic growth, to assess their impact on the company's operations and profitability. The company should also consider the

purchasing power of customers in each market and adjust its pricing strategies accordingly.

- Local financing options: The company should research the availability of local financing options, such as loans and investment products, and evaluate the impact on its ability to attract and retain customers in each market. The company may also need to consider alternative financing options, such as crowdfunding or peer-to-peer lending.
- Cultural differences: The Hedge Equities Pvt. Ltd. should conduct cultural research in each target market to understand the values, beliefs, and preferences of customers. The company should tailor its marketing strategies and product offerings to better meet the needs of customers in each market and build strong relationships with local communities.
- Language barriers: The company should address language barriers by providing multilingual customer support and developing marketing materials in local languages. The Hedge Equities Pvt. Ltd. should also consider partnering with local organizations and individuals to overcome language barriers and better serve customers.
- Local preferences: The company should conduct market research to understand local preferences, such as preferred payment methods and preferred financial services. Hedge Equities Pvt. Ltd. should tailor its offerings to meet these preferences and ensure that its services are accessible and convenient for customers in each market.
- Technological advancements: The company should stay up-to-date on technological advancements, such as mobile banking and online financial services, and invest in technology infrastructure as needed. The Hedge Equities Pvt. Ltd. should also assess the level of technology infrastructure

and access to digital financial services in each target market to ensure that it is offering the most relevant and accessible services to customers.

- Legal and regulatory compliance: The company should conduct a thorough review of the legal and regulatory environment in each target market, including data privacy laws, anti-money laundering regulations, and customer protection regulations. Hedge Equities Pvt. Ltd. should allocate sufficient resources to comply with local laws and regulations and ensure that it has the necessary systems and processes in place to maintain compliance.
- Climate: The company should assess the potential impact of climate, such as natural disasters and extreme weather conditions, on its operations and customer base in each market. Hedge Equities Pvt. Ltd. should also have a plan in place to respond to natural disasters and minimize the impact on its operations and customers.

In conclusion, the PESTLE analysis provides a comprehensive overview of the factors that the Hedge Equities Pvt. Ltd. should consider as it expands into new markets. By taking into account the political stability, government policies, tax laws, trade agreements, economic conditions, cultural differences, language barriers, technological advancements, legal and regulatory compliance, and environmental factors, the company can minimize risks and maximize opportunities as it expands into new markets. By understanding and adapting to the unique challenges and opportunities presented by each market, the company can ensure the success of its international expansion and provide its customers with the best possible financial services.

CONCLUSIONS AND PROPOSALS

International Marketing is vital to the brand reputation as it will strengthen the brand's identity by involving a larger market through different modes and strategies of expansion. The strategies are tailored according to the infrastructure and potential of the brand, and the needs and character of the market to be explored. There are multiple folds to this process. If implemented correctly can be an asset to the brand in the long run. Primarily, it is important to understand the crux of international marketing. The need to deliver what is on sale to a more extensive market is the essence of this concept. The features identified and propagated mutual benefits to all who have participated in it.

International marketing is crucial because it benefits all parties engaged in equal measure. Briefly said, international marketing is essential since it is the only means by which world peace and prosperity can be attained. For businesses looking to succeed in international markets, understanding international marketing principles is essential. They encompass standardization vs. adaptation, price strategies, distribution channel management, cultural awareness, local market adaption, customer focus, legal compliance, and ethical issues. Businesses may more successfully contact customers, adhere to local laws and regulations, operate morally and with integrity by comprehending and putting these ideas to use. In the end, adhering to these guidelines can result in long-term success and expansion in global marketplaces.

International marketing's practical aspects can be complicated, and their success depends on careful preparation and execution. To succeed in foreign markets, businesses must be aware of the cultural variations, legal and regulatory requirements, language obstacles, distribution channel management, economic situations, technology improvements, and competitiveness in each area they enter.

Before putting the marketing strategy into action, marketing management must establish the amount of marketing spending necessary to achieve the marketing objectives. Throughout the year, the company must periodically review its marketing and sales procedures. Throughout the execution of operations, the whole budget must be distributed across the numerous marketing activities and tools in the marketing mix.

International marketing complexity improvement programmes may assist businesses in overcoming obstacles and succeeding overseas. Conducting market research, enhancing customer focus, developing effective global integration strategies, ensuring legal compliance, encouraging ethical behavior, implementing targeted market segmentation, balancing standardization and adaptation, optimizing pricing strategies, and managing distribution channels effectively are all typical tasks associated with these programmes. By implementing these actions, businesses may forge solid bonds with stakeholders and consumers, cultivate a favorable image, and succeed over the long run in foreign markets.

A careful examination of the service quality at Hedge Equities Ltd indicates the benefits achieved by the company's clients. The firm employs numerous marketing methods such as product personalization, constant connection with clients, and the provision of high-quality items, among others. Service quality has a major effect on an organization's profitability. A well-executed service quality policy will significantly boost the business. According to the findings of the study, the majority of Hedge Equities Ltd clients are satisfied with the service quality. Greater regulatory improvements in the Indian stock market have demanded due diligence and stronger reporting standards. As a result, consumer needs are met. The preceding conclusion is based on research conducted on the issue of customer perception of various financial products and services.

Clients are delighted with every service given by Hedge Equities. Whatever services they provide, the Hedge Equities never fail to have an influence. They will comprehend the requirements and preferences of their client and take appropriate action. Although the economy was bad during the final quarter of the fiscal year, the company was still able to manage its operations well. Moving forward, the management will constantly analyze the business climate and adapt strategies appropriate for new changes. Hedge equities concentrates on the individual who works diligently, is dependable, and properly identifies every minute detail. The majority of Hedge's employees receive training when they first start working there in exchange for conforming to the company's working culture. Because of this, Hedge Equities develops performance-based opportunities for its top-performing workers. All marketing initiatives are successful in helping a company grow by increasing revenue and expanding across the region. Strategic management helps the firm to tackle firm's stiff competition in the market as it provides different ways and ideas to navigate to success of the firm. Also it helps the firm to run for the long term. Recently, there has been a substantial change in the market. There are more rivals in the market, which has caused hazardous to have an impact on profitability. To address these problems, Hedge Equities has decided to expand its market in order to increase sales.

Originality and innovation are highly valued in corporate management. New ideas are being implemented at hedge equities with the intention of significantly enhancing the performance of the company. Proper communication and preparation are essential for overcoming a variety of challenges that are commonly associated with change management in enterprises. In the case of Hedge Equities Ltd., the customers are largely satisfied with the overall service quality of the company. But there are certain loopholes in their system, which need urgent attention so as to

retain their customers and expand their business simultaneously. The major concern amongst the customers was regarding call delays during trading hours, which can be easily sorted out using an app which facilitates real-time trading, therefore abolishing the need for a call during trading hours. Hedge had launched an app in 2019 to address this issue, but the app being extremely buggy and unresponsive didn't help any cause for the company as well as the customers. Therefore, an improved trading app with a responsive UI is necessary. Also, Hedge needs to advertise itself much more, so that more and more people get to know about its services, in order to compete with the likes of Manappuram, Muthoot and Geojit who are the market leaders in Kerala, India.

Customers are more satisfied with Hedge Equities' services, according to a poll, because of their safety and user-friendly platform. Due to their strong brand reputation, investors preferred hedge equities. Additionally, it will assist the organization in growing, going beyond existing limitations, and satisfying client demands.

To grow their business outside of the country, Hedge Equities Pvt Ltd must overcome all obstacles including cultural differences, government regulations, foreign rivals, etc. Therefore, the management must develop a plan based on these difficulties and keep it in mind. They must base their marketing efforts on the necessity to comprehend cultural differences and peoples' mindsets in order to conduct business globally. If they are successful in doing it correctly, they will be able to endure for a long time and create fierce rivalry in the market. They must base their marketing efforts on the necessity to comprehend cultural differences and peoples' mindsets in order to conduct business globally. If they are successful in doing it correctly, they will be able to last for a long time and create fierce rivalry in the market.

They need to have a solid marketing strategy if they wish to expand their business outside of India. Additionally, they have a positive brand image, which will make it simple for the business to grow. They can reach a larger public if they try to sell their goods and services utilizing contemporary technologies, such as social media marketing, big data automation, etc. When conducting international marketing, companies must come up with some original and creative concepts in addition to having a thorough understanding of consumer trends and mindsets in order to survive and compete in the market. Hedge Equities Pvt. Ltd. may improve its comprehension of the external environment and modify its marketing strategy by taking PESTLE into account. By doing this, the institution may reduce risks, increase growth potential, and successfully serve clients in global markets. The company may successfully expand internationally and offer its clients the best financial services by comprehending and adjusting to the distinct obstacles and possibilities given by each marketplace.

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ANNEXES

Annex A

SWOT ANALYSIS OF HEDGE EQUITIES PVT. LTD

<p>Strengths (S):</p> <ul style="list-style-type: none"> ● In the market for investment services, Hedge Equities is a leading company. It has aided the business in quickly scaling up the success of new services. ● Hedge equities has a successful track record in consumer-driven innovation, despite the fact that most financial players try to innovate. ● Over the years, Hedge Equities has entered a number of industries other than finance. ● The Financial Services sector is well-known for its Hedge Equities products. 	<p>Weaknesses (W):</p> <ul style="list-style-type: none"> ● Replacement of current expertise at Hedge Equities is expensive. ● Hedge Equities profitability is under pressure from the Financial Services sector's fierce competition due to declining per-unit revenue. ● Competitors in the financial services sector can readily copy the business model of Hedge Equities. ● Low investment in customer-focused services at Hedge Equities
<p>Opportunities (O):</p> <ul style="list-style-type: none"> ● Consumer preferences are rapidly evolving ● Poorly organized businesses find it challenging to operate in the Financial Services sector due to rising government requirements. ● Possibilities in the Online Society ● Lowering the price of new product introductions through specialized social networks and individual retail partners. ● Trend of consumers switching to more expensive goods ● Customers may switch from unregistered to licenced companies in the financial sector. 	<p>Threats (T):</p> <ul style="list-style-type: none"> ● Urban markets are inflated, and rural markets are stagnant. ● The development of the product is being caught up by competitors. ● Increasing technological competence of domestic export market players ● Legal processes have evolved into costly and drawn-out processes. It may cause Hedge Equities to make less investments in emerging markets, which would limit growth. ● A shortage of skilled human resources may soon arise due to the high employee turnover rate and increasing dependence on creative solutions.

SWOT Matrix

<p>1. <u>SO Strategies</u></p> <ul style="list-style-type: none"> ● Increase promotion to attract customers to make investment. ● Utilize social media to promote the business and draw customers to the website. ● Offer discounts to promote products at reduced costs. Due to low inflation and cost, this would assist improve sales volumes and is practical. ● Create innovative products that can be offered at a low price. 	<p>2. <u>WO Strategies</u></p> <ul style="list-style-type: none"> ● To increase the ratio of owned to leased property, finance property ownership with low interest rates. ● To lower turnover and boost productivity, raise salaries and give employees incentives and bonuses. Given the low cost at the moment, this might be practical.
<p>3. <u>ST Strategies</u></p> <ul style="list-style-type: none"> ● To reach out to customers and fend off new competitors, use an efficient distribution network. ● Invest in intellectual property rights using its solid financial position. This would help in battling the market's expanding competitiveness. ● Utilize its innovative teams to identify less expensive substitutes that might be employed to cut costs. 	<p>4. <u>WT Strategies</u></p> <ul style="list-style-type: none"> ● Spend more money on R&D so that Hedge Equities . can better compete with the competition ● To keep talent, offer incentives, boost engagement, or create a better working environment. This will prevent workers from leaving to work for other companies.