

# Gateway to Innovation

Paper Submission: 05/05/2021, Date of Acceptance: 15/05/2021, Date of Publication: 23/05/2021

## Abstract

Innovation consists of a new idea, creative thoughts and imaginations in the form of a device or method. Innovation is often viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs. Business innovation is when an organization introduces new processes, services, or products to affect positive change in its business. Strategic Marketing is a process of planning, developing and implementing exercises to obtain a competitive edge and unified purpose for all marketing efforts. Of course, the central objective of any company will be customer satisfaction so that they may dominate the market and become leaders in their industry and thus providing substantial business satisfaction. A well-defined and feasible marketing strategy makes meeting customer needs a likely and attainable goal. And while most companies do great marketing, only a few have created brand attachment and customer loyalty through their marketing practices, tactics, pricing, distribution, promotion, advertising, and market segmentation. In the process of creating a marketing strategy, we must consider many factors. Because each strategy must address some unique considerations, it is not reasonable to identify 'every' important factor at a generic level. However, many are common to all marketing strategies. The first step in strategic marketing is to articulate the reason why the enterprise exists and how it can benefit target consumers over the long term. The five steps in strategic marketing are Mission, Situation, Strategy and, Evaluation. The present paper would analyse the role of innovation to satisfy the needs and expectations of the customers and then would give closing remarks with suggestions.

**Keywords:** Innovation, Marketing, Strategy, Advertising, Evaluation.

## Introduction

*Innovation* is about putting a new idea, creative thoughts and new imaginations in the form of a device, method or approach into action. *Innovation* is often viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs. Business innovation is when an organization introduces new processes, services, or products to affect positive change in their business. No doubt strategic marketing is a process of planning, developing and implementing exercises to obtain a competitive edge and unified purpose for all marketing efforts. Of course, the central objective of any company will be customer satisfaction so they may dominate the market and become leaders in their industry and thus providing substantial business satisfaction. A well-defined and feasible marketing strategy makes meeting customer needs a likely and attainable goal. And while most companies do great marketing, only a few have created brand attachment and customer loyalty through their marketing practices, tactics, pricing, distribution, promotion, advertising and market segmentation. Hence, the important thing is to find what type of innovation is required in company, which suits and turn efficiently into great success.

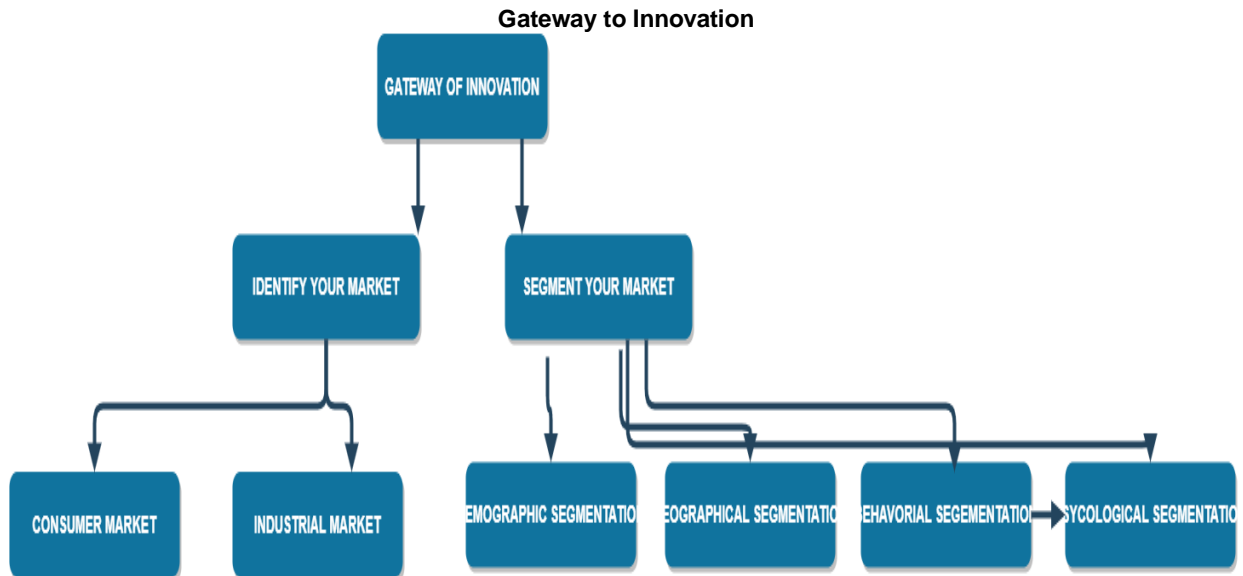
This process is necessary to outline and simplify a direct map of the company's objectives and how to achieve them. A company wanting to secure a certain share of the market, should ensure that they clearly identify their mission, survey the industry situation, define specific objectives, implement, and evaluate a plan to guarantee that they can provide their customers with the products they need, when they need them.

## Anju Sharma

Principal-cum O.S.D,  
Dept. of Higher Education,  
Himanchal Pradesh, India

## Ruchi Ramesh

Associate Professor,  
Dept. of Higher Education,  
R.K.M.V,  
Shimla, Himachal Pradesh, India



Factors such as market penetration, market share, profit margins, budgets, financial analysis, capital investment, government actions, demographic changes, emerging technology and cultural trends are effective gateway of innovation. The endorsements of innovation are push and pull.

**The Push Innovation**

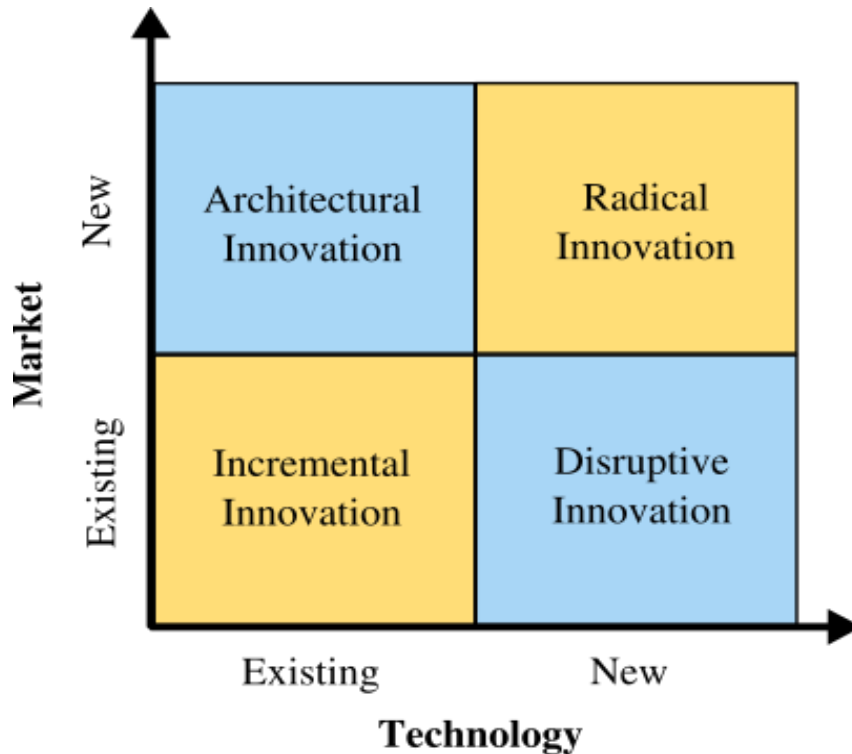
Marketplace is a very competitive place; hence the kind of innovation which is required to excel in this rat race world can only be delivered by the invasion of push. This invention requires many difficult and innovative practices so as to attract customers. These practices may involve many generous

discounts so that the objective can be achieved. The great discounts offered can also lower than need of advertising by a company

**The Pull Innovation**

This kind of innovation requires some kind of pulling force to it. The pulling force can be an end user offering. This kind of innovation uses channels of distribution that are lowered so as to minimise it during the initial stages. This in turn forces the promotion and makes their commitment to advertising an essential.

**The important thing is to find the type/s that suits your company and turn those into success as shown below**

**Incremental Innovation**

Today the most commonly used type of innovation is incremental innovation. This type of innovation makes use of the contemporary technology and it increases the value which is given to the customer regarding features type of design with many changes etc. The current existing market set-up is replete with examples of incremental innovation wherein one can very confidently say that many companies are engaged or involved in this type of innovation which may vary from one market form to another market form. Incremental innovation is an improvement in an existing thing (e.g. product, process or service). Product --- what we produce and sell. Service --- exceeding customer expectations. Process --- continuous improvement of how we do things.

**Disruptive Innovation**

One of the new buzzing words which we constantly hear in today's world is disruptive innovation. In very simple words this type of innovation refers to a setup for a technological innovation whose application in today's world can drastically affect the way any market works. Disruptive innovations are quite famous to change the functions of industry and mend and create new ways in which the regular working of industry is changed. Some people might also use the word death invasion for describing descriptive innovations in today's Technology. Disruptive innovations usually employees and new technological process which can give boost to the current output of the company. The stealthy nature of disruptive technology also makes it an expensive one. Since that this eruptive technology is at the Inception stage which is very new hence

sometimes or almost many times the features are very less. The disruptive technology if it is in the sector of art and craft can also be not very aesthetically appealing. The product which the disruptive innovation has delivered has to undergo many iterations and modification which update the product so that it can surpass the old and continue the process of diffraction and all existing corporate fields. So it is always told that if any company wants to survive in a field for long duration that company cannot take to old methods and ways for long. Every company has to look forward for innovative ways so that they can conquer the competition.

**Architectural Innovation**

Another type of innovation is architectural innovation. This innovation involves taking up of lessons, creating these lessons into skills and then applying the overall learnt skill in technological parameters. These parameters are then used to help drive the market into a better one. This type of innovation is a creative one and it also helps in increasing the consumer base. The caveat which has to be followed with this type of innovation is that the product has to be market oriented and consumer or customer has to be receptive. A great degree of risk is also involved sometimes in architectural innovation. Risk can be due to many factors such as introduction of new unproven Technology. The risk can be reduced by implementing or re-introducing reliant technology. As the saying goes that architectural innovation many times requires to be rethinking so that the requirements of emerging markets can be matched

**Radical Innovation**

Creation of new Revolutionary Technology which can either give birth to new industries or can swallow the existing one is generally termed as radical innovation. It is innovation is famously known for its giving birth to Revolutionary Technologies. The famous example of a radical innovation can be the invention of airplane for this mode of transport was the first one of its type. The invention of airplane gave rise to many new types of Revolutionary transport method it also allowed commercialization of air travel.

#### **Objective of the Study**

1. To analyse the role of innovation for enhancing company's revenue, profit and sales
2. All effective innovations must be achievable within the stipulated time period and commercially successful.
3. To suggest various measures to improve moral, actual and potential responsibilities of producer through innovation for the development of market economy, in meeting the challenges of the new millennium.

#### **Methodology**

The study is based upon the secondary data collected from different sources mainly, Economic Survey of India, RBI Bulletin, reports of national sample survey organization of India etc. The data has been tabulated suitably. The results have been accordingly interpreted and on the basis of analysis and findings, measures have been suggested.

#### **Results and Discussion**

An innovation can only be successful in industrial sector if it is commercially successful or it can successfully exploit the ideas. Hence the main emphasis on innovation is that whether there is any new creation or value addition done by the innovative idea. This can be discussed in many forms for such as.

#### **Process Innovation**

Value addition or improvement in existing goods, processes or services.

#### **Product Innovation**

Developing new goods over processes and services which increase the value and have not existed anywhere before

It is said that, both the kinds of innovation which have been discussed above they possess some challenges and require a deep-rooted discussion.

The status quo in the market is always challenged by innovation. The companies have

always worked in such manner that they have to understand that needs of consumers, after understanding the need of consumer they have to develop innovative and imaginative solutions. These solutions have to be oriented towards the market. Hence the above process indicates that innovation is a creative process so the ideas can come from avenues which are mentioned below.

#### **Inside the Business**

Examples can be employees, in-house designers, and sales staff.

#### **Outside the Business**

Examples can be suppliers, customers, media reports, market research insights or from contacts at local universities or other research organizations.

Hence successful innovation comes from filtering or identifying these ideas.

#### **Mandatory Phases for Best Innovation**

##### **Planning Phase**

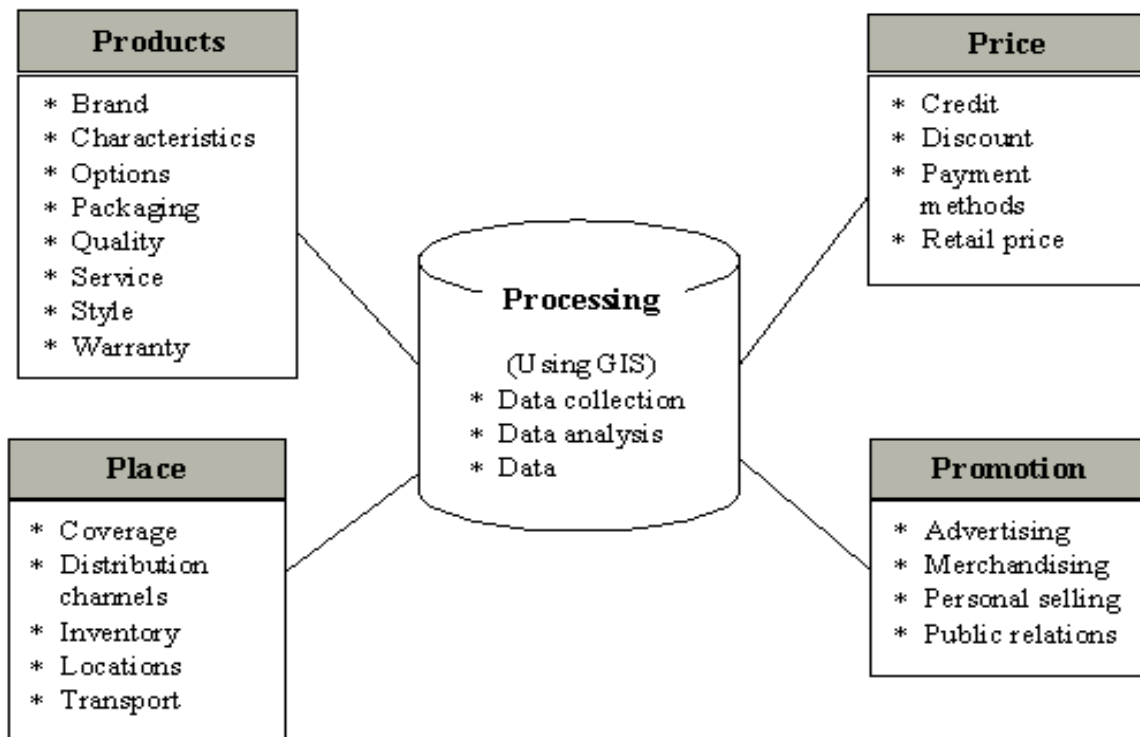
The initial phase which is known as the planning phase is the most important step. It helps in analysing the internal strengths and shortcomings which the company might have. The planning phase steers the discussions about external competition, whether any change is required in the current Technology and if any other change is required in the functioning. The planning phase is helpful in providing the overall picture of the state of organisation. The planning phase can be subdivided into four important parts this subdivision helps in providing a clear picture of the current position of company and the future trajectory of the company.

##### **Marketing Program**

After determining the need and want of the consumers, members of the company have to take decisions about the product.

The discussion which the members of the company undertake has to be in direction of consumers itself. The product which is launched by company has to satisfy the needs of customers and a marketing program for a mix should be developed.

The marketing program should be oriented in such manner that many aspect of planning phase should be inculcated in it. The marketing program focuses on 4Ps approach and the budget which is required for each element of the mixture.



#### Price Innovation

Focuses on the list price, price allowances (reductions), discounts, payment periods, and credit contracts.

#### Promotion Innovation

This element of the program should focus on direct marketing, advertising, public relations and sales promotions that create brand awareness.

#### Product Innovation

This element focuses on the features, packaging, branding and warranty of the product.

#### Place Innovation

The final 'P' in the marketing mix should focus on distribution channels, outlets and transportation to get the product to the customer when they need it.

#### Set Marketing and Product Goals

1. After learning about the consumer needs the next set of goals should be to meet them hence this would increase the success rate with the new product.
2. The company should put its effort in finding out the differences such as what is the company's unique selling point; each and every product should also contain definite set of treat or characteristics which are helpful in making the product better and more suitable towards market. this research would also help in making the product more reliable and user-friendly which would attract customers to buy the product over other competitions.
3. The positioning of the product is also very important as it is the positioning which decide the mind set of customer. This mind set is very

important as it will help people in deciding whether to buy the product or not. Hence a mixture of both emotional and mental marketing skills are required so as to attract customers for both short and long terms. One of the great examples of this type of marketing is the company Pampers which excel in selling diapers. The approach of company has been an emotional one which has targeted mother and hence now many mothers associate diapers to pamper because it has been emotionally connected to babies.

4. Select target has to be : This has to be based on extensive research and finding out their similarities about what ways are needed so as to achieve the goals.

#### Turn Plans into Focused Action

Once the questions of where the company stands and what it wants to achieve are answered, the next step in the planning process is determining where the resources will be allocated, and how to turn plans into focused action. Segmentation has always been helpful in delivering better services and product. It was also true when it comes to turn plan into a focused action. This can be done by dividing consumers into various parts or segments which would be helpful to determine what kind of marketing technique will be helpful in reaching that target group inside the segment. The next step should be a measurable goal that would be practical hence this will help in fulfilling the goals in an oriented manner. An example can be "that if consumers are separated and divided into groups like common needs, this would be helpful in orienting the responses of

marketing companies in a manner which is easier and more targeted towards consumers. This also saves time. This also empowers corporate houses to know the right decision regarding that specific targeted group.

#### **Implementation Phase**

Now we will be discussing about the next stage which is popularly known as implementation phase. This phase is detrimental in the whole process. Implementation is the final part of the story.

#### **Obtaining Resources**

Amounts of cash to progress and market products.

#### **Designing Marketing Organization**

A proper strategy for placing a marketing hierarchy to properly see the plans to fruition.

#### **Developing Planning Schedules**

Sectorization of specific tasks so they can be accomplished.

#### **Executing the Marketing Plan**

Effectively executing the marketing strategy so as to take attention to detail, and focus on the strategy and tactics defined in your marketing plan.

#### **Control Phase**

The leader of the team will have to make special arrangements so that the focus can be put upon proper execution of plan. The marketing team has to be very careful in this phase so that no activity shall be done which can deviate the team from its original working plan. Hence the team especially the team leader has to be very careful so that a correct path can be chosen in this phase. It becomes so difficult because any deviation from the correct course can result in the end product very much different from the original thought product. This can be elaborated with an example that if the product launched is greater in value by some amount then the want of that product is less by the same amount in the final market. The team has to be very careful in deciding and collaborating each step of the face. In this phase the team has to be very careful in allocating the resources required for each and every step. Some of the method through which the team can strategically focus their attention on various pattern parameters are discussed below.

#### **Strategy versus Tactic**

Strategic component signifies the orientation towards goals whereas the tactic component aims to achieve the oriented goals.

#### **Measurable versus Vague**

Have milestones that define when you've achieved your goals.

#### **Actionable versus Contingent**

A strategic goal should be realizable through the tactics that sustain it, rather than solely being dependent on uncontrollable factors or forces.

#### **Marketing Strategy**

Should be supported by a business plan along with strategic moves to complete achievement, or it is useless.

#### **Prepared to face the Problems of Strategic Marketing**

When the perfect marketing plan has to be prepared for a corporate then there are main issues which have to be kept in mind so that the process should not be side ruled. Some of the possible certainties that have to be kept in mind are discussed below.

#### **Organizational Issues Poor Assumptions**

This is one of the main issue which has to be kept in mind as for his ambitions can lead to deviations from the product which was supposed to be out. What the customer wants has to be prima facie any company has to keep in mind before designing any product. Hence poor conditions can lead to downgrade in the quality of the product or the services delivered.

#### **Issues in the marketing department such as**

An inflexible marketing department can create many problems which can hinder the performance of the company in an over or sector. Poor management and poor human relation issues can also add to the problem of marketing department so the company has to keep these parameters in mind before entering into the competitive field.

#### **General Problems**

There are also wide arrays of other problems from obtaining marketing feedback to calculating the overall cost of.

#### **Benefits of Innovation**

##### **Better Productivity & Improved Costs**

This is the first and the foremost benefit of innovation the products get improved as well as the cost also gets reduced. This is only available because the innovation creates the opportunity for the product to become more flexible. Business cycle has to inculcate innovation in their manifesto because it is the endeavour of human beings to improve in each and every step.

##### **Change in Quality for Goods**

Due to innovation the quality of the product is improved in general trends better quality and are able to meet the demand of consumer in a more appropriate way. This also helps in profit maximization and rationalization

##### **Providing with a Product Range**

Business can only sustain in this competitive world if they are able to come out with white engine products. As the consumer demand is ever changing and the business also has to come out with new range of products so that the demand of consumers can be met on the spot in the market. A broad range of products can improve the opportunity that the business will have for higher sales. It is will also lead to increase in the profit in the corporate house will make.

##### **Legal and Environmental Issues**

Today when the world is moving towards sustainable development goals everyone is a demanding and economy which does not have large negative effects on the environment. Hence under the same scope businesses are also required to move

towards an economy which is carbon neutral. Innovation allows this. We find many new forums and discussion tabloids where carbon neutral economy is being discussed. Hence it is with innovation in business that is helpful in preventing global warming due to companies' afflux.

#### **Value addition done**

The way the innovation works through addition of values adds. Added values to any product and leads to greater demand also. Hence an effective innovation can help in increasing the uniqueness of the product

#### **Better Human Management done**

This is not a famous benefit of innovation but really useful one. The innovation can help in increasing the efficiency of staff and also help in building good relationship between the members of the company. Innovation can decrease the tension between the staff members as well as increase the coordination between them. We find many examples of this in great companies like Google or Yahoo where the corporate houses have special room dedicated to Fun activities so that they can increase the moral of their team members.

#### **Innovation- All is not well**

There are certain risks which are associated with innovation some of them are discussed below-

##### **Rivalry**

The innovation is not only limited to one company. This risk is always associated with innovation as it requires a company to take risk that is to indulge money and do research and development upon the project, at the same time the company which is doing research on the project is not immune from the rivalry of another company doing some work on that same project. This company can get the protection from the patent laws but this protection is not a full proof.

##### **Not Fixed Commercial Returns**

The return one will get on a product which has been obtained through innovation is not the final return. The company is always under speculation about how much cost to benefit ratio is there if it dwells into innovative product.

##### **Question on Availability of Finance**

Innovation is not cheap. The corporate houses have to take variety of parameters before thinking about innovating any product the availability of Finance is one of the major risk which a company has to undertake if it proposes to do some research and development on a specific product. Hence it can be said that if a company is diverting some of its resources into Research and innovation then it has to cut on its expenses on other fields..

##### **Conclusion**

Successful innovation comes from filtering or identifying the real picture of the company. According to Centre for Simplified Strategic Planning, any innovative planning process involves digesting information and some fairly difficult analysis. The innovation has to be a simple process it has to reflect the original thought the company put into developing

any product. Every process of innovation as to follow a simple process of keeping certain target in mind. These targets are what the company wants to deliver to whom the company wants to deliver and by what parameters the company is aiming at improving the product. Certain points have to be kept in mind by the company so that the end result of innovation can be an improved product:

1. Categorise the objectives.
2. Business environmental scan-including trends and competition.
3. The strategy to include SWOT, budget, marketing, price and distribution.
4. Effective implementation of the strategy to put your plan into action
5. Evaluate and modify

#### **Guidelines for Effective Innovative Strategic Marketing Process**

A well thought out plan for offering value and solutions to your target market allows the company to discover the needs of the targeted customers and fulfill those needs in a cost effective and timely fashion. This in turn allows for the marketing team to be able to measure a company's value based on your ideal customer's response to your product and strategy. Some guidelines to ensure these innovative steps are:

1. Set quantifiable steps which are achievable through a clear and structured plan of action.
2. The base plan should reflect the original thought of the company.
3. A carefully crafted solution which is simple clear and precise should be adopted the plan should project a clear cut way for the company.
4. Sometimes it is at most necessary that the adoption of plan should be very practical.
5. The element of flexibility as also to be included in the planning phase when a company is thinking about innovating a product.

To beat the competition in marketing, placement, brand awareness , loyalty, respond to trends, analyse competition and adjust, innovation, emotional branding, enhanced distribution systems and excellent customer service by incorporating these practices into our company's marketing program and ensuring to follow through consistently, our company will be rewarded and recognized for its efforts. For mostly, no corporate house should forget that ultimately it is the emotional attachment with the consumer base which will enable them to sell their product. Hence a personalized warm welcome and probably a polite message which can be easily understood by every customer should be drafted. The company should also take into consideration consumer grievances redressal so that a lovely Bond can be developed for long-term duration between the company and the customers

#### **References**

1. *blog.hypeinnovation.com* > *innovation-fourth-industrial-revolution (2018)*

2. *Consumer behavior in relation to premium products.* (2015, March 23). <http://www.ukessays.com/essays/marketing/consumer-behaviour-in-relation-to-emiumproducts-marketing-essay.php>.
3. <https://consumerbehaviourmcgill.wordpress.com/2013/01/19/nike-more-than-a-logo/>.
4. Nike News. (2010, May 04). Nike, Inc. Introduces 2015 Global Growth Strategy: <Http://News.Nike.Com/News/Nike-Inc-Introduces-2015-Globalgrowth-Strategy>
5. Dicken, P. (2007) *Global shift-mapping the changing contours of the world economy*, 5th edn. Sage.
6. Rourke, Elizabeth; Troester, Maura; Salamie, David. (2006). *International Directory of Company histories* [Http://Www.Encyclopedia.Com/Topic/Nike\\_Inc.Aspx](Http://Www.Encyclopedia.Com/Topic/Nike_Inc.Aspx).
7. Aid, B. (2005). *Nike: Evolution of marketing strategy.* <http://www.icmrindia.org/casestudies/catalogue/Marketing1/MKTA018.htm>.
8. <https://ladinladin.wordpress.com/consumer-behavior-psychological-factors/>.
9. <Http://Www.Nikeresponsibility.Com/Report/Content/Chapter/Labor>.
10. <http://www.vatc.org/marketing/StrategicMarketingPlanFY06.pdf>.