



Test Marketing and Revision of Marketing Strategies-A Case Study of Mangalam Resort and Spa -Sacchai Agro Tourism LLP

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ABSTRACT

The implementation of test marketing within the hospitality sector constitutes an essential approach for comprehending consumer inclinations and refining service provisions. This strategy incorporates a range of methodologies, such as market testing, field experiments, and integrated marketing communication, which together augment decision-making processes and operational efficacy within this highly competitive industry. This research paper presents a case study of Mangalam Resort and Spa, how test marketing of wedding lawns concept demanded revision in marketing strategies. The information for this case was collected using an interview schedule

Keywords: Mangalam Resort and Spa, Services Marketing Mix, Marketing Strategies.

Introduction:

Gadiya Group, established in the year 1991, is a leading real estate development firm in Chhatrapati Sambhajinagar formerly known as Aurangabad in Maharashtra state which fulfils customers dreams of property ownership through uncompromising quality. They also have constructed the tallest building in the city Gadiya Vihar. Gadiya Group established Mangalam Resort and Spa in 2023.

Background Note:

In 2022 June during last week of the month the owners of Gadiya group Shirish Gadiya and his two sons Vedant and Siddhant had been to a community get together. Their close friend Rajeshbhai shared the news of his daughter's wedding. He was tensed as the wedding involved huge expenses and too many arrangements in limited time. He was struggling to book venue for the wedding. He wanted a big venue with a superb ambience and well equipped with the best facilities. Shirish assured Rajeshbhai that he was ready to extend help, and they can meet often to plan and execute the arrangements so that the wedding is a memorable event. Rajeshbhai felt a sense of relief from Shirish's comforting words.

Shirish and his two sons Vedant and Siddhant meet in office every Saturday for review and discussions. The discussion with Rajeshbhai was still lingering in Shirish mind so he shared the incident to his sons. They discussed how Chhatrapati Sambhajinagar was a growing tourist capital. There was tremendous growth in population and industries. The population was more than 15 lakhs and there were more than 1000 industries in the city. They also discussed regarding Marwari community the challenges they faced in arranging weddings which is a grand affair. The discussion ended with identifying a business opportunity to support the community. After two three rounds of rigorous discussion, they decided to set up wedding lawns at Dhoregaon near Village Mauje Puri. They brainstormed for several days and decided to name the property as Mangalam Resort and Spa. They narrowed down the products and services they wish to offer through Mangalam Resort and Spa.

Product: The service offer will include three different wedding lawns with unique themes like Rajasthani, Mughal and Indo-western. There would be a photo shoot garden with cherry blossom theme. The resort will have kids play area and amphitheatre style wedding area. Other amenities include restaurant, hotel and club area and parking that can accommodate 1000 cars.

Price: The service price would depend on factors such as competition, demand, costs, and customer perceptions. They decided to consider dynamic pricing, discounts, packages, and seasonal pricing to arrive at a final quotation. They decided to adopt a subscription model to ensure steady inflows for working capital. The subscription duration would be 10 years

Place: The site is located near the Godavari backwaters surrounded by natural atmosphere. It has easy access to nearby cities like Chhatrapati Sambhajinagar Ahmednagar, Nanded, Latur, Parbhani, Jalna Beed, Parli-Vajinath and Tuljapur . The resort would be located 35 kms away from Chhatrapati Sambhajinagar ,spread over 17 acres of land.

Promotion: The promotional activities to be included were, billboards/hoardings on highways and central locations of nine major cities. Platforms like Instagram, Facebook, and You tube would be used for showcasing the resort's beauty and offerings. Resorts can share stunning visuals, engage with potential guests, and create content that drives interest.

People: The owners decided that there would be few employees who are permanent, and majority would be hired on contract basis from nearby villages. Contract employees will undergo comprehensive training to deliver exceptional customer service and consistently ensure a high level of customer satisfaction.

Process

Process refers to the systems and procedures used to deliver products and services. Efficient processes are essential for smooth operations and customer satisfaction. This includes streamlined booking procedures, check-in/check-out processes, and service delivery standards.

Physical Evidence

Physical evidence represents the tangible aspects of the resort experience. It includes the facilities, amenities, and other physical components that customers interact with. Mangalam resort and spa would include rich and significant design of Indian architecture.

The founders wanted to offer affordable service with best facilities . So before finalizing the offer they did test marketing with few accomplices. After discussion with the accomplices, they derived certain insights. Most prospective buyers declined the subscription model, citing several concerns like long-term financial commitment, varying preferences among family members, alternatives like banks where they can get interest, uncertainties like lack of funds. Additional challenges were the distance of wedding lawns from the city, poor road conditions affecting transportation, and the lack of nearby shops for last-minute shopping needs. The insights necessitated a rethink of their marketing strategies.

Discussion Questions:

1. What are the key challenges and opportunities identified in the Mangalam resort case study?
2. What actionable steps can Mangalam resort take to overcome the challenges it faces?
3. Suggest customer acquisition strategies to Mangalam resort?
4. What personalized approaches can the resort create to enhance customer engagement and satisfaction?
5. Suggest a sustainable marketing mix strategy aligned with its current business scenario and objectives?

Conclusion:

In conclusion, the test marketing provided valuable insights that highlighted key concerns among prospective buyers. These findings emphasize the necessity of refining the marketing approach, potentially exploring alternative pricing models, enhancing infrastructure, and improving service accessibility to better align with customer expectations and needs.