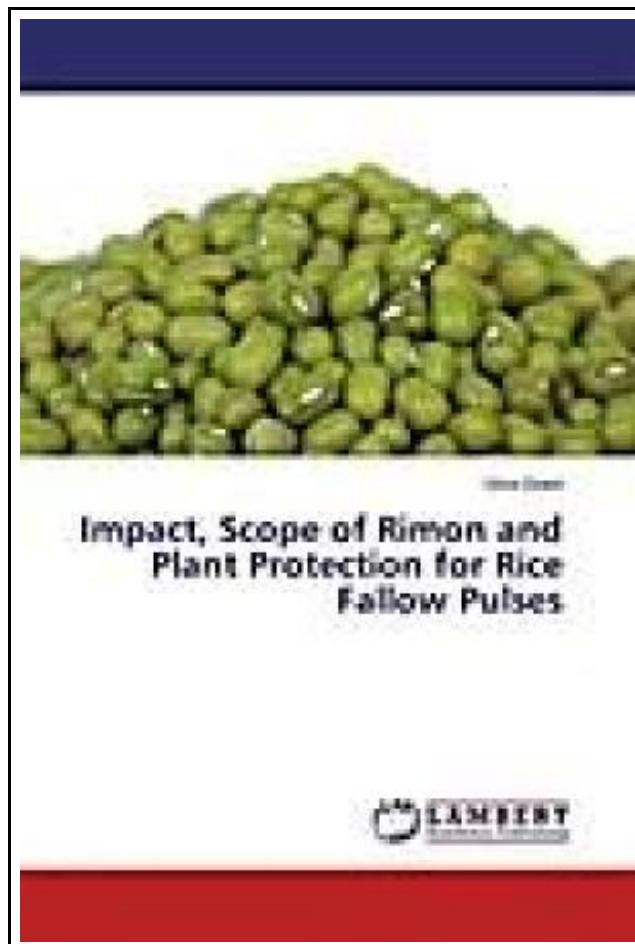


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LAP Lambert Academic Publishing Okt 2014, 2014. Taschenbuch. Book Condition: Neu. 220x150x4 mm. This item is printed on demand - Print on Demand Neuware - The Indofil chemical company is strong in demonstration, field visit, company campaign and farmers meeting. Hence the case firm has to take necessary field promotional activities to improve their market share. The failure of other products was due to the highest influencing factor for the purchase of a Rimon followed by necessity, pest severity and then yield. Hence, it is concluded that failure of other products and the necessity to control pest severity were the main factors leading to the purchase of Rimon by the farmers. It is suggested to the case firm that they may come out with attractive packages. Since, the agricultural input market is dealers push market, trade promotion measures like schemes, gift, and tour, training and high profit margin to the dealers are to be considered. Demonstration and field work have to be intensively done to increase the awareness level among farmers. Timely delivery of pesticides had to be monitored by the firm to make the dealers loyal to the firm. 72 pp. Englisch.



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