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A STUDY ON THE MARKET ANALYSIS OF SERVICES AT RECCSAR PRIVATE LIMITED, MADURAI

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ABSTRACT

We will outline the market analysis process that enables achieving the best results in any context. This process can be applied both during the establishment of a new company and in the creation of a new product or service. Market analysis does not have a standard method by default, but there are methods and processes that may be more suitable in certain situations. The following analysis aims to provide all the necessary tools to reduce market uncertainties, allowing for the highest probability of success in any market or geographic area. Further studies will follow to delve deeper into the discussed topics.

Keywords: Business strategy, market analysis, business intelligence, start-up, companies, big data etc.

INTRODUCTION OF THE STUDY

Market analysis services involve the systematic study and evaluation of market conditions to help businesses understand their target markets, identify opportunities, and make informed decisions. These services include the collection and analysis of data on market size, trends, competition, customer preferences, and economic conditions. By leveraging market analysis, businesses can develop effective strategies, optimize their operations, and achieve a competitive advantage.

Key Components of Market Analysis Services

1. Market Research

Market research is the foundation of market analysis services. It involves gathering data on market size, growth rates, trends, and customer preferences. This research can be conducted through surveys, interviews, focus groups, and secondary data sources.

2. Competitive Analysis

Competitive analysis examines the strengths and weaknesses of competitors in the market. This includes analyzing competitors' market share, product offerings, pricing strategies, marketing efforts, and customer satisfaction levels. Understanding the competitive landscape helps businesses identify their unique value proposition and strategic positioning.

3. Customer Analysis

Customer analysis focuses on understanding the needs, preferences, and behaviors of target customers. This involves segmenting the market based on demographics, psychographics, and buying patterns. Customer analysis helps businesses tailor their products, services, and marketing efforts to meet customer needs effectively.

4. SWOT Analysis

SWOT analysis evaluates a company's strengths, weaknesses, opportunities, and threats. This strategic tool helps businesses assess their internal capabilities and external environment, providing a comprehensive view of their market position.

5. Market Segmentation

Market segmentation involves dividing the market into distinct groups of consumers with similar characteristics and needs. This allows businesses to target specific segments with tailored marketing strategies and product offerings.

6. Trend Analysis

Trend analysis identifies emerging market trends and shifts in consumer behavior. By staying ahead of trends, businesses can innovate and adapt their strategies to capitalize on new opportunities and stay competitive.

SCOPE OF THE STUDY

The scope of this market analysis will focus on understanding the dynamics of Reccsar Private Limited in Madurai. The study includes an assessment of current market size, growth potential, and competitive environment, focusing on analyzing the needs and preferences of customers within local residents. Data is collected through a combination of research, interviews and analysis of related local data sources. The analysis also takes into account the impacts of local economic factors, regulations and technological advances on the delivery and consumption of these services in Madurai.

NEED OF THE STUDY

Market analysis provides insight into potential customers and competition. It helps you determine the suitability and sustainability of your product in a particular market. Market analysis provides businesses with comprehensive information on existing competitive consumer custody patterns. Companies can also use market mapping tools to understand their position in the market. Market analysis can help identify new or new threats, change market demand, and change customer needs. By analyzing these factors, companies can allocate resources when they are most important

OBJECTIVES OF THE STUDY

- To study the various factors influencing market analysis of Career guidance service.
- To study the customers acquisition of career guidance among their marketing strategy.
- To study the market potential of online and offline service provider in Reccsar Private Limited at Madurai.
- To enhance the customer valid service among market analysis of various corporate training.
- To study the suggestion and recommendation of valid guideline service also market analysis of their solutions.

REVIEW OF LITERATURE

Hoxby (2019) In this paper we have a tendency to study whether or not on-line education will "bend the price curve" in ancient educational activity. we have a tendency to target degree seeking undergraduates attending open access and less-selective postsecondary

establishments, a gaggle that accounted for concerning fifty ninep.c of all America postsecondary enrollments in 2013 supported information from the Integrated Postsecondary Education information system (IPEDS) of the America Department of Education. This tabulation doesn't embrace MOOCs and alternative non-degree pro- grams that area unit troublesome to trace within the IPEDS. Few degree-seeking students attend selective establishments through on-line programs.

Shweta Dani, Manisha Singhai (2019) The University of the Highlands and Islands Project (UHIMI) is developing “on-line learning” on a large scale. These developments have been accompanied by a comprehensive programme of staff development. A major emphasis of the programme is concerned with ensuring that course developers and tutors are pedagogically aware. This paper reviews (i) what is meant by “on-line learning” in the UHIMI context (ii) the theories of learning and teaching and principles of course design that inform the staff development programme and (iii) a review of progress to date.

RESEARCH METHODOLOGY

Research is a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. According to Clifford Woody, “Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis”.

RESEARCH DESIGN

Research design is the arrangement of conditions of collection and analysis of data in a matter that aims to combine relevance to the research purpose with economy in procedure.

SAMPLING TECHNIQUES

The sampling technique adopted for the purpose of the study is Non -probability convenience sampling. As the name implies a convenience sample means selecting particular units of the universe to constitute a sample.

SAMPLE SIZE

The sample size of the study is 120. This sample is considered as representative.

TOOLS FOR ANALYSIS OF DATA

- Simple percentage method
- Chi-square method
- Correlation

DATA ANALYSIS AND INTERPRETATION

TABLE NO 4.1
CORRELATION

The table shows that the relationship between education qualification of the respondents and understand the steps needed to achieve my career goals

X	Y	X ²	Y ²	XY
11	62	121	3844	682
29	43	841	1849	1247
47	10	2209	100	470
33	5	1089	25	165
ΣX=120	ΣY=120	ΣX²=4260	ΣY²=5818	ΣXY=2564

$$r = 0.51$$

RESULT

This is a positive correlation. There are relationships between education qualification of the respondents and understand the steps needed to achieve my career goals.

FINDINGS AND CONCLUSION

FINDINGS

1. Maximum 58% of the respondents are female.
2. Maximum 42% of the respondents are in the age between 25 to 30 years.
3. Maximum 39% of the respondents are undergraduate qualification.
4. Maximum 44% of the respondents are experienced in 2-5 years.
5. Maximum 34% of the respondents are earning Rs. 15,000-20,000.
6. Maximum 37% of the respondents is highly satisfied with career guidance service.
7. Maximum 36% of the respondents said company provide placement-oriented training service

CONCLUSIONS

There is a rising awareness among students and parents in Madurai regarding the importance of professional career guidance beyond traditional options like engineering and medicine. This is fueled by increasing competition, diverse career options, and a greater understanding of the impact of informed career decisions on long-term satisfaction and success. India's career counselling market is substantial and growing rapidly, with projections indicating a continued upward trend. While urban areas have seen more penetration, Madurai, being a Tier likely represents a significant untapped segment with a growing aspirational youth population seeking direction. While awareness and access to career counselling might be higher in more urbanized parts of Madurai likely has a mix of urban and semi-urban populations. Tailoring services to reach students and parents in different socio-economic backgrounds and locations within Madurai will be crucial.

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