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**“A STUDY ON SALES AND MARKETING STRATEGY AT NOGUILT NUTRITION SERVICES PRIVATE LIMITED (FITELO)”**

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**Abstract**

Mobile app offering diet plans for weight loss management. The platform offers expert-led consultation services for diet plans for weight management, metabolism improvement, immunity-boosting, weight maintenance, and lifestyle management coaching. Users can track body composition by using an app. The company offers mobile applications for Android and iOS platforms. to Europe.

Obesity can be fatal, and we want to help people maintain not only their physical health but also their mental and social wellbeing too. The company has a dedicated team of 50+ dietitians, exercise coaches, and mind coaches, supporting fitness initiatives in over 12 countries across the globe.

Mehakdeep (Mac) Singh and Sahil Bansal founded Fitelo in April 2019. At Fitelo, our vision is to revolutionize weight loss and wellness by fostering a global community of individuals who are empowered to live their best lives through scientifically proven, personalized, and sustainable approaches to healthy living.

It serves as the face of your company, coordinating and producing all materials representing the business. It is the Marketing Department's job to reach out to prospects, customers, investors and/or the community, while creating an overarching image that represents your company in a positive light

***Keywords: - Ios, Noguilt Fitness, Law of Perspective, sales and marketing strategy.***



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## **INTRODUCTION**

Noguilt Fitness And Nutrition India Pvt. Ltd. Company Profile Information is operating as a Private Company - Operating. It was officially incorporated on 31 May, 2016, making the company 7 years old. The company was founded in the year 2016. It is categorised as - classified as -. Its Listing Status is -. As per the official records of Ministry of Corporate Affairs (MCA), the Corporate Identification Number (CIN) of the company is U51500CH2016PTC041066 and Registration Number is -. Additionally, Noguilt Fitness And Nutrition India Pvt. Ltd. Company's Scrip Code is . It has been duly registered at Registrar of Companies -.

Noguilt Fitness And Nutrition India Pvt. Ltd. company's current MCA status is -. As per the official records, the company's Authorised Capital is Rs. - and its Paid-up Capital is Rs. -. The last reported Annual General Meeting (ABM) of the company was held on - and the last Balance Sheet was filled on -. The list of current and past investors of the company with their respective Relationship Type, Stake Held and % Stake can be accessed here.

Noguilt Fitness And Nutrition India Pvt. Ltd. company's registered address is -. The company's registered Email ID is -. Noguilt Fitness And Nutrition India Pvt. Ltd. company's website is <https://fitelo.co>.

The company is Doing Business As (DBA) FITELO. It is operating in the Health Care industry. As for the Business Description, Noguilt Fitness And Nutrition India Pvt. Ltd. is engaged in providing fitness services under the brand name fitelo. It offers services like weight management diets courses, polycystic ovarian disease (pcod).

Noguilt Fitness And Nutrition India Pvt. Ltd. Company's Board of Directors are of Noguilt Fitness And Nutrition India Pvt. Ltd. are Mehak Deep Singh, Apoorv Gautam, Sahil Bansal The appointment date of each of the members from the Board of Directors can be accessed here.

The Key Business Developments and recent updates of Noguilt Fitness And Nutrition India Pvt. Ltd. corporate details can be accessed here.

As for the financial overview of the company, in the previous financial year 2020, its Net Sales was 10.71 and Total Revenue was 10.71. After factoring in the Total Expenditure of 7.27, Noguilt Fitness And Nutrition India Pvt. Ltd. Company's EBITDA was 3.44 with an EBITDA margin of 32.12. The company's EBIT and PAT stood at 3.38 and 2.51 respectively. The resulting PAT was 2.51 with a PAT Margin of 23.44%. The Company had a Debt-to-Equity ratio of 0.04 and Current Ratio of 1.22. Return on Capital Employed was 122.02. Access Noguilt Fitness And Nutrition India Pvt. Ltd. Company's Latest Business Research Reports & prior years financial information here.



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## **ABOUT THE COMPANY**

Mac and Sahil are childhood friends who struggled with obesity since childhood. Having tried several ineffective weight-loss programs over the years, the duo reconnected at a networking event in 2019 and bonded over their passion for sustainable and natural weight loss outcomes. With a wealth of experience in nutrition, tech, and recruitment, the two joined forces to create a product focused on achieving long-term fitness through habit building and lifestyle modification. And thus, Fitelo was born. Mehakdeep 'Mac' Singh is the Co-Founder & CMO of Fitelo. Having struggled with obesity since childhood, Mac's relationship with weight-loss was difficult and fraught with hurdles.

After trying out several ineffective fitness programs over the years, he ultimately quit his corporate job and got a Master's degree in nutrition to understand weight-loss better.

He subsequently worked with the Manipal Hospital and several health and fitness centers before starting out as a freelance fitness coach in 2016. Sahil is the Co-Founder & CEO of Fitelo. An engineer-turned-entrepreneur, Sahil has over 10 years of corporate experience - having worked Infosys, HCL, and Genpact in his past roles.

In what he calls his "fat-to-fit journey", Sahil realized that habit-building and lifestyle augmentation is central to long-term fitness - a learning that was foundational to Fitelo's birth later in 2019.

Taru is the CRO of Fitelo. Taru is an IIT Kanpur and IIM Ahmedabad graduate. He has worked with Kearney, Whitehat Junior and Deutsche Bank in the past. Taru has over 10+ years of experience in consumer retail and FMCG sectors. His expertise areas are Growth, GTM strategy, ops improvement, cost reduction, due diligence and manpower optimization.

Gaurav is the CTO of Fitelo. Over the last 7 years, Gaurav has helped 4 startups and led their tech initiatives. He has worked across multiple sectors including Healthtech, Finance, Social Commerce & Web 3.0. Gaurav has also worked with Paytm in the past.

**Our values are the driving force behind everything we do at Fitelo**

We're in it for the long haul

Our experts design effective and personalized plans that are designed to make weight loss permanent and prevent rebound weight-gain

**We become a part of your life**

Fitelo's team is with you every step of the way in your weight loss journey and monitors your progress routinely to ensure that you're on track to achieving your health goals

**Our approach is rooted in science**

Your Fitelo plan is a powerful blend of psychology and nutrition to help you create a healthy relationship with food

**We are committed to excellence**

We value your satisfaction above all else and strive to ensure a perfect user experience for all our customers

**We value transparency**

We believe that honesty and open communication is crucial to creating true impact



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### **Empathy is central to our mission**

Every human body is different, and each Fitelo plan is based on your unique goals and needs

### **LITERATURE REVIEW**

- **Hansika, Rashini, A Comprehensive Literature Review (Hansika, Rashini 20 - DEC-2020)**

This book explains why operations management tools are critical and how to successfully use them.

Over 200 examples from real companies show how non operations professionals are using operations management concepts daily. It also introduces operations strategy early and often throughout to show how operational decisions are crucial to developing and executing a company's overall strategy. • Production Systems and Operations Management. Operations Strategy• Tours of

Operations• Forecasting• Capacity Planning and Facility Location• Selecting the Process Structure and Technology• The Quality Management System• Aggregate Planning• Managing Materials with Dependent Demands• Operations and Personnel Scheduling• Project Planning and Scheduling

- **The Blue Ocean Strategy - by W. Chan Kim & Renee Mauborgne**

It's a book that was super transformational when it came out and completely transformed the business world. Its core idea is that of a "red ocean" where companies compete against each other versus the "blue ocean" where each company has its unique value proposition and position in the market and is focused on thriving and creating.

- **The 22 Immutable Laws of Marketing - by Al Ries & Jack Trout**

The Law of the Opposite - if you're shooting for second place, then your strategy is determined by the market leader (similar to what we spoke about in the Blue Ocean book).

The Law of Line Extension - there's a lot of pressure to extend the brand's equity by creating more similar products, and it's not often wise to do so.

The Law of Perspective - sometimes it takes a long time to see the effects of your marketing campaigns in the public perception or in the marketplace. So don't just focus on the short-term ad campaigns but also play the long game.

- **Epic Content Marketing: - by Joe Pulizzi**

We're talking about the web content (home, product pages, category pages, our story page, checkout process), social media, landing pages, and brand positioning. If you get your content right, then you can describe your brand to your users, and your brand is much more memorable to the consumer.



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## **OBJECTIVES OF THE PROPOSED STUDY**

The Project Work has certain objectives behind it. Without proper objective one cannot plan its implementation.

The current study was undertaken to achieve the following stated objectives: -

- To obtain knowledge and understanding of the impact of Marketing and sales strategy of the organization.
- To study the awareness of Marketing and sales strategy.

Some of the important objectives of production/operations management are: -

- To Study the strategic planning undertaken by the company in implementing Marketing and sale strategies. .
- individuals who are empowered to live their best lives through scientifically proven.
- Minimum possible inventory levels
- sustainable approaches to healthy living.
- To ensure that these resources and strategies are used effectively and efficiently to meet the organization's goals.

## **SCOPE AND LIMITATIONS**

The Marketing and sales strategy directing, controlling, planning, and organizing production operations. This is the process that helps encourage raw material conversion into finished goods so clients can efficiently leverage them.

Whereas the scope of marketing & sales is the range of activities that the sales team is responsible for. This is a key part of defining the operations department's goals and objectives.

Various scopes of the Production and Operations Management are: -

- Location of facilities
- Product Design
- Process Design
- Quality control
- Material Management
- Maintenance Management
- Plants Layout and Material Handling



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With any process, it is important to consider the disadvantages that can occur:

2. **Multi-Level Dependency:** One of the main disadvantages is that a large amount of the success of implementing operations management procedures requires coordination between the different components of the organization. Even if an effective plan is put in place, it will fail if it is not carried out in the proper manner by all components.

3. **Human Error:** Another prevalent problem within manufacturing operations is the fact that humans tend to be mistake prone. Most of the time, this issue occurs during the transition from manufacturing to sale. Because of this, it is important to ensure that operations management is coordinating various areas effectively such as operations, marketing, finances, accounting, engineering, information, and human resources.

### **NEED OF THE STUDY**

.Marketing and sales are an important field in business which comprises all the aspects of production, efficiency and production-related processes. Operations management is an important branch of management which ensures business success and profitability.

A product manager must oversee the entire lifecycle of a particular product, but they must also recognize that their focus should be on driving forward new product development.

The operations manager is responsible for ensuring that the business remains effective by creating new products and services that will meet the customers' needs.

The aim of this paper is to study all the aspects of production, efficiency and production related processes. The practices and theories involved in Production and Operations Management equally apply to the service sector as well. The important part of Operations Management includes forecasting, identifying bottlenecks in operations, and increasing efficiency of business.

This paper also studies the objectives and values of Teleperformance, in respect of the management of production and operations they carry out. The very essence of any business is to cater to the needs of customers by providing services and goods, and in the process create value for customers and solve their problems.

Production and operations management talks about applying business organization and management concepts in the creation of goods and services.



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## **RESEARCH METHODOLOGY**

Data is a collection of facts, figures, objects, symbols, and events gathered from different sources. Organizations collect data with various data collection methods to make better decisions.

### **Primary Data Collection: -**

#### Questionnaire Method

In this method, the set of questions are mailed to the respondent. They should read, reply and subsequently return the questionnaire. The questions are printed in definite order on the form.

A good survey should have the following features:

- Short and simple
- Should follow a logical sequence
- Provide adequate space for answers

#### Interview Method

The method of collecting data in terms of verbal responses. It is achieved in two ways, such as

**Personal Interview** - In this method, a person known as an interviewer is required to ask questions face to face to the other person. The personal interview can be structured or unstructured, direct investigation, focused conversation, etc.

**Telephonic Interview** - In this method, an interviewer obtains information by contacting people on the telephone to ask questions or views, verbally.

### **Secondary Data Collection: -**

Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc. It may be either published data or unpublished data.

Published data are available in various resources including: -

- Government publications
- Public records
- Historical and statistical documents

Unpublished data includes Unpublished biographies, Diaries, Letters, etc.



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