



Maharashtra Shikshan Samiti's

MAHARASHTRA MAHAVIDYALAYA

Tq. Nilanga Dist. Latur (MS)

Best Rural College Award by S.R.T.M. University, Nanded

NAAC Re-accredited with Grade B+ (CGPA 2.62) III Cycle

Record Book

B.A., B.Com., B.Sc., B.C.A., B.Voc.(WPT/FPPS), M.Sc. (CS), M.Com.



Maharashtra Shikshan Samiti's

MAHARASHTRA MAHAVIDYALAYA, NILANGA



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Tq. Nilanga, Dist. Latur

A study of Marketing. strategies of Asian paint with reference to Anihant paints

Certificate

Exam. Seat No.: 511-61828

Roll No. : _____

College Index No. 314

Class : M.com. IInd year

Exam. Batch No.: _____

Division : _____

This is to certify that Mr./Miss. Mulla Tsmail Mahamad
has satisfactorily completed the practical course in the subject. Marketing
as per the syllabus laid down by the board / University during the academic
year 20 /20


Batch Incharge

Date : 25 / 04 / 2023


बहिस्थ परीक्षक


Head
Department Of Commerce
Head of the Dep.
Maharashtra Mahavidyalaya, Nilanga



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Introduction :-

Marketing strategy is a long-term forward looking approach to planning with fundamental goal achieving a sustainable competitive advantage

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

Marketing strategy means an overriding direction concept that sets out the planned path. Scholars continue to debate the precise meaning of marketing strategy. Consequently, the literature offers many different definitions. On close examination however, these definitions appear to center around the notion that strategy refers to a broad statement of what is to be achieved.

Marketing strategy objectives include that at the same point, the main objective of the marketing strategy is to increase sales and increase the profit. Customer and owners of the company communication between the two persons is very effective. Increase the selling policy.



Marketing strategy process

