



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



Tq. Nilanga, Dist. Latur

Certificate

Exam. Seat No.: GFE 61836

Roll No. : _____

College Index No. _____


Class : M.com Sy

Exam. Batch No.: _____

Division : _____

This is to certify that Mr./Miss. Quadir Naveed Saad
has satisfactorily completed the practical course in the subject. Paale-Ga
as per the syllabus laid down by the board / University during the academic
year 2022 /20 23


Batch Incharge


अहिरा न. साठक


Head

Date : / / 2023

Department of Commerce
Maharashtra Mahavidyalaya, Nilanga

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* Marketing Strategy in Parle-G

* Introduction :-

1) Parle-G Introduction :- *Largest manufacturer of Biscuit confectionaries almost 80 years largest selling brand in world. Identified with Ruby on pack affectionately called as Parle-G baby Available everyone winner of 8 Gold & 1 Silver.*

2) *Established in 1929 in British dominated India as a small company 1st Brand - Parle Glucose & good Parle monaco quality vulgarian & great taste faith & trust 7 manufacturing units & SI manufacturing units in contract.*

3) *India's largest manufacturers of biscuits & confectionery for almost 80 years it has provided its product to the mass with the affordable range about 65%. 70% people of urban areas prefer to Parle about 70% 80% of Rural people prefer to Parle.*

4) In 1939 Parle products began manufacturing biscuits in addition to sweets and toffees. Parle Glucose & Parle Monaco were the first brands of biscuits to be introduced later went ~~and~~ on to become leading names for good taste & quality.

5) Product Range Biscuits confectionery. Parle GT melody milk Shakti mango bite Parle magik Poppins knock Jack Lissmi Taste Monaco orange candy digestive more most Aites fibre & Sick Sweets.

6) Bataco launched the product Parle GT conduct the survey at market different Areas in list Mumbai UP Rajasthan Kolkataq Newdelhi Bangalore etc. ~~and~~ culture Environment liking & disliking purchasing Power select the Area (carbon Rural) Target the selected Area (Carbon Rural)

7) Low Parle Peem others goods & better quality attractive packing 5 biscuits in pack available at every major shops available in RS 2, RS 5, RS 10 RS 50 product at eight places.