



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.



Scanned with OKEN Scanner

Maharashtra Shikshan Samiti's

MAHARASHTRA MAHAVIDYALAYA, NILANGA



50  
50

Tq. Nilanga, Dist. Latur

Asian Paints संशोधन प्रकल्प Research Project

## Certificate

Exam. Seat No.: 9F61790

Roll No. : \_\_\_\_\_


College Index No. 314

Class : M.Com SY

Exam. Batch No.: \_\_\_\_\_

Division : \_\_\_\_\_

This is to certify that Mr./Miss. Biradar Maruti Ram  
has satisfactorily completed the practical course in the subject. Marketing  
as per the syllabus laid down by the board / University during the academic  
year 2022 / 2023

  
Batch Incharge

Date : 25 / 04 / 2023

  
बहिस्थ परीक्षक

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



# Index

Sr.No.	Name of the Experiment	Page No.	Date	Remarks
01.	Introduction	1-07		
		08		
02.	Company profile	08-09		
03.	Research methodology :	10-10.		
i)	Objectives of study	11-13		
ii)	Methods of data collection	14-37		
iii)	<del>Methods</del> of scope and limitations.	12-13		
iv)	Significance of study	16		
04.	Analysis and Interpretation of data	17		
05.	Findings.	38-39		
06.	Conclusion.	40		
07.	Suggestions.	41		

# Index

Sr.No.	Name of the Experiment	Page No.	Date	Remarks
08.	ANNEXURE :	42		
ii	Questionnaire -	43-45		
iii	Bibliography	42		

A study of marketing strategies of Asian Paints with Reference to Aribant.

### \* Introduction :-

marketing strategy is a long term, forward looking approach to planning with fundamental goal achieving a sustainable competitive advantage.

An organisation'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 directional 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, the notion that strategy refers to a board statement of what is to be achieved.

marketing strategy objectives includes that the same point the main objective

of the marketing strategy is increase the sale and increase the profit. customer and owners of the Company communication between the two person is very effective & increase the selling Policy.

### Marketing Strategy Process

Understand Customer's

↓  
Analyse Market

↓  
Analyse Competition

↓  
Define Marketing mix

↓  
Determine marketing position

↓  
Marketing Budget

↓  
Execution of Plan.

Marketing strategies are the main weapon to launch new product & services. And to target new customers to the existing market strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and