

**A STUDY ON MARKETING STRATEGIES ADOPTED BY THE FIRM
TO IDENTIFY THE AREAS OF IMPROVEMENT FOR BETTER
CUSTOMER REACH AND INCREASED SALES WITH REFERENCE
TO “UTTAM AGRO INDUSTRIES YEDTHADI”.**

Submitted By

UTTAMA

(4AL21BA101)

Submitted To



Visvesvaraya Technological University, Belagavi

**In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

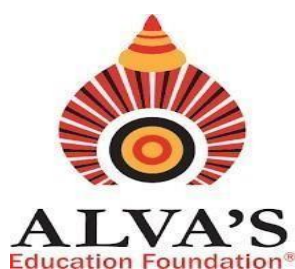
Under the guidance of

Internal guide

**Mrs Priya Sequeira
HOD**

External Guide

**Mrs Supriya R Kamath
Managing partner**



PG Department of Business Administration

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UTTAM AGRO INDUSTRIES

MANUFACTURER OF ANIMAL FEEDS

Date: 26.08.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. UTTAMA** bearing **USN: 4AL21BA101**, **MBA** student of **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODABIDRI** has successfully completed his project with reference to **UTTAM AGRO INDUSTRIES, YEDTHADY**.

On the topic of **"A STUDY ON MARKETING STRATEGIES ADOPTED BY THE FIRM TO IDENTIFY THE AREAS OF IMPROVEMENT FOR BETTER CUSTOMER REACH AND INCREASED SALES"** from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side of the project.

We wish him all the best for upcoming career.

Thanking you

Supriya R Kamath
Managing Partner

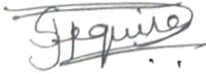


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CERTIFICATE

This is to certify that **UTTAMA** bearing **USN 4AL21BA101** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "**A STUDY ON MARKETING STRATEGIES ADOPTED BY THE FIRM TO IDENTIFY THE AREAS OF IMPROVEMENT FOR BETTER CUSTOMER REACH AND INCREASED SALES WITH REFERENCE TO UTTAM AGRO INDUSTRIES, YADTHADI**" is prepared by him under the guidance of **Mrs. Priya Sequeira, Senior Assistant Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.



Mrs. Priya Sequeira

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Signature of Principal

Alva's Institute of Engg. & Technology,
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DECLARATION

I **Uttama**, hereby declares that the Project report entitled "**A study on marketing strategies adopted by the firm to identify the areas of improvement for better customer reach and increased sales with reference to Uttam Agro Industries yadthadi.**" prepared by me under the guidance of Priya Sequeira, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Mrs. Supriya R Kamath managing partner of Uttam Agro industries yadthadi.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

PLACE: Mijar

DATE: 01/09/2023


SIGNATURE

ACKNOWLEDGEMENT

I am truly grateful to my external guide Mrs Supriya R Kamath managing partner of Uttam Agro Industries and my internal project Guide, Prof Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandez, for giving me the opportunity to do the project, which has been a very valuable learning experience.

I extend my genuine and deep appreciation to the entire faculty members at the MBA Department of Alva's Institute of Engineering and Technology for their invaluable assistance and direction last, but not least, I want to express my deep appreciation to my parents for their unstinted support

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Executive summary:

This project titled "A study on marketing strategies adopted by the firm to identify the areas of improvement for better customer reach and increased sales with reference to Uttam Agro Industries yadthadi." is submitted in partial fulfilment of the requirement for the award of Master of Business Administration. This project report provides the information about marketing strategies which adopted by the industry. The study was conducted for the period of 6 weeks. The main objective of this study is to know the factors and its effect on sales. To analyse the current marketing strategies adopted by the company and their effectiveness.

This study delves into the marketing strategies employed by Uttam Agro Industries Yadthadi, a prominent poultry feeds company, to assess areas of enhancement for improved customer reach and increased sales. The poultry feeds industry is highly competitive, necessitating continual innovation and adaptation to meet evolving customer needs and market dynamics.

However, areas for improvement have been identified. Firstly, the study suggests an increased focus on data-driven marketing strategies to better target specific customer segments and optimize advertising spending. Secondly, enhancing the firm's online sales channels could result in more efficient customer acquisition and retention. Additionally, diversifying product offerings to cater to a broader range of poultry farmers' needs and exploring partnerships with complementary agricultural businesses could unlock new revenue streams.

In conclusion, Uttam Agro Industries Yadthadi has made significant strides in its marketing efforts, but there is still untapped potential for growth and improved customer reach. Addressing the recommendations provided in this study can empower the firm to not only maintain its competitive edge but also lead the industry in terms of customer engagement, satisfaction, and ultimately, increased sales.