

PROJECT REPORT ON
“A STUDY ON EFFECT OF DIGITAL MARKETING STRATEGIES ON SALES WITH
REFERENCE TO KLASSIK ENTERPRISES PVT LTD BANGALORE”
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Submitted By
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Submitted To
In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

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2023-2024

TO WHOMSOEVER IT MAY CONCERN CERTIFICATE

This is to certify that **Mr. Dhruva Kumar A V(4AL22BA024)** student of Alva's Institute of Engineering and Technology, Moodbidiri has successfully completed his Internship as a "Guest Relations Executive" at our Company from 23rd April 2024 to 6th June 2024

During his Internship in our Company, we found his performance and conduct are good

We wish him all the best in his future endeavors

For KLASSIK ENTERPRISES PVT LTD



Authorised Signatory

Place: Bangalore

Date: 06.06.2024





ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NBA (CSE & ECE)

Date: 10/09/2024

CERTIFICATE

This is to certify that **Dhruvakumar AV** bearing **USN 4AL22BA024**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belgaum. The Project report on "A study on effect of digital marketing strategies on sales with special reference to Klassik enterprises Private limited ,Bangalore" is prepared by him under the guidance of Dr. Guruprasad Pai, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

Signature of HOD
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DECLARATION

I Dhruvakumar AV, bearing USN 4AL22BA024 hereby declares that the Project Title entitled "A STUDY ON EFFECT OF DIGITAL MARKETING STRATEGIES ON SALES WITH REFERENCE TO KLASSIK ENTERPRISES PVT LTD BANGALORE" prepared by me under the guidance of Dr Guruprasad paí, Asistant professor faculty of MBA Department, Alva's Institute of Engineering and Technology and External Guidance by Mr. N. Radhakrishna HR Manager Klassik Enterprises Pvt Ltd.

I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi. I have undergone a summer Project for 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: Mijora

Date: 9/9/2024



Signature of the Student

Dhruvakumar AV

(4AL22BA024)

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I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project work. It gives me immense pleasure to acknowledge all those who have encouraged and supported the successful completion of this work.

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I express my heartfull thanks for their constant encouragement and support during the entire report.

I extend my sincere thanks to my External guide **N. Radhakrishna** for the guidance.

Finally, I express my sincere thanks to my parents, family, friends, and all the staff of the MBA department, whose support and encouragement kept me going in times of need. My deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

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EXECUTIVE SUMMARY

This study is conducted on **“A STUDY ON EFFECT OF DIGITAL MARKETING STRATEGIES ON SALES WITH REFERENCE TO KLASSIK ENTERPRISES PVT LTD BANGALORE”** This project report provides comprehensive insights into the effectiveness of digital marketing initiatives by Klassik Enterprises and their influence on sales outcomes.

The study was conducted over a period of 6 weeks, focusing on the objectives of understanding the various digital marketing strategies utilized by the company and assessing their impact on customer engagement and sales performance.

In the first chapter, you will find an introduction to Klassik Enterprises, including its vision, mission, and a SWOT analysis that highlights the company's strengths, weaknesses, opportunities, and threats in the competitive landscape.

The second chapter delves into the conceptual background of the study, providing a literature review that contextualizes the importance of digital marketing in the real estate sector.

The third chapter outlines the research design, including the problem statement, the need for the study, objectives, scope, research methodology, hypotheses, limitations, and the chapter scheme.

In the fourth chapter, data analysis is presented, featuring graphical representations of the data collected from a sample population of 100 respondents. This analysis reveals key insights into customer perceptions and the effectiveness of various digital marketing channels.

Chapter five discusses the findings, suggestions, and conclusions drawn from the research, emphasizing the successful implementation of digital marketing strategies and their correlation with improved sales performance.

The report concludes with a bibliography and annexures related to the project. The data sources include both primary and secondary data. Primary data was collected through surveys and interviews with customers, while secondary data was sourced from industry publications, research studies, and online databases. Various statistical tools, including MS Excel and SPSS software, were employed for data analysis and interpretation.