

PROJECT REPORT ON
A STUDY ON IMPACT OF PRODUCT DIFFERENTIATION
STRATEGY ON SALES PERFORMANCE WITH REFERENCE
TO POWER POINT BATTERIES, MOODBIDRI.

Submitted By
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SUBMITTED TO
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI
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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2023-24.

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THIS IS TO CERTIFY THAT

Ms. Shreshta jain [USN: 4AL22BA096] student of 2nd Year MBA of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR had completed her Project Work in our organisation from 23-04-2024 to 06-06-2024

Theme of Project Work-

“A study on impact of product differentiation strategy on sales performance of power point batteries, moodbidri.Powerpoint Batteries Moodabidre”

At the time of Project Work, her Character was good.

We wish her all the Best for her Future Endeavours.

Regards

For Powerpoint Battery Industries

Yours faithfully

Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangaluru
- Kalasa
- Kaup

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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 **Shreshtha Jain** bearing **USN 4AL22BA096**, 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 impact of Product differentiation strategy on sales performance with special reference to Power Point batteries Moodbidri**" is prepared by her 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

Signature of Principal

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Signature of Internal Examiner
(Name & Affiliation)

Signature of External Examiner
(Name & Affiliation)

DECLARATION

I Shreshtha Jain, hereby declare that the Project report entitled “**A study on impact of Product differentiation strategy on sales performance with reference to Power Point batteries Moodbidri**” is prepared by me under the guidance of Assistance professor **Dr. Guruprasad Pai B.** faculty of MBA department, Alvas institute of engineering and technology, Mijar, and external assistance by Mr. Satyanarayana Kamath marketing head at Power point batteries.

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

I have undergone a summer project for 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: 20/9/2024



SIGNATURE

SHRESHTA JAIN

4AL22BA096

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I'm genuinely grateful to my external guide Mr. Satyanarayana Kamath marketing head at Power Point batteries and my internal guide Dr Guruprasad Pai B for their project guidance, encouragement, and opportunities provided.

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TABLE OF CONTENT

SL. No	CONTENTS	Page No's.
	Executive Summary	
Chapter-1	Introduction	1-13
Chapter-2	Conceptual background and literature review	14- 23
Chapter-3	Research design	24- 26
Chapter-4	Data analysis and interpretation	27- 57
Chapter-5	Findings, conclusion and suggestions	58- 60
	Bibliography	61
	Annexure	62-67

LIST OF TABLES

TABLE NO	NAME OF THE TABLE	PAGE NO
4.01	Table indicating the products of power point batteries	27
4.02	Table showing the factors influencing to buy the batteries	28
4.03	Table showing the satisfaction level of the customers about the after-sale service by the company.	29
4.04	Table showing the customer's relationship with batteries after sales.	30
4.05	Table showing the level of satisfaction with the products offered by batteries	31
4.06	Table showing the word to describe the company's product.	32
4.07	Table showing how the customers feel about overall features of the product after purchase	33
4.08	Table showing the opinion of other customers which have impact on sale	34
4.09	Table indicating the price comparison among various brands is essential for purchased decision.	35
4.10	Table showing advertisement given will act has good information source while purchasing the product.	36
4.11	Table showing the specific feature or benefits which makes the customer to choose this brand	37
4.12	Table representing the impact of product differentiation strategy on the overall competitiveness of battery	38
4.13	Table representing the relationship between product differentiation strategy and the sales growth of battery.	39
4.14	Table representing the factor, which is considered while purchasing the product	40
4.15	Table showing the influence of product differentiation on purchase decision	41

4.16	Table showing product differentiation influence affects the sales performance.	42
4.17	Table indicating the importance of differentiation strategy to stay competitive in the industry	43
4.18	Table showing company's difference issued strategy gives a competitive edge over other competitors.	44
4.19	Table representing the satisfaction of overall performance of Power point batteries	45
4.20	Table showing the importance of differentiation strategy when purchasing	46
4.21	Table representing the relationship between product differentiation and sales performance.	47
4.22	Table representing the innovative design feature influence the preference for buying the Power point batteries.	48
4.23	Table representing price as a differentiation factor among competitors.	49
4.24	Table representing whether the customer recommend the Power point batteries to others.	50
4.25	Table representing the reliability of Power point batteries.	51
4.26	Table representing the convenience of location of Power point batteries.	52
4.27	Table representing the brand loyalty when purchasing the batteries.	53
4.28	Table representing the availability of different power point batteries models influence the purchase decision.	54
4.29	Table representing the testing of hypothesis.	55-56
4.30	Table representing the testing of hypothesis.	57

LIST OF CHARTS

CHART NO	NAME OF THE CHART	PAGE NO
4.01	Chart indicating the products of power point batteries	27
4.02	Chart showing the factors influencing to buy the batteries	28
4.03	Chart showing the satisfaction level of the customers about the after-sale service by the company.	29
4.04	Chart showing the customer's relationship with batteries after sales.	30
4.05	Chart showing the level of satisfaction with the products offered by batteries	31
4.06	Chart showing the word to describe the company's product.	32
4.07	Chart showing how the customers feel about overall features of the product after purchase	33
4.08	Chart showing the opinion of other customers which have impact on sale	34
4.09	Chart indicating the price comparison among various brands is essential for purchased decision.	35
4.10	Chart showing advertisement given will act has good information source while purchasing the product.	36
4.11	Chart showing the specific feature or benefits which makes the customer to choose this brand	37
4.12	Chart representing the impact of product differentiation strategy on the overall competitiveness of battery	38
4.13	Chart representing the relationship between product differentiation strategy and the sales growth of battery.	39
4.14	Chart representing the factor, which is considered while purchasing the product	40
4.15	Chart showing the influence of product differentiation on purchase decision	41

4.16	Chart showing product differentiation influence affects the sales performance.	42
4.17	Chart indicating the importance of differentiation strategy to stay competitive in the industry	43
4.18	Chart showing company's difference issued strategy gives a competitive edge over other competitors.	44
4.19	Chart representing the satisfaction of overall performance of Power point batteries	45
4.20	Chart showing the importance of differentiation strategy when purchasing	46
4.21	Chart representing the relationship between product differentiation and sales performance.	47
4.22	Chart representing the innovative design feature influence the preference for buying the Power point batteries.	48
4.23	Chart representing price as a differentiation factor among competitors.	49
4.24	Chart representing whether the customer recommend the Power point batteries to others.	50
4.25	Chart representing the reliability of Power point batteries.	51
4.26	Chart representing the convenience of location of Power point batteries.	52
4.27	Chart representing the brand loyalty when purchasing the batteries.	53
4.28	Table representing the availability of different power point batteries models influence the purchase decision.	54
4.29	Table representing the testing of hypothesis.	55-56
4.30	Table representing the testing of hypothesis.	57

Executive summary

Product differentiation is a marketing strategy where a company distinguishes its product or service from competitors by highlighting unique features, benefits, or qualities. This helps the organization to create a perceived value and gives customers the reason to choose one product over the other in the same market. In an increasing competitive and dynamic commercial setting, each and every company need to identify, anticipate, and care for customer to maximize profit, meet the requirements of stakeholders and to get competitive advantage. A firm can easily improve its position inside a sector through its choice of strategy. The main purpose of this study was to assess the effect of product differentiation strategy on sales performance and growth of power point batteries. The study is primarily conducted to determine the role of product differentiation strategies in Power Point batteries and to study the different types of batteries and its features and the factor which effecting the sales of batteries. The survey also reveals the purchasing power and the willingness of the customer and hence guiding the company to frame competitive pricing strategies to attract different customer segments. This study is also focuses on customer satisfaction and its impact on sales performance. The study was about the impact of product differentiation strategy on sales performance of Power Point batteries.

The survey is done through primary data using questionnaire method and secondary data by referring some journals, articles and Internet sources. The study was significant and provided an empirical evaluation on the relationship between differentiation strategy and the organizations sales performance. This study also reveals about the customer satisfaction and its impact on sales performance. The study therefore suggests that product differentiation should be adopted because they have the highest relationship with sales performance and customer satisfaction will also play a major role to increase the sales of the company. Factors such as quality of the product, overall features, pricing strategy, location of the store, after sales services, feedback from the customers will impact for the sales growth of the company.