

“A STUDY ON PRODUCT ANALYSIS AT NAYAK PLASTIC KUMTA”

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II MBA

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AIET, MIJAR

MOODBIDRI

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



Under the guidance of

INTERNAL GUIDE

Dr. Vishwanath

Department of MBA,

Mijar, Moodbidri,

A.I.E.T.

EXTERNAL GUIDE

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Marketing Manager

Industrial area,

Kumta.



DEPARTMENT OF MBA

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**

2016-2017

NAYAK PLASTICS

(Manufacturers of Virgin Quality Plastic Houseware Products)

CERTIFICATE

This is to certify that Miss **CHAITRA R. NAIK** Reg. No. **4AL15MBA10** student of **MBA 4th** semester of **Alvas Institute of Engineering and Technology Mijar**, has undergone two months industrial study in our factory from 2-1-2017 to 10-3-2017. She has done the project work on the topic product analysis.

We are happy to state that, she has successfully completed her study and she has been sincere and hard working in her Endeavour.

We wish her bright future.

For Nayak Plastics


Manager

Place : Kumta





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

Affiliated to Vishvesvaraya Technological University, Belgaum

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Certificate

This is certified that **Miss. CHAITRA NAIK** bearing **USN 4AL15MBA10**, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "**A STUDY ON PRODUCT ANALYSIS AT NAYAK PLASTIC, KUMTA**" is prepared by her under the guidance of **Dr. Vishwanath, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Dr. Vishwanath
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **Chaitra Naik**, hereby declare that the internship entitled, “**A STUDY ON PRODUCT ANALYSIS AT NAYAK PLASTIC KUMTA**” is prepared by me under the guidance of Dr. Vishwanath, Department of M.B.A, Alva’s Institute of Engineering and Technology and external assistance by Mrs. Ganesh Shanbhag at Nayak Plastic at Kumta.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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 from any other University/Institution.

Place: Mijar, Moodbidri

Date: 20/05/2017



Signature of the student

Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Dr. Vishwanath**, Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mrs. Ganesh Shanbhag**, Marketing Manager nayak plastic kumta.

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It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

CHAITRA NAIK

CONTENTS

CHAPTER NO	TITLE	PAGE NO
1	INTRODUCTION	1-7
2	INDUSTRY AND COMPANY PROFILE	8-13
3	CONCEPT AND THEORTICAL BACKGROUND	14-31
4	DATA ANALYSIS AND INTERPRETATIONS	32-43
5	SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSIONS	44
	BIBLIOGRAPHY	45
	ANNEXURE	46-47

EXECUTIVE SUMMARY

The study was undertaken by me at Nayak plastic pvt ltd incorporated on 2007 and with an objective of setting up a good quality of products manufacturing unit on a small scale. Nayak plastic is a dynamic and progressive company, manufacturing industry segment such as across all over the state.

The study is undertaken in Nayak plastic Pvt ltd. It is a major concurrent project where in an attempt has been made to understand the problem of the industry and small research has been undertaken so as to get an insight into the problem of industry and later to give possible suggestion.

The study was conducted through the annual reports of the company and personal interview with the concerned personnel of the company. The findings were analyzed and interpreted using analytical tools like tables and charts. Based on the study some suggestions are made the company has to improve the collection efforts and increase the efficiency.

Product analysis can take diverse forms but in common it means asking questions regarding a product and framing the answers. Successful product design based on asking the accurate questions concerning the proposed product. It helps to know how much the product suitable for the customer use and the way of meeting the requirement of target market. It helps to a company to decide the product is worth selling. And it helps to know about feature, price, marketing of the product and response to the product by people.