

Internship Report on
A STUDY ON ANALYSIS OF BRAND PROMOTION AND MARKETING STRATEGY
OF S.R.R INDUSTRIES (I) Pvt. Ltd.

Submitted By

Mr. Nithesh.T.

4AL15MBA49

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Mrs. Reema Agnes Frank

Asst Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr Rajanish

Director

S.R.R Industries Pvt Ltd

Mangalore



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



SHAIENDRA RISHI RAJ
INDUSTRIES (I) PVT. LTD.



Date :

This is to certify that Mr. Nitesh.T (Reg No. 4AL15MBA49) pursuing MBA at Alva's Institute of Engineering and Technology, Moodbidre has done his internship at "S.R.R Industries (I) Pvt Ltd.," Mangalore. During the period of 02/01/2017 to 31/03/2017. He has done project "Study on analysis of brand promotion and marketing strategy of S.R.R Industries (I) Pvt Ltd.

During this project period, we found him sincere and hard working.

We wish him all the best for future endeavours.

Thanks & Regards.

For **SHAIENDRA RISHI RAJ**
INDUSTRIES (I) PVT. LTD


Director

Manufacturers & Exporters of INSTANT SPECIAL MASALA POWDER FOR VEG. & NON VEG.

Regd. Office : -6/1, "Shakthi House", Kankanady Bypass Road, Mangalore - 575 002
Tel: 0824 - 2438211, 2439248 e-mail : enquiry@srmasalas.com / shylendr@gmail.com www.srmasalas.com
CIN: U15200KA2012PTC063614



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 15 MAY 2017

CERTIFICATE

This is to certify that Mr. Nithesh. T. bearing USN 4AL15MBA49 is the bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

The Internship report on "Analysis of brand promotion and marketing strategy of S.R.R Industries(I) pvt Ltd" is prepared by him under the guidance of Prof. Reema Agnes Frank, Assistant Professor, Department MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Prof. Reema Agnes Frank

Project Guide

Prof. P. Ramakrishna Chadaga

Dean - MBA

Dr. Peter Fernandes

Principal

DECLARATION

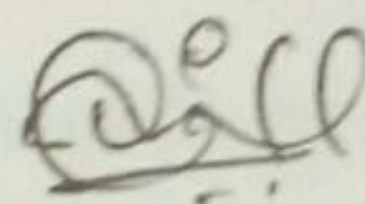
I, **Nithesh.T.**, hereby declare that the Internship report entitled "Analysis of brand promotion and marketing strategy of S.R.R industries (I) Pvt Ltd" prepared by me under the guidance of **Prof. Reema Agnes Frank**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Rajanish**, Director, S.R.R Industries(I) Pvt Ltd Mangalore.

I also declare that this Internship 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 Ten 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: 15/5/17



Signature of the student

ACKNOWLEDGEMENT

For to complete this project in 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.

Firstly I thank god almighty for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

Here by 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 internal guide **Prof. Reema Agnes Frank**, Department of Business Administration, for her regular supervision and valuable suggestions.

I wish to convey my whole hearted gratitude to **Rajanish (Director) S.R.R Industries (I) Pvt Ltd. Mangalore**. And his staff for granting permission and providing valuable information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. 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 there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

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EXECUTIVE SUMMARY

A project report titled "Analysis of brand promotion and marketing strategy of S.R.R industries (I) Pvt Ltd" The main purpose of the study is to analyse the brand promotion and marketing strategy of S.R.R industries (I) Pvt Ltd. The primary information was obtained by questionnaire, company's records are used as a source of secondary data. This study used simple analytical methods like bar charts etc. are used to analyse the collected data. From the study it was found that the brand promotion and marketing strategy of the S.R.R Industries Pvt Ltd was well reached to the customer and it created good brand awareness at surroundings of Mangalore.

CHAPTER - I

INTRODUCTION