

project report on
“A STUDY ON MARKETING STRATEGIES AND PRODUCT
PROLIFERATION”-WITH SPECIAL REFERENCE TO CAMPCO LTD
PUTTUR

Submitted in partial fulfilment of the requirement for the award of degree
In
MASTER OF BUSINESS ADMINISTRATION
VISVESVARAYYA TECHNOLOGICAL UNIVERSITY, BELGAUM



Submitted by

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DEPARTMENT OF MANAGEMENT STUDIES
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODABIDRI
DECEMBER TO JANUA

April-2019

THE CENTRAL ARECANUT & COCOA MARKETING & PROCESSING CO-OP. LTD.



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16.02.2019

CERTIFICATE

This is to certify that, Mr.Mohammed Hasir P, USN: 4AL17MBA18, MBA student of Alva's Institute of Technology, Mijar, Moodabidre has completed his project work on the subject of "A Study on Marketing Strategies and Product Proliferation with special reference to Campco Ltd Puttur", during the period from 26.12.2018 to 16.02.2019, as a part of his MBA Course. During the above period his conduct and performance are found good. We wish him all the best for his future endeavors.



Lachmana S. Dongre
DY. GENERAL MANAGER
LC



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Certificate

This is to certify that **Mr. MOHAMMED HASIR P** bearing **USN 4AL17MBA18** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on “**A STUDY ON MARKETING STRATEGIES AND PRODUCT PROLIFERATION WITH SPECIAL REFERENCE TO CAMPCO LTD PUTTUR**” is prepared by him under the guidance of **Prof. Johnson Fernandes**, Assistant Professor, 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, Belagavi, Karnataka.

Prof. Johnson Fernandes
Internal Guide

Dr. R. Wranton Perez
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EXECUTIVE SUMMAERY

The topic deals with “**A STUDY ON MARKETING STRATEGIES AND PRODUCT PROLIFERATIONCE**”-WITH REFERENCE TO CAMPCO LTD PUTTUR. The project is divided into five Chapter. The first chapter brings the introduction to the topic, History of company, Organizational structure, mission vision, awards won and achievements etc.

The second chapter deals with conceptual and Theoretical framework of the study.

The next chapter mainly explains about the company objectives of project, Methodology and gives the statement of problem, scope and limitation of the study.

In fourth chapter the data is collected through primary source which is then calculated and which is analysed and interpreted with the help of tables and charts. It is the comprehensive coverage of forecasting concepts and techniques, which shows the analyse of data through tabulation, computation and graphical representation of data

The last chapter contains the findings, suggestions and conclusions. Findings are giving reasons to the data interpreted, suggestions are given to the company to improve the area where they are lacking and conclusion is completely conclusion of the project. lastly there is bibliography.

On the whole the study was of good experience. This study explained the success of company after overcoming problems and challenges in dealing and also in marketing strategies. This has not only helped me to complete my academic accomplishment but also dealing in a successful manner