



PROJECT REPORT ON

“A Study on Marketing mix Elements for Savory with Reference to MAIYAS”

Submitted By

PHILIP SIGEON M

USN: 4AL17MBA23

Submitted to



VISVESHVARAYA 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

Dr. Nagendra s
Asst. Professor
Department of MBA
AIET, Mijar

EXTERNAL GUIDE

Mr. Arpith Kumar
Marketing Manager
Maiyas food and beverages Pvt Ltd.
Bengaluru



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

2019-20

REGISTERED OFFICE

Maiyas Beverages and Foods Private Limited
No, 53 7th main, 4th Block Jayanagar
Bengaluru-560011
E contactus@maiya.in www.maiya.in
CIN – U85110KA1988PTC009720



Ref: MBF/HRD/CER

Date: 16-02-2019

CERTIFICATE

This is to certify that Mr Philip Sigeon M (4AL17MBA23), a MBA student of Alva's Institute of Engineering and Technology, Moodbidre has Satisfactorily completed his project work "**The Study of Marketing mix element for Savoury with reference to Maiyas**", from 3rd January to 16th February 2019.

His attitude towards learning was illustrious.

For Maiyas Beverages & Foods Private Limited

A handwritten signature in black ink, appearing to read "Arpith Kumar", is written over a horizontal line.

(Arpith Kumar)
Marketing Manager



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

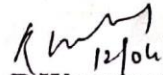
Date: 12th April 2019

Certificate

This is to certify that **Mr. PHILIP SIGEON M** bearing USN 4AL17MBA23 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "**A STUDY ON MARKETING MIX ELEMENTS FOR SAVOURY WITH REFERENCE TO MAIYAS, BANGALORE**" is prepared by him under the guidance of **Dr. Nagendra S**, Associate 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.


Dr. Nagendra S
Internal Guide


Dr. R. Wranton Perez
HOD, MBA


Dr. Peter Fernandes
Principal

EXECUTIVE SUMMARY

Nourishment handling is an extensive area that covers exercises, for example, agribusiness, horticulture, plantation, dairy, fruits, & vegetable preparing it additionally incorporates different commercial enterprises that utilize farming inputs for assembling of different scope of items. Maiyas beverages and food Pvt. Ltd. Bangalore based organization engaged in manufacturing and selling a range of Food products. Comparative study on marketing mix elements are the key performance evaluator of the business and it has seen as a key differentiator and increasingly has become a key element of business strategy.

It is essential for business to effectively satisfy the expectation of customers from their effective frameworks done to the 7p's of the marketing mix. To know the customer satisfaction level towards the products of the company and to know the loyalty of the customer towards their products.

The objective is to find out how well the marketing mix is effective in market & customers. And also to know the influencing element which customers are getting influenced towards the products and which are helping business to grow.

A descriptive research involving a data collection done by structured questionnaire where the respondents were 108 and the statistical technique was convenience sampling technique.

Most of the customers buying Maiyas product because of their taste, quality and brand name in the market. Customer feedback or suggestions should be viewed in order to facilitate customer what they need.

The study reveals that quality and taste of the product are good but the company is failing in creating awareness of the product in the market. And majority of the customers are happy towards the company's efforts and towards their product.