

**“A STUDY ON IMPLEMENTATION OF CORPORATE ADVERTISING  
STRATEGY ON SALES WITH HOSHI TOOLS PVT LTD, BANGALORE”**

**SUBMITTED BY**

**RAMYA K**

**4AL18MBA57**

Project Report Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**PROF.GURUPRASAD PAI B**

Asst. Professor, MBA Dept.

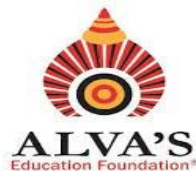
Alva's Institute of engineering and Technology,  
MIJAR

**EXTERNAL GUIDE**

**Mr. NATARAJ K J**

**MARKETING HEAD**

**HOSHI TOOLS PVT LTD  
BANGALORE.**



**POST GRADUATION DEPARTMENT OF BUSINESS ADMINISTRATION  
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,  
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI  
BATCH: 2018-2020**



**HOSHI TOOLS (P) LTD**

Hoshi Tools (P) Ltd. # B-76, 2nd Cross, 1st Stage, Peenya Industrial Area, BANGALORE 560058

Phone: +91 8028371728, Fax: +91 8028371779 hoshisales@airtelmail.in

Ref: HST/PR/2020/01

DATE: 22/02/2020

## CERTIFICATE

This is to certify that **Ms. RAMYA K** student of Alva's Institute of engineering and Technology, Mijar, MBA Programme, bearing USN: 4AL18MBA57 has successfully completed her "Project Work" (18MBAPR407) entitled "A STUDY ON IMPLEMENTATION OF CORPORATE ADVERTISING STRATEGY ON SALES" in our organization from 06-01-2020 to 20-02-2020. During her project work she was dedicated and sincere. We wish all the very best for her in future endeavours.

  
NATARAJ K J  
MARKETING HEAD

Office : # 34/9, Sreevishva Complex, Ground Floor, 6 Main, Narasimhulu Layout, S.C. Bose Circle, Outer Ring Road, Bangalore 560 096, Karnataka, INDIA Phone : +91 80 42602161 Fax : +91 80 41276282 Email: hoshisales@airtelmail.in Website: www.hoshi-tools.com  
Third Work: A-17, 10 Main, 3 Stage, Peenya Industrial Area, Bangalore - 560 058, Karnataka, INDIA Phone : +91 80 28361728 / 41272650 Fax : +91 80 28361779



## 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 : principal@aliet08@gmail.com, Web www.aliet.org.in

24 June 2020

### CERTIFICATE

This is to certify that RAMYA K bearing USN 4AL18MBA57, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON IMPLEMENTATION OF CORPORATE ADVERTISING STRATEGY ON SALES AT HOSHI TOOLS (P) LTD" is prepared by her under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.

  
Mr. Guruprasad Pai B  
Signature of Internal Guide

  
Dr. Claret Mendonca  
Signature of HOD

DEAN  
Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR - 574 225

  
Dr. Peter Fernandes  
Signature of Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology  
MIJAR, MOODSIDRI - 574 225, D.K.

## DECLARATION

I RAMYA K, hereby declare that the project report entitled “**A STUDY ON IMPLEMENTATION OF CORPORATE ADVERTISING STRATEGY ON SALES WITH HOSHI TOOLS PVT LTD, BANGALORE, Bangalore**” prepared by me under the guidance of **PROF. GURU PRASAD PAIB** Assistant Professor, Department of MBA, Alva’s Institute of engineering and Technology, Mijar and external assistance by **Mr. NATARAJ K J**, marketing head, Hoshi Tools Pvt Ltd, Bangalore.

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

I have undergone a summer project for a period of 6 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 from any other university/Institutions.

DATE: 30/6/20  
PLACE: MIJAR

Ramya.k  
signature of the student

## ACKNOWLEDGEMENT

It would be my great privilege to express a few words of gratitude and respect to all those who guided and inspired me throughout project.

I express my deep sense of gratitude to MBA programme Alva's Institute of engineering and Technology, Mijar which provided me an opportunity in fulfilling our most respected desire of reaching our goals.

I would like to thank **Dr. Peter Fernandes** Principal Alva's Institute of engineering and Technology, Mijar for his support to undertake this project.

I am thank full to **Dr. Claret Mendonca**, Head of the department, MBA Programme, Alva's Institute of engineering and Technology, Mijar for her valuable guidance and constant encouragement throughout the project. Her opinions and suggestions helped me a lot,

I am sincerely thankful to my Internal guide **prof. Guruprasad pai B** Assistant Professor, Department of MBA, Alva's institute of engineering and technology, Mijar for his valuable guidance and constant encouragement, time, cooperation and support, without which this project report would not have been completed.

I am deeply thankful to **Mr. Nataraj K J**, HR Manager, Hoshi Tools Pvt Ltd, Bangalore for his support in the project by making the required information available.

And I take this opportunity to thank one and all who have helped me directly and indirectly in completing my project work.

Finally, I would like to thank my Parents and Friends for their constant encouragement and support that has largely contributed to successful completion of the project.

RAMYA K

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## **EXECUTIVE SUMMARY**

The project report is based on “study on implementation of corporate advertising strategy on sales at Hoshi tools (p) ltd, Bangalore”. The particular project contains the information about the company and customer.

The company was established in the year 1994 in Bangalore the manufacturing products are cutting tools. The project mainly consist of information about the vision, mission of the company, SWOT analysis, quality policy, product profile, primary data, secondary data, simple design, objectives.

The corporate advertising it is the process of identifying the skills, knowledge, attributes of the customer. The project helps to learn the various information about the organization. We also identified how organization work effectively and efficiently. The company having objectives in always try to achieve the objectives and improves the moral of the customer. Some of the objectives are to encourage the work force for improved performance of the organization. The recognize the types of qualities observing the customer.