

A PROJECT REPORT ON
“A STUDY ON NEW MARKETING STRATEGIES ADOPTED IN TOOTHPASTE
INDUSTRY”

Submitted By

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USN: 4AL19MBA03

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

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PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI

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CERTIFICATE

This is to certify that **ANILKUMAR M** bearing USN **4AL19MBA03**, 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 NEW MARKETING STRATEGIES ADOPTED IN TOOTHPASTE INDUSTRY**" is prepared by him 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.

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DECLARATION

I, Mr. Anil Kumar M Bearing USN No: 4AL19MBA03 student of 4th semester Master of Business Administration (MBA), Alva's Institute of engineering and technology, Moodbidri, hereby declare that the Project report entitled "A STUDY ON NEW MARKETING STRATEGIES ADOPTED IN TOOTHPASTE INDUSTRY" has been prepared by me under the guidance of Mr. Guruprasad Pai, Asst. Professor, Department of Business Administration, Alva's Institute of engineering and technology, Mijar, Moodbidri.

I also declare that this 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, Belgaum. I have undergone a summer project for a period of Six 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.

Anil Kumar M

Date: 04-06-2021

Anil Kumar M

Place: Moodbidri

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EXECUTIVE SUMMARY

Toothpaste is a daily necessity of our lives. We have various brands available in the market. Freshness is the main purpose of using toothpaste and avoiding cavity. The main intention of the project is to explain the problems that comes or arises by using a single toothpaste in a family. It is customary to use a single toothpaste in a family. The main intention of the project is to explain the problems that comes or arises by using a single toothpaste in a family. In case if a member of a family is infected by a tooth decay or sick then there would be the chances spreading of infecting to others members of the family if they use the same tooth paste.

This project gives you brief introduction about Toothpaste Industry, History of Toothpaste, Industry Overview, Segments in the Industry. It includes primary and secondary information. The history of toothpaste produced by the toothpaste industry are often traced from 1975 to 1200 plenty of toothpaste.

The Market Research Forecast (MRFR) forecast that the toothpaste market is likely to achieve a good growth rate of 4.80% between 2018 and 2025. The market value is expected to reach \$ 21.642 billion by 2025.

The growth in India's oral hygiene industry is usually influenced by changing consumer behaviour, companies' business strategies, govt. Policies and therefore access to various major international brands in the Indian market are increasing.