

**“A STUDY ON EFFECTIVENESS OF SALES PROMOTIONAL STRATEGIES
WITH SPECIAL REFERENCE TO WAYANAD HANDLOOM POWERLOOM
AND MULTI-PURPOSE INDUSTRIAL CO-OPERATIVE SOCIETY LTD,
THRISSILERY, WAYANAD”**

Submitted by

MUHAMMED JASEEM K

4AL19MBA36

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ RAI

Assistant Professor

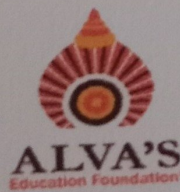
Department of MBA

AIET, MIJAR.

EXTERNAL GUIDE

MR. SAJEER K A

SECRETARY



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.

JUNE -2021

PHONE: 04935 250308

**The Wayanad Handloom Powerloom and Multipurpose
Indl.Co-op. Society Ltd; No. S. IND (W) 66**

THRISSILERI, WAYAND -670646

e-mail- whipcos@gmail.com

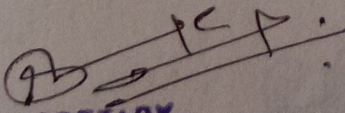
Ref. No: 45/21/115

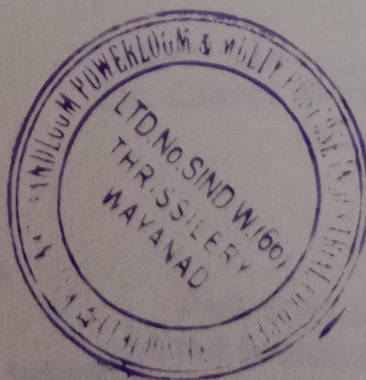
Date: 08/04/2021

CERTIFICATE

This is to certify that **Mr. MUHAMMED JASEEM K** bearing **4AL19MBA36** bonafide students doing his **MBA** at **ALVA'S INSTITUTE OF ENGINEERING AND TECNOLOGY, MOODBIDRI**, has undergone a project on **"A STUDY ON EFFECTIVENESS OF SALES PROMOTION STRATEGIES WITH SPECIAL REFERENCE TO WAYANAD HANDLOOM POWERLOOM AND MULTI-PURPOSE INDUSTRIAL CO-OPERATIVE SOCIETY, THRISSILERY"** in our organization from **22nd February 2021** to **05th March 2021**. His character and conduct is uniformly good. He deserves all the encouragement.

Authorized Signatory


PRESIDENT / SECRETARY
**Wayanad Handloom Powerloom &
Multi Purpose Industrial Co-op. Society
Ltd; No. S Ind. (W) 66, Thrissilery**



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

AIET/MBAID/48

22 July 2021

CERTIFICATE

This is to certify that **MUHAMMED JASEEM K** bearing USN **4AL19MBA36**, 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 EFFECTIVENESS OF SALES PROMOTION STRATEGIES WITH SPECIAL REFERENCE TO WAYANAD HANDLOOM POWERLLOM MULTI-PURPOSE INDUSTRIAL CO-OPERATIVE SOCIETY LTD**" is prepared by him under the guidance of Mr. Neeraj S Rai, 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.

Neeraj S Rai

Mr. Neeraj S Rai
Internal Guide

Dr. Claret Mendonca

Dr. Claret Mendonca
HOD

Dr. Peter Fernandes

Dr. Peter Fernandes
Principal

Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DEAN

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

Viva-Voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

DECLARATION

I, **MUHAMMED JASEEM K** hereby declare that the Project report entitled "A study on sales promotion strategies with special reference to Wayanad Handloom Powerloom and Multi-Purpose Industrial Co-operative Society Ltd" prepared by me under the guidance of Asst Prof. Neeraj S Rai, PG Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by Mr. Sajeer K A.

I also declare that this Project work is towards the partial fulfillment 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 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/diploma from any other University/Institute.

Place: Mijar

MUHAMMED JASEEM K

Date: 23/07/2021

K.A.J. m

ACKNOWLEDGEMENT

Completion of task in an effective and efficient 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 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 almighty god for showing his blessings and keeping me in good health throughout the tenure of the project.

I am extremely grateful to my research guide **Asst Prof. Neeraj S Rai**, MBA Department, for his regular supervision and valuable suggestions.

I am thankful to **Mr SAJEER K.A Secretary in Wayanad Handloom Powerloom and Multi-Purpose Industrial Co-operative Society Ltd** for granting permission in this covid pandemic and providing requisite information regarding this project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mrs. Claret Mendonca** HOD of 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 continuous encouragement and blessings and also my friends for their support to finish my project successfully.

MUHAMMED JASEEM K

USN: 4AL19MBA36

TABLES OF CONTENTS

Chapter No	Contents	Page. No.
1	Introduction	1-16
2	Conceptual background and Literature review	17-22
3	Research Design	23-26
4	Data Analysis and Interpretation	27-46
5	Findings Suggestions and Conclusion	47-50
6	Bibliography	51
7	Annexure	52-57

LIST OF CONTENTS

Table No.	Description	Page No
4.1	Gender based distribution of respondents	28
4.2	Age wise distribution of respondents	29
4.3	Occupational distribution	30
4.4	Purchasing frequency of customers	31
4.5	Preferred mode of buying of respondents	32
4.6	Reason of buying from Whipco	33
4.7	How Respondents come to know about Whipco	34
4.8	Opinion about Attractiveness of Advertisement of Whipco	35
4.9	Experience About offers and Discounts	36
4.10	Opinion on different promotional activities of Whipco	37
4.11	Opinion about getting discount on repeated purchase	38
4.12	What percentage of discount getting on repeat purchase	39
4.13	Satisfaction level with the discount provided by Whipco	40
4.14	Satisfaction level on special discount offer during festival season	41
4.15	Opinion about the price of the product.	42
4.16	Opinion about the quality of the product.	43
4.17	Opinion on brand image of Whipco	44
4.18	Opinion on current sales promotional activities of Whipco	45
4.19	Respondents suggestions	46

LIST OF FIGURES/GRAPHS

Graph No.	Description	Page No
4.1	Gender based distribution of respondents	28
4.2	Age wise distribution of respondents	29
4.3	Occupational distribution	30
4.4	Purchasing frequency of customers	31
4.5	Preferred mode of buying of respondents	32
4.6	Reason of buying from Whipco	33
4.7	How Respondents come to know about Whipco	34
4.8	Opinion about Attractiveness of Advertisement of Whipco	35
4.9	Experience About offers and Discounts	36
4.10	Opinion on different promotional activities of Whipco	37
4.11	Opinion about getting discount on repeated purchase	38
4.12	What percentage of discount getting on repeat purchase	39
4.13	Satisfaction level with the discount provided by Whipco	40
4.14	Satisfaction level on special discount offer during festival season	41
4.15	Opinion about the price of the product.	42
4.16	Opinion about the quality of the product.	43
4.17	Opinion on brand image of Whipco	44
4.18	Opinion on current sales promotional activities of Whipco	45
4.19	Respondents suggestions	46

EXECUTIVE SUMMARY

The main aim of the study was to know the customer preference towards different products and also to know the effectiveness of the market potential. The study conducted at **WAYANAD HANDLOOM AND MULTI-PURPOSE INDUSTRIAL CO-OPERATIVE SOCIETY**. The study was designed to find out the most suitable sales promotional strategies to improve sale in the company.

As sales promotional strategy is a company's plan to build its brand to generate sales and increase revenues. A sales strategy needs to always keep the end-user in mind- the customer who is buying the product and service. This is more than simply understanding who your ideal customers are.

The handloom industry of India has a long tradition of exquisite and incomparable craftsmanship. It has a diverse and rich textile tradition, a wide range of textiles of varied designs, manufactured by different techniques as compared to other countries of the world. The speciality in the weave of the textiles in each region is developed based on location, climate and cultural influences.

Wayanad Handloom Powerloom and Multipurpose Industrial Co-operative society ltd is running very professionally by the apex bodies TEXTFED and District industrial society. The company is a part of developing the conditions of the Scheduled Caste and Scheduled Tribe people and unweaved women by giving them to jobs mainly in Wayanad.

By looking at topic more specifically, this study concentrate on marketing aspect like sales strategy, role of advertising, and other aspects like customer response and attitude towards Wayanad Handloom Powerloom Multipurpose Cooperative Society's promotional activities and so on. This study also includes detailed information about the different sales strategies adopted in the Handloom Industry in the present scenario and disclose facts about what the customer think about Wayanad Handloom Powerloom Multipurpose Cooperative Society Limited.