

**“A STUDY ON PROMOTIONAL STRATEGIES OF POWERPOINT  
BAG INDUSTRIES KARKALA”**

Submitted by  
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Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

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

**MASTEER OF BUSINESS ADMINISTRATION**

Under the guidance of

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**EXTERNAL GUIDE**

**Mr. Mahaveer Hegde**  
**Managing Director**  
**Power Point Bags**  
**Karkala**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**SHOBHAVANA CAMPUS**  
**MIJAR, MOODBIDRI**

**July -2021**



**POWER POINT™ BAG INDUSTRIES**

## CERTIFICATE

This is to certify that, Ms. Radhika Bhat is the student of M.B.A at Alva's Institute Of Engineering & Technology, Mijar, Moodbidri have done her project in Power Point Bag Industries, Karkala.

During the period from 22<sup>nd</sup> February to 3<sup>rd</sup> April 2021, we appreciate her sincere effort during her project work and we found her conduct was good.

We wish her all the best for her future endeavors.

For Power Point Bag Industries

For Power Point Bag Industries

Place: Karkala

Date: 03-04-2021

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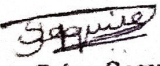
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20 July 2021

## CERTIFICATE

This is to certify that **RADHIKA BHAT M** bearing USN **4AL19MBA51**, 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 PROMOTIONAL STRATEGIES OF POWERPOINT BAG INDUSTRIES, KARKALA**" is prepared by her under the guidance of Mrs. Priya Sequeira, 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.

  
Mrs. Priya Sequeira  
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Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation

### DECLARATION

I, **RADHIKA BHAT M**, hereby declare that the project report entitled "**A STUDY ON PROMOTIONAL STRATEGIES**" with reference to "**POWERPOINT BAG INDUSTRIES, KARKALA**" prepared by me under the guidance of Mrs. **Priya Sequeira**, Assistant professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Mahaveer Hegde**, Managing Director, Power Point Bags Industry Limited, Karkala. I also declare that this project work is towards the partial fulfillment of the university regulation 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.

Place: Mijar

Date: 22/07/2021

Radhika  
(Radhika Bhat M)



## ACKNOWLEDGEMENT

It is with great pleasure I wish to express my heartfelt gratitude to all those who have contributed to the successful completion of this project reports.

Firstly I thank almighty God for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

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I am obliged to **Dr. Claret Mendonca**, HOD, PG Department of Business Administration, AIET and my Guide **Mrs. Priya Sequeira**, Assistant Professor, PG Department of Business Administration for her continued guidance and direction in successfully completing the project.

I am thankful to **Mr. Mahaveer Hegde**, Managing Director, Power point Bags Industries Limited Karkala, my external guide for providing me to opportunity to undertake this project in their reputed organization. I thank him for continued assistance and guidance during the course of this study.

I cannot forget to thank my parents' family and friends for always being there for me.

Radhika Bhat M

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## TABLE OF CONTENT

Chapter No.	Contents	Page No.
1	Introduction	1-17
2	Conceptual Background and Literature Review	18-24
3	Research Design	25-27
4	Data analysis and Interpretation	28-48
5	Findings, Suggestions and Conclusion	49-52
	Bibliography	53-54
	Annexure	55-58



## LIST OF TABLES

Table No	Particulars	Page No
Table 1.1	Table showing Balance Sheet	11-12
Table 1.2	Table showing Current ratio	13
Table 1.3	Table showing Quick ratio	14
Table 1.4	Table showing Asset turnover ratio	15
Table 1.5	Table showing Proprietary ratio	16
Table 1.6	Table showing Fixed asset turnover ratio	17
Table 4.1	Table showing Which social media network are you active on	29
Table 4.2	Table showing Rate the Attractiveness of advertisement of PowerPoint bags	30
Table 4.3	Table showing How do you know about PowerPoint Bags	31
Table 4.4	Table showing Reason for your visit	32
Table 4.5	Table showing Rate the quality of item as per advertisement of PowerPoint Bags	33
Table 4.6	Table showing Does the advertisement of PowerPoint Bags attract you to purchase the item from PowerPoint Bags	34
Table 4.7	Table showing How do you rate the presentation of product in Power Point Bags	35
Table 4.8	Table showing Do you think offers are clearly presented through displays in PowerPoint Bags	36
Table 4.9	Table showing Does the display and promotion offers informed in the store attract you	37
Table 4.10	Table showing Do you think due to display it is easy to shop in PowerPoint Bags	38
Table 4.11	Table showing Which type of promotional activities attract customers	39
Table 4.12	Table showing How do you rate the customer schemes of the Power Point Bags	40
Table 4.13	Table showing How you rate the performance of our social media page	41
Table 4.14	Table showing How do you rate the products in PowerPoint Bags	42
Table 4.15	Table showing Do you consult other while selecting the store for your purchase	43
Table 4.16	Table showing Does the promotional activities of PowerPoint Bags make you visit again	44
Table 4.17	Table showing Your overall shopping experience due to offers& discounts in PowerPoint Bags	45
Table 4.18	Table showing Do you suggest your friends & relatives to opt PowerPoint Bags	46
Table 4.19	Table showing Advertisement given act as good source of information in Purchase	47
Table 4.20	Table showing How do you feel while shopping in PowerPoint Bags	48



## LIST OF GRAPHS

Graph No	Particulars	Page No
Graph 1.1	Chart showing Current ratio	13
Graph 1.2	Chart showing Quick ratio	14
Graph 1.3	Chart showing Asset turnover ratio	15
Graph 1.4	Chart showing Proprietary ratio	16
Graph 1.5	Chart showing Fixed asset turnover ratio	17
Graph 4.1	Chart showing Which social media network are you active on	29
Graph 4.2	Chart showing Rate the Attractiveness of advertisement of PowerPoint bags	30
Graph 4.3	Chart showing How do you know about PowerPoint Bags	31
Graph 4.4	Chart showing Reason for your visit	32
Graph 4.5	Chart showing Rate the quality of item as per advertisement of PowerPoint Bags	33
Graph 4.6	Chart showing Does the advertisement of PowerPoint Bags attract you to purchase the item from PowerPoint Bags	34
Graph 4.7	Chart showing How do you rate the presentation of product in Power Point Bags	35
Graph 4.8	Chart showing Do you think offers are clearly presented through displays in PowerPoint Bags	36
Graph 4.9	Chart showing Does the display and promotion offers informed in the store attract you	37
Graph 4.10	Chart showing Do you think due to display it is easy to shop in PowerPoint Bags	38
Graph 4.11	Chart showing Which type of promotional activities attract customers	39
Graph 4.12	Chart showing How do you rate the customer schemes of the Power Point Bags	40
Graph 4.13	Chart showing How you rate the performance of our social media page	41
Graph 4.14	Chart showing How do you rate the products in PowerPoint Bags	42
Graph 4.15	Chart showing Do you consult other while selecting the store for your purchase	43
Graph 4.16	Chart showing Does the promotional activities of PowerPoint Bags make you visit again	44
Graph 4.17	Chart showing Your overall shopping experience due to offers & discounts in PowerPoint Bags	45
Graph 4.18	Chart showing Do you suggest your friends & relatives to opt PowerPoint Bags	46
Graph 4.19	Chart showing Advertisement given act as good source of information in Purchase	47
Graph 4.20	Chart showing How do you feel while shopping in PowerPoint Bags	48



## EXECUTIVE SUMMARY

The topic deal with "A STUDY ON PROMOTIONAL STRATEGIES OF POWERPOINT BAG". The project is divided into five chapters. The first chapter brings the introduction to the topic, it deals mainly about the company its founder, and history of company, organization structure, mission vision, and achievements etc. in short it gives brief introduction of company.

The second chapter deals with the conceptual and theoretical framework of the study, literature review of the different author, speakers.

The third chapter deals with topic objective of the project, gives the statement of problem, scope and limitation of study, methodology.

The fourth chapter the data is collected through the 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 concept and techniques, which shows analyse of data through tabulation, computation and graphical representation of data.

The last chapter contains the findings, suggestions and conclusion. 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 the bibliography.

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