

Date: 26-03-2018

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. AJWAD ALI THOTTATH**, bearing USN: 11A16MBA02 has successfully completed his summer internship on the topic "**Effectiveness of Marketing Strategy**" at **United Colors Of Benetton, Bangalore** from **January 15, 2018 to March 25, 2018**.

He has successfully completed the project under the guidance of **Mr. Nagendra Reddy**.

We wish him All the Best for his future endeavour.

Yours Truly,

For **UCB India Private Limited**



**Manager- Marketing**





# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 16/05/2018

## CERTIFICATE

This is to certify that **Mr. Ajwad Ali Thottath** bearing USN **1IA16MBA02** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Effectiveness of Marketing Strategy**” at **United Colors of Benetton, Bangalore** is prepared by him under the guidance of **Prof. Reena Mahesh Rao**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department  
Department of MBA

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Signature of Principal

PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY  
Soldevanahalli Bangalore-560 107

# ACHARYA

## DECLARATION

I, **AJWAD ALI THOTTATH**, hereby declare that the project report entitled "**A Study on Effectiveness of marketing strategy**" with reference to "**UNITED COLORS OF BENETTON, Bangalore, Karnataka**" prepared by me under the guidance of **REENA MAHESH RAO**, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by **NAGENDRA REDDY**, marketing manager United colors of benetton.

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 Ten 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: *Banglore*

Date: *29 / 5 / 18*



Signature of the student

## **ACKNOWLEDGEMENT**

I deem it a privilege to thank our Principal, **Dr. SHARANABASAVA PILLI**, **Dr. MAHESH**, Dean Academics and our HOD **Dr. NIJAGUNA** for having given me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my external guide **Mr. NAGENDRA REDDY**, HR Manager, United Colors of Benetton., and my internal research Guide, **Ms. REENA MAHESH RAO**, for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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## **EXECUTIVE SUMMARY**

Most of the organisation has a Marketing strategy which helps the management to achieve the objective or goals effectively in an efficient manner. The effective in marketing strategy in management can improve the business in terms of earning and profit margins.

The project work was undertaken to study the effectiveness of marketing strategy at united colors of Benetton pvt.ltd in Bangalore. The report show how the united colors of Benetton differentiates the company from other competitors in terms of product quality, unique and effective marketing tools, positioning, offering services etc to promote the product , to gain customer satisfaction and loyalty on united colors of benetton.

Questionnaire is prepared by using both open ended and close ended questions. Variables in the questions were identified. By which comparison with other companies in the market can be analysed.

The present study will investigate the effectiveness of marketing strategy used in the management. Also analyse the marketing tools used for positioning of the product. For analysing the survey data SPSS version 14.0 can be used.

# **1. INTRODUCTION**

## **1.1 INTRODUCTION**

Marketing strategies involves information collection on how the function of marketing is adapted to adjust with the overall business strategy. Various marketing strategies utilized by organizations and associations include launching of innovative new products, expansion of distribution, identifying new market opportunities globally, pricing strategy, profit strategy and building a healthy customer base. Marketing strategy also involves converting the above mentioned strategies in to various implementations in the form of plans and actions.

## **1.2 INDUSTRY PROFILE**

### INDIAN TEXTILE INDUSTRY - AN OVERVIEW

As opposed to other real material delivering nations, generally little scale, non incorporated turning, weaving, fabric completing, and clothing ventures, huge numbers of which utilize obsolete innovation, describe India's material area. A few, for the most part bigger, firms work in the "composed" area where firm must conform to various government work & duty controls. Most firms, in any case, work in the little scale "sloppy" part where directions are not so much stringent but rather more effectively sidestepped.

The interesting structure of the Indian material industry is because of the inheritance of duty, work, and other administrative strategies that have supported little scale, work escalated endeavors, while oppressing bigger scale, more capital-serious activities. The structure is additionally because of the verifiable introduction towards addressing the necessities of India's predominately low-salary household purchasers, instead of the world market. Strategy changes, which started in the 1980s and proceeded into the 1990s, have prompted huge picks up in specialized productivity and global intensity, especially in the turning area. In any case, wide extension stays for extra changes that

could improve the effectiveness & intensity of India's weaving, texture completing, and attire segments.

## STRUCTURE OF INDIA'S TEXTILE INDUSTRY

Not at all like other significant material delivering nations, India's material industry is included for the most part of little scale, non-incorporated turning, weaving, completing, and clothing making undertakings. This extraordinary industry structure is essentially a heritage of government arrangements that have advanced work serious, little scale tasks and victimized bigger scale firms:

Composite Mills. Moderately extensive scale processes that incorporate turning, weaving at times, texture completing are normal in other significant material creating nations. In India, in any case, these kinds of plants now represent about just 7 percent of yield in the material segment. Around 286 composite plants are presently working in India, most claimed by people in general segment and numerous esteemed monetarily "wiped out."

Spinning Turning is the way toward changing over cotton or artificial fiber into yarn to be utilized for weaving and sewing. To a great extent because of deregulation starting in mid-1980s turning is the most combined and in fact proficient segment in India's material industry. Normal plant estimate stays little, be that as it may, and innovation obsolete, with respect to other real makers. In 2004/05, India's turning part comprised of around 1,147 little autonomous firms and 1,699 bigger scale free units.

Fabric Finishing. Texture completing (additionally alluded to as handling), which incorporates printing, and other material planning preceding the made of apparel, is likewise overwhelmed by countless, little scale undertakings. In general, around 2,300 processors are working in India, including around 2,200 free units & 200 units that are coordinated with turning, weaving, or sewing units.

## **DEVELOPMENT OF TEXTILE INDUSTRY**

India has effectively finished over 50 years of its freedom. The examination of the development example of various section of the business amid the most recent five many years of post-autonomy time uncovers that the development of the business amid the initial two decades after the freedom had been steady, however less and development significantly far slower amid the 3rd decade. The development from that point grabbed altogether amid the fourth decade in every last section of the business. The pinnacle level of its development has however been come to amid the fifth decade i.e., the most recent ten years and all the more especially in the 90s. The Textile Policy of 1985 and Economic Policy of 1991 centering toward progression of economy and exchange had in reality quickened the development in 1990s. The turning led the development amid this period and man-made fiber industry in the composed segment and decentralized weaving part.

## **SIZE OF TEXTILE INDUSTRY IN INDIA**

- The material business in India covers a wide array of exercises extending from generation of crude material like cotton, jute, silk and fleece to giving high esteem included items, for example, textures and pieces of clothing to purchasers.
- The business utilizes a wide assortment of strands extending from characteristic strands like cotton, jute, silk and fleece to artificial strands like polyester, thick, acrylic and numerous mixes of such filaments and fiber yarn.
- The material business assumes a huge part in Indian economy by giving direct work to an expected 35 million individuals, by contributing 4 for every penny of GDP and representing 35 for each penny of gross fare profit. The material segment contributes 14 for each penny of the esteem expansion in the assembling part.
- Textile fares amid the time of April-February 2003-2004 added up to \$11,698.5 million as against \$11,143.2 million amid a similar period in the earlier year, demonstrating an expansion of around 5 for each penny.
- Estimates say that the material area may accomplish around 15 to 19 for each penny development this year following disassembling of MFA.

## **ROLE OF INDIAN TEXTILE INDUSTRY IN THE ECONOMY**

Material industry assumes a noteworthy part in the economy. The Indian material industry is one of the biggest and most imperative areas in the economy as far as yield, outside trade income & work in India. It contributes 30 for every penny of mechanical generation, 10 for each penny of extract accumulations, 19 for each penny of work in modern part, about 20 for each penny to the nation's aggregate fare income and 4 for every penny to the GDP. The area utilizes about 36 million individuals and is the second most astounding manager in the nation. The material segment additionally has an immediate connection with the provincial economy and execution of real fiber harvests and artworks, for example, cotton, fleece, silk, painstaking work and handlooms, which utilize a huge number of agriculturists & specialties people in country and semi-urban regions. It has been evaluated that one out of each six family units in the nation depends specifically or by implication on this segment. India has few preferences in material area, including bottomless accessibility of crude material & work. It is the 2nd biggest player on the planet cotton exchange. It has the biggest cotton land, of around eight million hectares and is the third biggest maker of cotton fiber on the planet. It positions fourth as far as staple fiber creation and fourth in polyester yarn generation. The material business is likewise work escalated; in this manner India has favorable position.

### **THE KEY ADVANTAGES OF THE INDIAN INDUSTRY ARE:**

- India is the third biggest maker of cotton with the biggest territory under cotton development on the planet. It has an edge in ease cotton sourcing contrasted with different nations.
- Average wage rates in India are 50-60% for every penny lower than that in created nations, in this way empowering India to profit by worldwide outsourcing patterns in labour serious organizations, for example, articles of clothing & home materials.

- Design and mold capacities are key qualities that will empower Indian players to reinforce their associations with worldwide retailers and score over their Chinese rivals.
- Production offices are accessible over the material esteem chain, from turning to pieces of clothing fabricating. The business is putting resources into innovation and expanding its abilities which ought to demonstrate noteworthy resource in the years to come.
- Large Indian players, for example, Arvind Mills, Splash India, Alok Industries and Raymond's have built up themselves as 'quality makers' in worldwide market. This acknowledgment would additionally empower India to use its situation among worldwide retailers.
- India has assembled involvement as far as working with worldwide brands and this should profit Indian merchants.

## INDIAN TEXTILE INDUSTRY

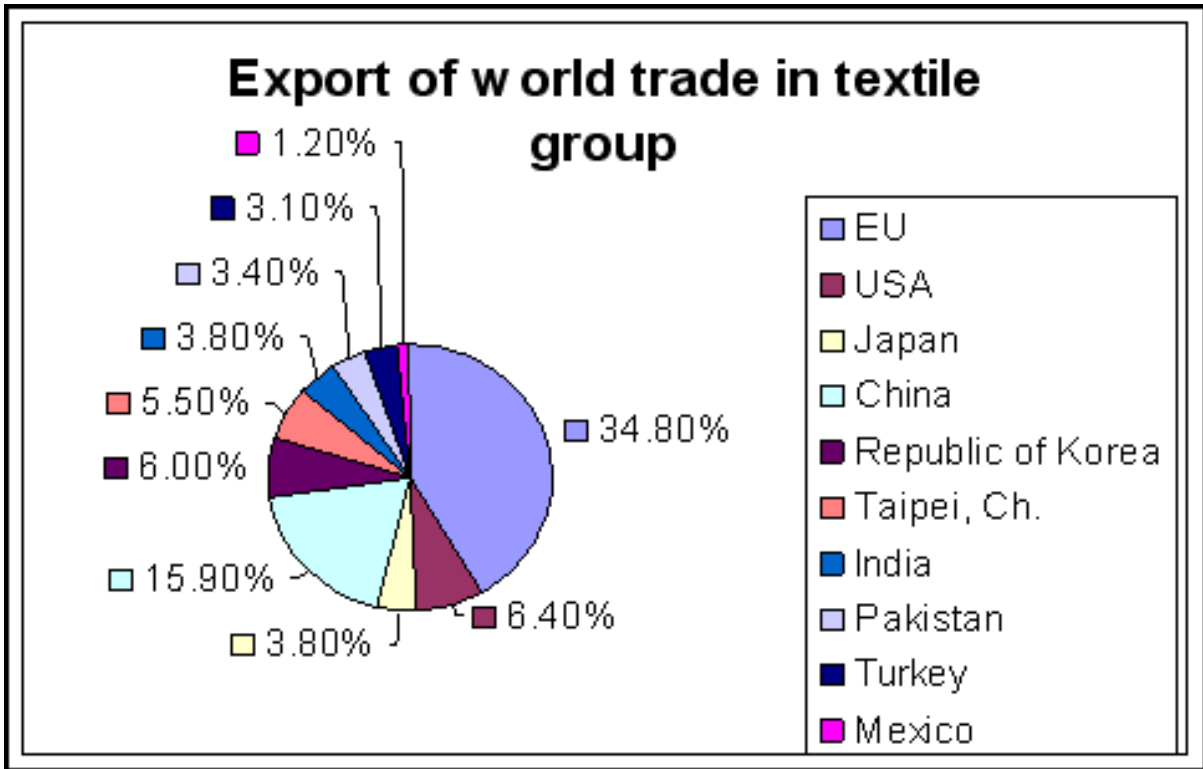
In material Situation:

In trades Cotton yarns, texture, made ups and so forth made biggest lump with US\$ 3.33 Billion or 27.5% in materials classification, and Ready-Made articles of clothing (RMG)- cotton including adornments made biggest piece with 4.67 Billion US \$ or 37.1 % of aggregate fares. While, synthetic & textures in materials gathering and RMG– Manmade strands constituted 2nd position in the 2 classes, separately. Floor coverings and woollen pieces of clothing are different things traded from India.

In worldwide situation:

In 2003 the fares figures in level of the world





The above chart clearly states that export of world trade in textile group. Among world textile group EU occupies 34.80% of export, next China at 15.90%, USA at 6.40%, Republic of Korea at 6.00% Taipei, Ch at 5.50%,

In Clothing Sector the figures were as below in 2005 in percentage of total exports globally:



## EXPORT SCENARIO:

Materials contributed 20% of India's fares to about US \$ 12.5 Billion. In non-share nations UAE is the biggest market with 7% of material fares and 10% of article of clothing trades from India.

## 1.2 COMPANY PROFILE

BENETTON GROUP S.P.A. Is a worldwide design mark, situated in Treviso, Italy the name originates from the Benetton family who established the organization in 1965. Benetton Group is recorded in Milan. Benetton has a system of more than 6,500 stores in 120 nations. The stores are overseen by free accomplices and create an aggregate turnover of more than 2 billion euro. In the past one of the world's quickest developing design chains, Benetton is currently playing get up to speed to H&M, Zara, The Gap, and others that rose as challengers amid the late 1990s. In any case, Benetton stays one of the world's biggest and most understood garments realms, working in excess of 5,000 stores in 120 nations. Benetton markets its apparel under a few brand names; including leader mark United Colors of Benetton. The organization has struck back at its edgier rivals with the dispatch of the form situated Sisley mark, and has entered the sportswear segment with Playlife, propelled in 1998. In 2003, Benetton finished its exit from a disastrous broadening into the brandishing products part. The Benetton family likewise has ventured once again from dynamic administration of the organization, turning over its tasks to CEO Silvano Cassano, designated in 2003. Benetton turns into a pioneer in promoting, by expelling its items from ads and purposely controlled it throughout the years to pick up attention and hence empower enthusiasm for its item. As it were, Benetton "promoted" on questionable ads which were made conceivable through the thoughts of Oliviero Toscani, a publicizing picture taker, when he joined the Benetton Group.

### Early Years

In 1963, Luciano Benetton, the most seasoned of four kids, was a 30-year-old businessperson in Treviso. He saw a business opportunity for bright garments, and sold a more youthful sibling's bike to purchase his first second-hand weaving machine. His

underlying little gathering of sweaters got a positive reaction in neighborhood stores in the Veneto area, and not long after he asked his sister and two more youthful siblings, Gilberto and Carlo, to go along with him. In 1965, the substance known as the "Benetton Group" was framed.

In 1966, the Benetton's opened their first store in Belluno and three years after in Paris, with Luciano as administrator, his sibling Gilberto responsible for organization, their more youthful sibling Carlo running generation, and Giuliana as a central architect.

In 1982, the promoting method is so straightforward: take an intense picture, stamp the logo in the corner. No showcasing research and no requirement for promotion organizations, picking not to specifically publicize their garments and clothing, but rather tending to social issues. Toscana's most outstanding themes were passing on AIDS quiet, ministers kissing nuns, T-shirt of Bosnian officer (with shot gaps), military burial ground with star of David, deliver with outcasts, HIV positive inked, oil-dirtied duck and new conceived youngster. This change in 2000, when Toscani started a costly task called "condemned to death".

A crusade to which the Benetton burned through E20 million speculation and 2 years visiting American state jail and meeting detainees waiting for capital punishment.

## Brands

The organization's center business remains their garments lines: United Colors of Benetton Under shades of Benetton, Sisley, and Play life. Their items incorporate ladies swear, menswear, kids swear and clothing and they have ventured into aromas, stationery, eyewear and travel sacks.

The Group has a system of more than 6,500 stores the world over. And in addition having more than 9,500 representatives; Benetton has built up a system of little providers who do contracting in the Northern Italian area around Treviso. Bangladesh is a standout amongst the potential generation zones for Benetton items because of the low wages.

## 2013 Marketing Campaign

UNHATE battle including Chinese President Hu Jintao kissing US President Barack Obama. In harvest time 2013, Benetton propelled its new overall correspondence battle, a solicitation to the pioneers and natives of the world to battle the "way of life of contempt", and made the UNHATE Foundation. This crusade was made as the gathering's corporate social duty methodology and not as a restorative exercise. The Benetton Group "looks to add to the formation of another culture against despise". Benetton's exploration correspondence focus, Fabrica, banded together up with 72and Sunny to make the UNHATE notice arrangement. As indicated by Benetton "These are representative pictures of compromise—with a touch of amusing expectation and useful incitement—to invigorate reflection on how legislative issues, confidence and thoughts, notwithstanding when they are unique and commonly contradicted, should even now prompt discourse and intervention".

#### Game and Sponsorship

Benetton Formula, Benetton Rugby Treviso, Treviso Basket, and Volley Benetton Group entered Formula One as a supporter of Tyrrell 885in 1983, at that point Alfa Romeo in 1984; this plan was reached out to both Alfa and Toleman in 1985. Benetton Formula Ltd. was shaped toward the finish of 1985 when the Toleman and Spirit groups were sold to the Benetton5family. The group saw its most noteworthy accomplishment under FlavioBriatore, who dealt with the group from 1990 to 1997. Michael Schumacher won his first Championships with the group in 1994 and 1995, and the group won their lone Constructors' title in 1995. From 1996, the group hustled under an Italian permit despite the fact that it kept on being based, as Toleman, in Oxfordshire in England. The group was purchased by Renault for US\$120m in 2000 and was rebranded Renault F1 in 2002.

In 1979, Benetton first supported their (at that point beginner) nearby rugby group, A.S. Rugby Treviso. Benetton Rugby has since turned into a noteworthy power in Italian rugby, with 11 group titles and providing numerous players to the national group. Benetton Group has likewise supported Treviso Basket (1982-2012) and Sisley Volley (1987-2012).

## Deals by Brand

"Joined Colors of Benetton Adult" spoke to half of aggregate deals in 2011. Another 32% of offers were accomplished through the "Joined Colors of Benetton Kid" and "Sisley Young" brands. At long last, 16% was spoken to by the "Sisley" mark and 2% by "Play life"

### **1.3.1 VISION**

Benetton Group is centered around what's to come. Its story is based on development and seeing where others neglect to see. The Group has dependably been at the front line: with shading, with its progressive way to deal with purpose of offer, with a totally exceptional generation and business organize and with an all inclusive type of correspondence, which made both a wonder and social civil argument. Benetton was worldwide before globalization, yet in its own specific manner.

From the begin, Benetton considered form to be a worldwide town where youngsters of each race live. It goes at the world's speed, defeating and, political and ideological limits.

Responsive about requirements and issues of the present time and mindful to the earth, to human respect and to the change of society. It makes esteem and goes for development, not as an end in itself, but rather as a methods for adding to advance.

### **1.3.2 MISSION**

The Benetton aggregate mission is to be known the world over for their imaginative work of knitwear. The organization known for its utilization of hues and surfaces to making something one is to pound claim. Their innovativeness and development yet in the meantime straightforwardness is the thing that has kept them to remain so solid in the amusement.

### **1.3.3 QUALITY POLICY**

#### **RELATIONS WITH THE CUSTOMERS**

Full customer satisfaction is a primary target of Benetton Group, achieved through reliable, correct behaviour aimed at guaranteeing high quality products and services. The Group establishes agreements & relations with customers in a correct, complete & transparent way in compliance with the law (also with regard to laws governing money laundering, personal data protection, transparency and illegal rate of interest), with in the rules, the Code and with internal procedures. Also, whenever unexpected events or situations occur, the Group fulfils customer expectations, performing agreements with fairness & without exploiting any conditions of weakness or ignorance when unexpected events arise. Recipients are forbidden to have business relations with customers or prospective customers who are known to be or suspected of being involved in illegal activities. In assessing customers, their capacity to meet their payment obligations must be taken into consideration. In relations with customers Recipients must not offer or accept gifts or any other form of benefits or utilities that could be interpreted as a means for obtaining favorable treatment for any activity connected with Benetton Group and that are not attributable to normal commercial relations or courtesy relationships.

#### **RELATIONS WITH COMPETITORS**

Competition with competitors must be fair, focused on the quality plan and product establishment, also conducted through the severe protection of the tangible and intangible assets of Benetton Group, the development of know-how, the monitoring of the integrity of the company's rights,

#### **RELATIONS WITH OUTSIDE STAFF**

All Recipients are obliged to comply with the principles and rules of conduct contained in the Code. The Group is committed to giving all Recipients, prior to the commencement of all & any cooperation, a copy of this Code and to make observance thereof compulsory also through appropriate contractual clauses. Relations

#### **RELATIONS WITH RELATED PARTIES**

Related Party transactions must be carried out in full compliance with the applicable provisions of law and statutory regulations and the relative procedure provided by the Group and intended to guarantee full transparency, correctness and the adequate justification for said transactions.

### **1.4 PRODUCT**

The company's core business remains their clothing lines: UCB, under colors of Benetton, Sisley, and Play life. Their products include women wear, menswear, children

swear and underwear and they have expanded into perfumes, stationery, eyewear & travelbags.

The Group has a network of over 6,500 stores around the world.

- 1) UCB clothing collections for women, men and children offer a total look suited to everyday occasions, from work to free time, for use in the city and outdoors. The brand's product range is broad: aside from apparel its offering also spans from elegant accessories to eyewear and from fragrances to luggage.



UNDERCOLORS  
OF BENETTON.

- 2) UCB proposes collections of underwear, beachwear, nightwear and accessories for women, men & children. A wide selection in basic colors is enhanced every season with the latest trends.



S I S L E Y

- 3) The Sisley product is "fashion reinterpreted for everyone". A style composed of character, substance & determination, presented in a simple but refined way. With this concept, Sisley is ever closer to the consumer, enabling everyone to express their personality, free from external constraints.



playlife

Playlife is characterized by "easy to wear" collections that are authentic and original: Playlife, somewhere between campus atmosphere and city sophistication; Playlife Outdoor, the metropolitan version of the big chill; Jean's West, the "back to the future" of the western frontier; Killer Loop, between extreme sport and urban chic; Anthology of Cotton, feminine home wear and a wide choice of light-hearted, sexy accessories

## **1.5 AREAS OF OPERATION**

Today, Benetton Group is present in 120 countries around the world.

The company has global network of over 6, 499 stores and offers high quality customer services.

The Group has a highly developed sales network, with shops and retail outlets in privileged locations in historic and commercial centres. This network is supported by a major, worldwide investment programme.

Benetton stores carry complete collections. As well as a wide selection of accessories and clothing, offering a global Benetton style and guaranteed quality.

Benetton Group has a strong presence in countries with Western-style economies, which represent 73% of total revenues.

## **1.6 INFRASTRUCTURAL FACILITIES**

The premises of UCB are facilitated with the following infrastructures:

- Parking areas
- Washroom facility
- ATM
- Credit and Debit card acceptability
- Changing rooms
- Drinking Water
- Air Conditioned working area

## **1.7 COMPETITORS INFORMATION**

Following is major the list of competitors of United Colors of Benetton:

- Levis
- H&M
- Zara
- Vero Moda
- Lee Cooper
- Pantaloons
- Allen Solly
- Peter England
- Cuppa
- Basics
- Splash



## **1.8 SWOT ANALYSIS**

### **Strength Of UCB**

- India has rich resources of raw materials of textile industry. It is one of the largest producers of cotton in the world and is also rich in resources of fibres like polyester, silk, viscose etc.
- India is rich in highly trained manpower. The country has a huge advantage due to lower wage rates. Because of low labour rates the manufacturing cost in textile automatically comes down to very reasonable rates.
- India is highly competitive in spinning sector and has presence in almost all processes of the value chain.
- Indian garment industry is very diverse in size, manufacturing facility, type of apparel produced, quantity & quality of output, cost, and requirement for fabric etc. It comprises suppliers of ready-made garments for both, domestic or exports markets.

### **WEAKNESS OF UCB**

Knitted garments manufacturing has remained as an extremely fragmented industry. Global players would prefer to source their entire requirement from two or three vendors and the Indian garment units find it difficult to see the capacity requirements.

- Industry still plagued with some historical regulations such as knitted garments still remaining as a SSI domain.
- Labour force giving low productivity as compared to other competing countries.
- Technology obsolescence despite measures such as TUFS.
- Low bargaining power in a customer-ruled market.
- India seriously lacks in trade pact memberships, which leads to restricted access to the other major markets.
- Indian labour laws are relatively unfavorable to the trades and there is an urgent need for labour reforms in India.

### **OPPORTUNITY OF UCB**

- Low per-capita domestic consumption of textile indicating significant potential growth.

- Domestic market extremely sensitive to fashion fads and this has resulted in the development of a responsive garment industry.
- India's global share is just 4% while China controls about 14%. In post-2005, China is expected to capture 44% of global textile trade.
- Companies need to concentrate on new product developments.
- Increased use of CAD to develop designing capabilities and for developing greater options.

### **THREATS OF UCB**

- Competition in post-2006 is not just in exports, but is also likely within the country due to cheaper imports of goods of higher quality at lower costs.
- Standards such as SA-8000 or WARP had resulted in increased pressure on companies for improvement of their working practices.
- Alternative competitive advantages would continue to be a barrier.

## **1.9 FUTURE GROWTH & PROSPECTS**

UCB sees a huge potential in the Indian market & on the anvil are high street megastores as well as outlets in malls across the country. The Company would like to be present wherever the market exists, whether it is large cities or small towns. The company is also contemplating the introduction of specialty stores dedicated to product categories like Innerwear; men's wear etc. There is an increased emphasis on making Indian outsourcing hub for UCB globally, along with China In excess of 21 million. 2016. The Company also plans to grow its Sisley brand, which is expected to have high acceptability because of India's growing affluent class and exposure to the top fashion brands. Sisley outlets are expected to come up in Delhi as well as other major cities.

## **1.10 FINANCIAL STATEMENTS**

### **1.10.1 BALANCE SHEET**

<b>BALANCE SHEET OF UCB</b>	-----in □ Crores-----				
	Mar'17 12 mnths	Mar'16 12 mnths	Mar'15 12 mnths	Mar'14 12 mnths	Mar'13 12 mnths
<b><u>Sources Of Fund</u></b>					
Total Share Capital	769.35	93.3	93.3	1.01	1.01
Equity Share Capital	768.84	92.79	92.79	0.50	0.50
Share Application Money	3.78	0.00	0.00	846.32	0.00
Preference Share Capital	0.51	0.51	0.51	0.51	0.51
Reserves	170.57	252.27	486.17	-77.8	0.20
Networth	943.7	345.57	579.47	769.53	1.21
Secured Loans	712.32	637.65	715.46	496.54	0.00
Unsecured Loans	763.59	597.98	300.00	987.20	0.00
Total Debt	1,475.91	1,235.63	1,015.93	2,253.27	1.21
Total Liabilities	2,419.61	1,581.20	1,594.93	2,253.27	1.21
<b><u>Application of Funds</u></b>	12 mnths	12 mnths	12 mnths	12 mnths	12 mnths
Gross Block	3,394.52	2,088.27	1,976.48	1,873.83	0.00
Less: Accumulated Depreciation	1,072.81	508.92	343.31	236.57	0.00
Net Block	2,321.71	1,579.35	1,633.17	1,637.26	0.00
Capital Work in Progress	25.35	3.77	24.85	13.55	0.00
Investments	0.00	0.00	5.99	800	0.32
Inventories	1,388.10	427.33	358.35	324.87	0.20
Sundry Debtors	390.94	3.47	17.00	6.98	1.79
Cash and Bank Balance	20.32	7.20	10.82	19.23	0.05
Total Current Assets	0.00	438.00	386.17	351.08	2.04
Loans and Advances	1,388.10	117.73	103.05	80.39	1.43
Total CA, Loans and Advances	2,271.38	555.73	489.22	431.47	3.47
Current Liabilities	2,115.16	535.45	542.92	623.91	1.92
Provisions	83.67	22.20	15.38	5.10	0.66
Total CL & Provisions	2,198.83	557.65	558.3	629.01	2.58
Net Current Assets	72.55	-1.92	-69.08	-197.54	0.89
Total Assets	2,419.61	1,581.20	1,594.93	2,253.27	1.21
Contingent Liabilities	84.78	11.02	21.22	5.19	0.00
Book Value	12.22	37.19	62.39	-1,546.00	14.00

## **1.10.2 PROFIT & LOSS**

	-----in □ Crores-----				
	Mar'17 12 mnths	Mar'16 12 mnths	Mar'15 12 mnths	Mar'14 12 mnths	Mar'13 12 mnths
<b>Income</b>					
Sales Turnover	6,060.71	1,850.73	1,661.21	1,285.14	17.43
Excise Duty	0.66	0.00	0.00	0.00	0.00
NET SALES	6,060.05	1,850.73	1,661.21	1,285.14	17.43
Other Income	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	6,072	1,853.51	1,666.34	1,348.36	18.82
<b>Expenditure</b>	0.00	0.00	0.00	0.00	0.00
Manufacturing Expenses	9.11	0.00	0.00	0.00	0.00
Material Consumed	2,758	1,000.4	952.26	774.38	0.00
Personal Expenses	596.89	183.69	149.71	91.95	0.00
Selling Expenses	0.00	0.00	0.00	0.00	0.00
Administrative Expenses	2,299.24	593.94	525.85	353.49	16.99
Expenses Capitalized	0.00	0.00	0.00	0.00	0.00
Provisions Made	0.00	0.00	0.00	0.00	0.00
<b>Total Expenditure</b>	5,663.24	1,778.03	1,627.82	1,219.02	16.99
Operating Profit	396.81	72.7	33.39	66.12	0.44
EBITDA	408.76	75.48	38.52	129.34	1.83
Depreciation	338.03	183.45	109	54.43	0.00
Other Write Offs	0.00	0.00	0.00	0.00	0.00
EBIT	70.73	-109.97	-70.48	74.91	1.83
Interest	174.87	120.17	117.25	143.8	0.04
EBT	-104.14	-228.14	-187.73	-68.89	1.79
Taxes	0.00	0.00	0.00	0.00	0.00
Profit & Loss for the Year	-104.14	-228.14	-187.73	-68.89	1.22
Non Recurring Items	0.00	0.00	0.00	0.00	0.00
Other Non Cash Adjustments	0.00	0.00	0.00	0.00	0.00
Other Adjustments	-104.14	-228.14	-187.73	-68.89	1.22
<b>Key Items</b>	0.00	0.00	0.00	0.00	0.00
Preference Dividend	0.00	0.00	0.00	0.00	0.00
Equity Dividend	0.00	0.00	0.00	0.00	0.00
Equity Dividend %	0.00	0.00	0.00	0.00	0.00
Shares in Issue (Lakhs)	7,688.43	927.94	927.94	5.00	5.00
<b>EPS - Annualised (□)</b>	-1.35	-24.59	-20.23	-1377.8	24.4

### **1.10.3 CASH FLOW STATEMENT**

<b>Parameters</b>	<b>Mar'17 (Cr.)</b>	<b>Mar'16 (Cr.)</b>	<b>Mar'15 (Cr.)</b>	<b>Mar'14 (Cr.)</b>	<b>Mar'13 (Cr.)</b>
Net profit before Tax	-104.14	-228.14	-187.73	-68.89	-1.79
Adjustments for Expenses & Provisions	505.41	303.36	220.04	132.08	0.00
Adjustments for Liabilities & Assets	-348.24	-109.61	40.75	-51.64	-1.62
Cash Flow from Operating Activities	51.13	-35.91	70.13	2.7	0.02
Cash Flow from Investing Activities	-	-	-	-	-
Cash Flow from Financing Activities	1,099.08	-108.79	681.32	-823.42	0.00
Effect of exchange Fluctuation on Translation Reserve	1042.23	141.08	-765.88	842.71	0.00
Net Increase/Decrease in Cash and Cash Equivalents	0.00	0.00	0.00	0.00	0.00
Opening Cash and Cash Equivalents	-5.72	-3.62	-14.43	21.99	0.02
Cash and Cash Equivalents on Amalgamation/Takeover/Merger	7.20	10.82	25.25	0.05	0.03
Cash and Cash Equivalent of Subsidiaries under Liquidations	18.84	0.00	0.00	3.21	0.00
Translation adjustment on Reserves/opening cash Balances from Subsidiaries	0.00	0.00	0.00	0.00	0.00
Effect of Foreign Exchange Fluctuations	0.00	0.00	0.00	0.00	0.00
Closing Cash and Cash Equivalents	20.32	7.20	10.82	25.25	0.05

## **2. CONCEPTUAL BACKGROUND**

### **2.1 MARKETING STRATEGY**

Advertising has turned out to be a standout amongst the most critical perspectives for the achievement of any business who needs to develop and stay gainful, keeping up clients while contacting the potential ones. Any business must have the capacity to develop & improve to be in front of the contenders and this can be accomplished through a key advertising arrange for which will characterize objectives and the bearing to contact them. An effective business visionary showcasing strategy depends on solid data and individuals with inventive thoughts. A large portion of the business visionaries beginning their own business are bound to bomb as they endeavor to maintain a business with mistaken information on who are the customers and what they may search for. There are numerous dangers related with beginning a business, however with great arranging and readiness you can enhance your odds of accomplishment. Advancing your items & administrations it is critical. Any business visionary promoting objectives should be plainly expressed and quantifiable. Showcasing is fundamental and, more than this, it can be viewed as the most difficult part of business today.

Additionally, it can be, and for the most part is, the weakest component of any business person advertising procedure that is attempting to survive and develop. In any business it is vital, if not essential, to know your rivals and what you will be going up against, to create and maintain upper hand. Furthermore, every business person advertising technique must spotlight on clients and what they require, as these are make up the substance of showcasing. Understanding your clients or the potential ones intends to build up your showcasing system around them, for without a satisfactory market design, your business won't be gainful. Choosing the objective market of potential clients is an issue for each business person showcasing procedure, achievable just on the off chance that you separate the market into particular gatherings. Keeping in mind the end goal to have the capacity to maintain your business effectively, your objective market should be huge and supportable. For any business person it is imperative to separate himself by offering proficient administrations, as he should envision, meet, and surpass the rising customer desires. Working intimately with their customers to comprehend their necessities and quality administrations will enable you

to manufacture devotion & trust, and will most likely transform your business person promoting techniques into genuine openings. To keep up to an aggressive level, business people must spotlight on what's vital, for example, giving clients excellent and even customized administrations. More critical for any business visionary advertising design is to offer something that will draw in the customers and time is something valuable. Great administrations that are given quick and secure will pull in more clients, as these days everyone is on the run and hence we are for the most part hoping to "land the position completed" at the earliest opportunity. Effective showcasing implies giving the correct administration in the opportune place at the correct cost, and advancing it so everybody thinks about it. The triumphs of any business person promoting arrangement is guaranteed by currently checking the customer's fulfillment, looking at benefit execution, and improving speculations that create comes about for the customers. Helping them to take care of their issues can be an extremely significant resource for any client. Your business person advertising endeavors must have marketed in such a route, to the point that your customers would see how significant they are for you; this method will demonstrate your dependability, we as a whole know how critical this is on these days' market. In any case, you need to take in thought that transient advertising endeavors can have some achievement yet will once in a while last. Keep in mind that event that you need your business visionary advertising endeavors to have a long haul achievement you should keep up whenever and to demonstrate to your clients that your administrations are as well as could be expected find available.

## **2.1 LITERATURE REVIEW**

1) **Robert Kane** The American Marketing Association (AMA), in its Web-based "Lexicon of Marketing Terms," characterizes deals advancement as "media and nonmedia advertising weight connected for a foreordained, constrained timeframe keeping in mind the end goal to empower trial, increment purchaser request, or enhance item accessibility.

2) **Rose Butler** characterizes deals advancement as every one of those exercises other than promoting, individual offering, advertising & attention that are expected to empower client request & enhance the showcasing execution of vendors.

3) **Abdul Aziz A & CV Gupta** Fare execution on the Malaysian wooden furniture industry: An experimental examination. Diary of International Food & Agribusiness Marketing.

4) **Ben Philip (2006)** characterizes deals promotional activities of the management by which objective can be achieved effectively.

5) **Peterson Eric (2004)** the Strategic Marketing Plan which helps in forecasting of business promotional activities to attract large audience of customers.

6) **James George (1989)**. "The Job Creation Process" marketing activities provide skilful work to the salesman where his communication skills are measured effectively.

7) **Alex Sanchez (2004)**. Determinants of fare advertising methodologies will encourage the rivals in fare practice of pricing policy of the commodities by which customers are attracted towards the brand.

8) **George Philip (1999)**. "Dark Retailing" this topic reviews about the scope of retailing of brand internationally or globally.

9) **Sebastian Abraham (1994)**. Promoting procedure execution relationship encourages the management by providing guidelines of how to promote branding to the customers effectively.

10) **Kevin Mathews (2011)** An observation of advertising techniques, business condition and performance of development in the organisation.



- 11) Arnold James (1995).**An examination of Strategies and execution Diary of Management. It shows how an entrepreneur uses his ideas to promote the product in to the market.
- 12) Charles Charston (2002).** Independent venture Marketing Management Approving Business Gaming: Business gaming with adjustment to PIMS discoveries by which objective of the management can be achieved.
- 13) Gilberto Andres (2001).** Product advertisement through management techniques, advertisement can be done through television, newspaper, email etc.
- 14) Henry Colvin (2002),** Old Policy Challenges for a New Administration this shows the policies which has to be followed by the management for the smooth running of business.
- 15) David Luis (1994)** Market Orientation and Consequences of the Marketing Methods used for promoting agricultural products.
- 16) Jose Francis (2003).** The Different level of promotional marking scheme by which we can analyse the products which are good , bad, moderate and eco friendly in nature.
- 17) Peter Parker (1992)** The Construct shows the marketing Research Propositions, and Managerial Implications and also marketing Increases the productivity of the Firm.
- 18) Pablo Emil (2008).** Standards of advertising used in the management to increase the promotional activities effectively.
- 19) Paul Varghese (2004).** Small Business Management Lessons from a Long term and short term business by which objective of the management or firm can be achieved effectively.
- 20) John Watson (2005),** It reviews about the advertisement in global market. Advertisement in global market provides lots of promotional strategies to be used to target the audience global. This requires pre planned marketing strategy.

### **3. RESEARCH DESIGN**

#### **3.1 STATEMENT OF PROBLEM**

Today the company and its product can survive only if they are effectively differentiating themselves from another competitor and are identifiable and visible. Competing on price may increase short term sales, but dangerous strategy for anyone serious about building a profitable sustainable business

Brands provide businesses with the means to free from themselves from the constant price competition increases the value of their services and reduce their marketing cost and develop long term customer loyalty.

It also provides base for implementing the brand image or icon throughout the organization operation and for using them for efficient works towards business goal. United colors of Benetton are very important players in textile /clothing industry. It has very wide reaching for products. Thus, understanding the marketing concept with respect to united colors of Benetton is very essential.

#### **3.2 NEED FOR THE STUDY**

The present research is conducted in order to make a detail study on the marketing strategies adopted by United Colors of Benetton. An attempt is made to understand more about the textile industry to which United Colors of Benetton belongs. The research is also used to understand employee opinion about the brands and how much they are loyal to the United Colors of Benetton.

#### **3.3 OBJECTIVES**

- To make a detail study on the marketing strategies adopted by United Colors of Benetton.
- To understand more about the textile industry.

- Employee Opinion about the brands and how much they are loyal to the United Colors of Benetton.
- To help understand various factors that affect customer's loyalty towards United Colors of Benetton.

### **3.4 SCOPE OF THE STUDY**

- The study's emphasis is on marketing strategies in Bangalore.
- The study aims at understanding various issue involved in the marketing of products of United Colors of Benetton.

### **3.5 RESEARCH METHODOLOGY**

#### **Technique Of Study**

The Research is expressive in nature and also a quantitative study that is conducted through the questionnaire method by filing the questionnaire form with the people in different location and different age group people. This guides the researchers as to what data is to collect and how to use the data collected to answer the researcher's questions.

#### **TYPE OF SAMPLING METHOD USED:**

In the following study, the sampling method that was used was convenience sampling. Convenience sampling is a specific type of [non-probability sampling](#) method that relies on data collection from population members who are conveniently available to participate in study.

## **DESCRIPTIVED RESEARCH:**

It is a fact-finding investigation with adequate inference; it has focus on particular aspects or dimensions of the problem studied. Data are collected by observation, interviewing, questionnaire, etc.

**In the following study, DESCRIPTIVE RESEARCH has been used to conduct the research.**

## **SOURCES OF COLLECTION OF DATA**

### **PRIMARY DATA:**

In the study the primary data was collected through systematic structured questionnaire, the questionnaire was prepared in such a way that it covers the entire objectives of the study.

#### **Primary Sources:**

1. Interview
2. Questionnaire

### **SECONDARY DATA:**

Secondary data is data collected by someone other than the user. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research Primary data, by contrast, are collected by the investigator conducting the research.

### **Secondary Sources:**

1. Diary
2. Books
3. Magazines
4. Internet website

### **STATISTICAL TOOLS:**

The statistical tools used for the study are as follows:

1. Tabulation method
2. Simple percentage analysis.
3. Formula for Simple percentage analysis is:

$$= \frac{\text{No of respondents for the particular factor}}{\text{Total number of respondents}} \times 100$$

Total number of respondents

### **3.6 HYPOTHESIS**

H<sub>0</sub>: The relation between quality of apparels and frequency of purchase is insignificant

H<sub>a</sub>: The relation between quality of apparels and frequency of purchase is significant

### Correlations

Interpretation:		Quality of apparels are very good in our store	How often you buy product from our store?
Quality of apparels are very good in our store	Pearson Correlation	1	.803**
	Sig. (2-tailed)		.000
	N	101	101
How often you buy product from our store?	Pearson Correlation	.803**	1
	Sig. (2-tailed)	.000	
	N	101	101

\*\* . Correlation is significant at the 0.01 level (2-tailed).

4.

5. The above correlation table shows that, the quality of apparels are very good and customer often buy the products from UCB stores with significant value 0.00 which is less than 0.05. It means there is positive and significant relations. The increases in the level of quality, frequency of purchasing also increases.

### **3.7 LIMITATIONS**

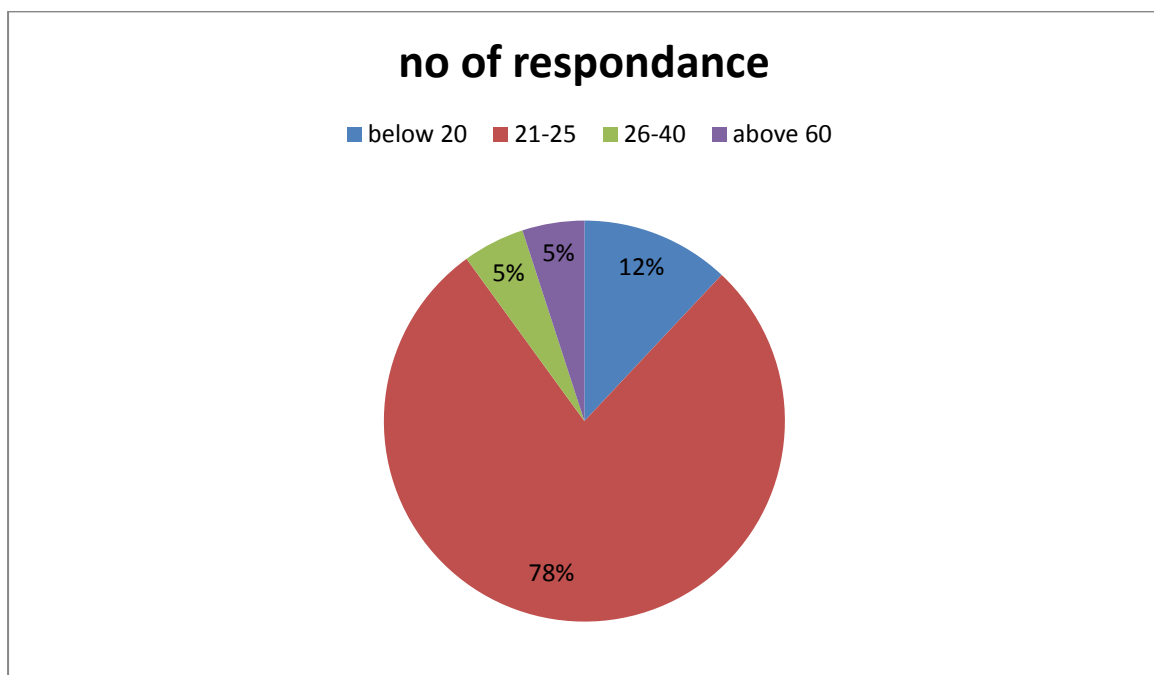
- Time is an important constraint.
- The perception and conclusion which are exhibited in the report depends on information gathered from just an example of forthcoming clients.
- As the scope of the city was limited to the Bangalore city limits the area factor also emerges as one of the limitations.
- The exactness of reports relies on how genuinely or earnestly the respondents have replied. The respondents may have a tendency to unveil data unwillingly.

## **4. ANALYSIS AND INTERPRETATION**

Q1) **TABLE 4.1-** Age of respondents:

Sl no	Option	No of response
1	Below 20	12
2	21- 25	78
3	26- 40	5
4	Above 60	5

**CHART 4.1-AGE OF RESPONDENTS**



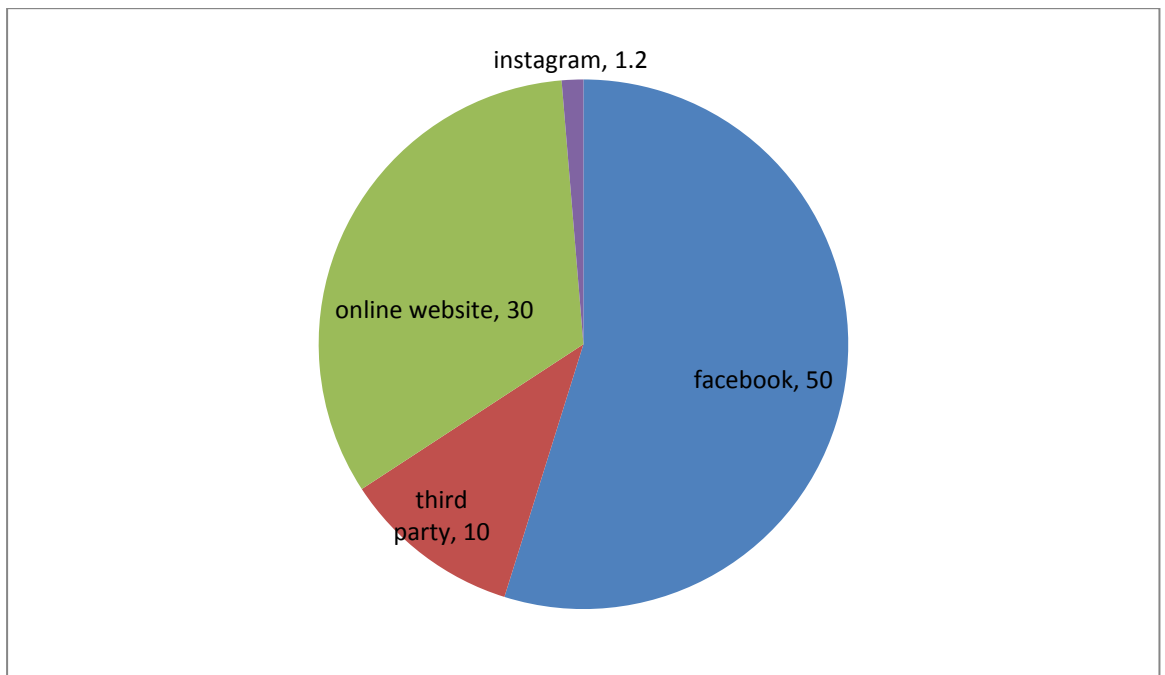
### **INTERPRETATION:**

From the above table we can conclude that the 78% of the respondents were in the age limit of 21-25.

**Q2) TABLE4.2 – How you came across UCB?**

Sl no	Option	No of responce
1	Facebook	50
2	Third party	10
3	Online website	30
4	instagram	20

**CHART 4.2-HOW CUSTOMER CAME ACROSS UCB**



**INTERPRETATION:**

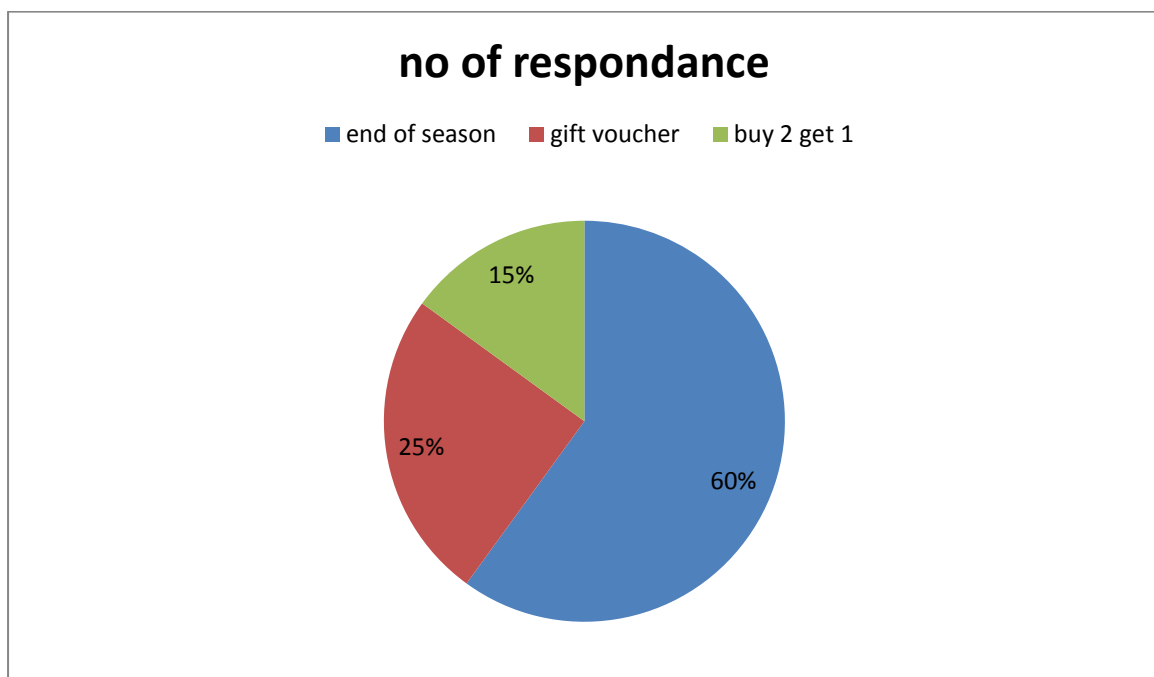
from the above table we can conclude that the most of the respondents are from facebook with 50% of them opt for the option facebook



**Q3) TABLE 4.3** - Discounts provided by UCB is your favourite?

Sl no	Option	No of response
1	End of season	60
2	Gift voucher	25
3	Buy 2 get 1	15

**CHART 4.3- CUSTOMER'S FAVOURITE DISCOUNTS PROVIDED BY UCB**



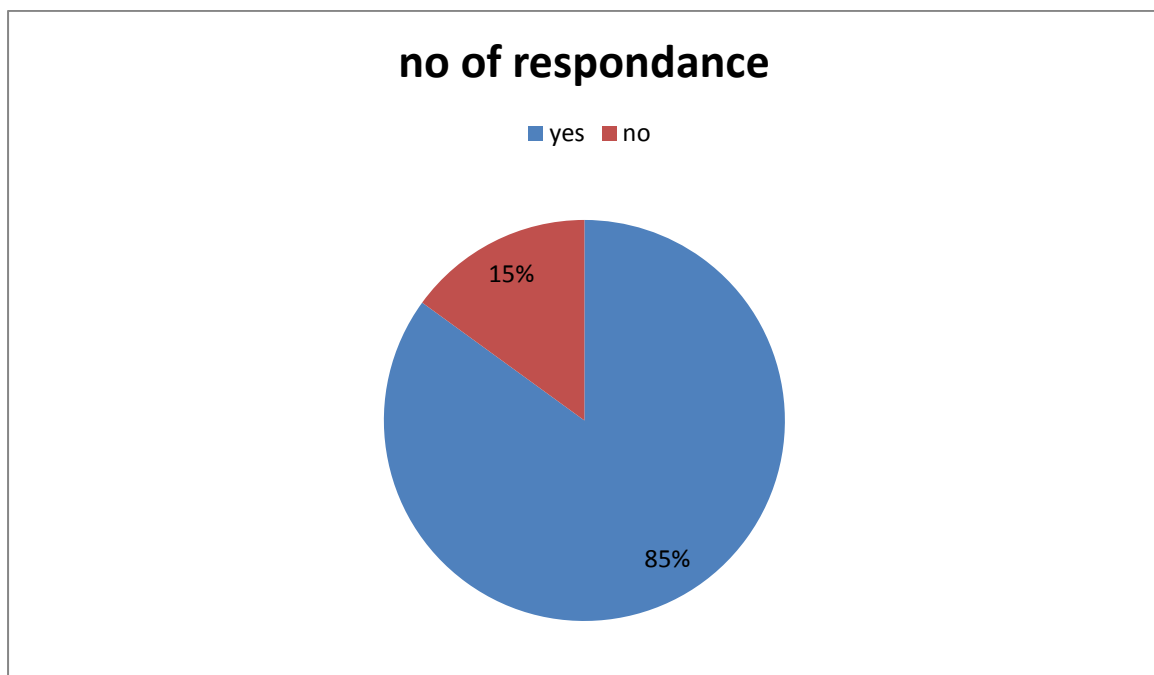
**INTERPRETATION:**

From the above table 60% of response are interested in end of season sale so more marketing strategy is to be used.

**Q3 TABLE4.4 -Are you comfortable with outlet location?**

Sl no	Option	No of response
1	yes	85
2	no	15

**CHART 4.4 - CUSTOMER'S COMFORTNESS TOWARDS OUTLET LOCATION**



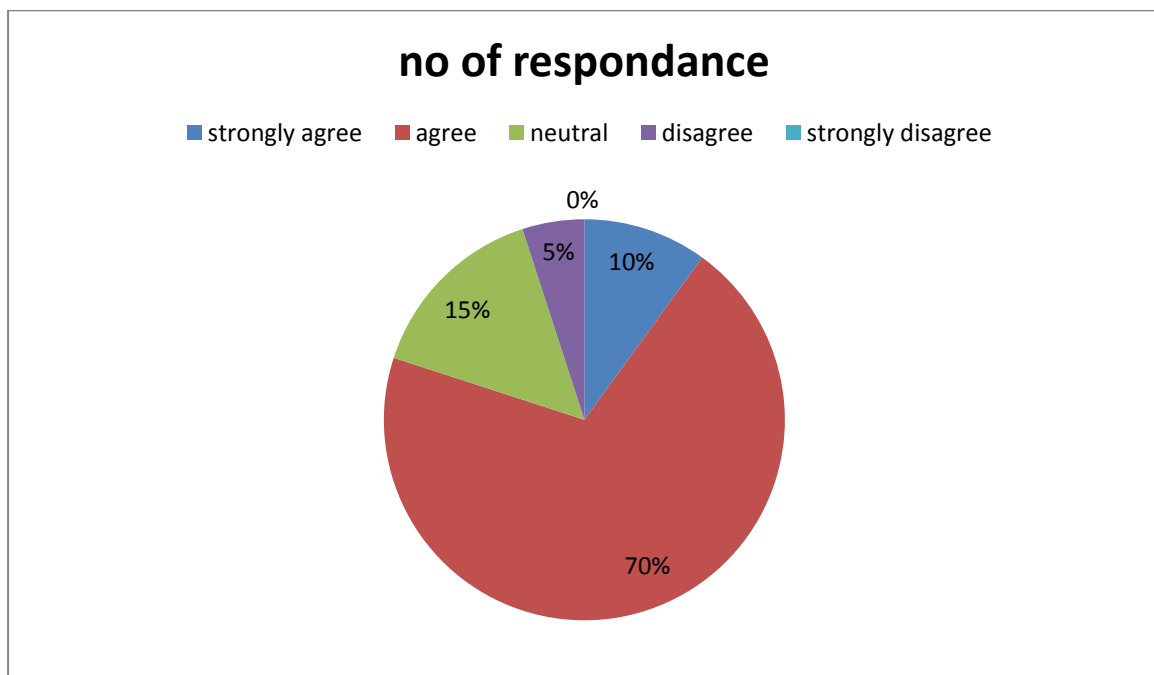
**INTERPRETATION:**

From the above table we can conclude that the majority of the response are so convenient with the outlet location.

**Q5) TABLE4.5** - Are you happy with the pricing policy of ucb?

Sl no	Option	No of response
1	Strongly agree	10
2	Agree	70
3	Neutral	15
4	Disagree	5
5	Strongly disagree	0

**CHART 4.5-PRICING POLICY OF UCB**



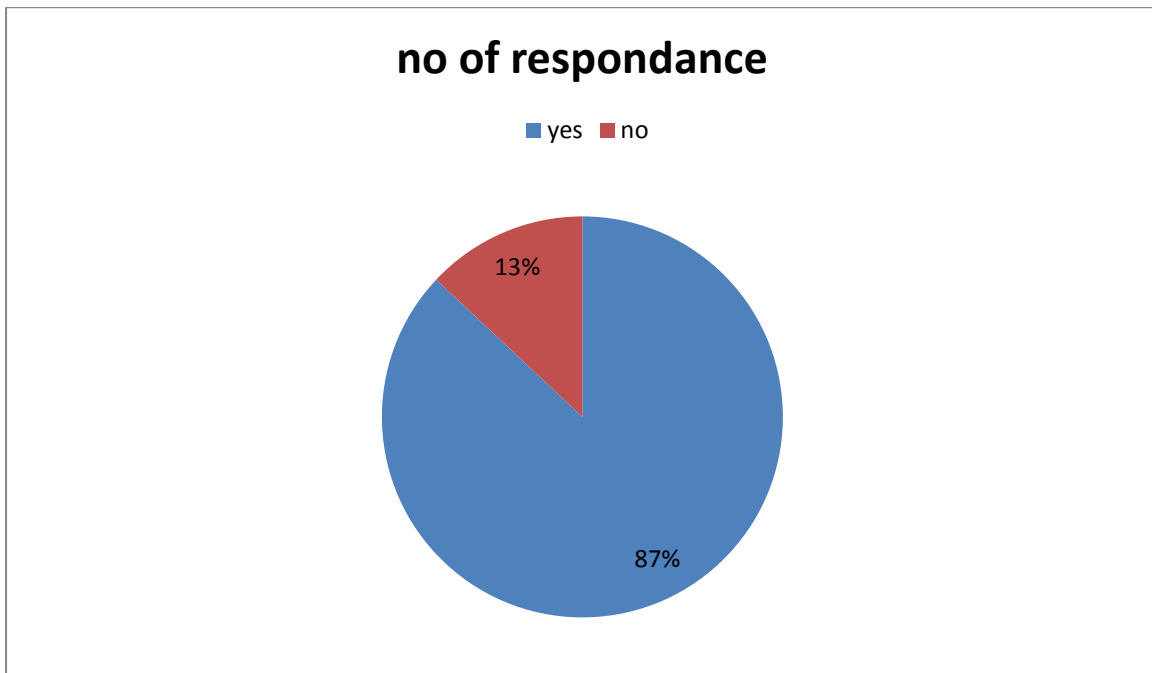
**INTERPRETATION:**

From the illustrated chart above we can conclude that the response for agree is more, with 70% people opt for agree option.

**Q6) TABLE4.6 - Are you satisfied with the offers provided by the ucb**

Sl no	Option	No of responce
1	Yes	87
2	no	13

**CHART 4.6-CUSTOMER'S SATISFACTION TOWARDS OFFER PROVIDED BY UCB**



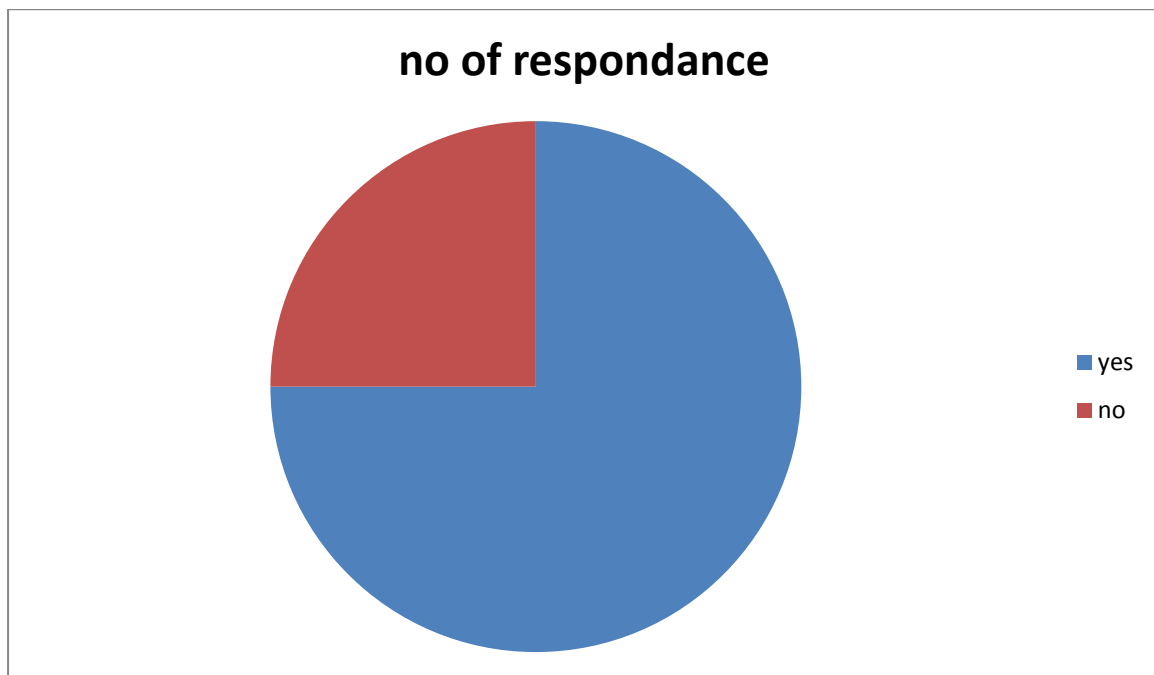
**INTERPRETATION:**

From the above table we can conclude that the people are well satisfied with the offers provided by Ucb.

**Q7) TABLE4.7-** Are you convenient with the promotion strategy of uc**b**

Sl no	Option	No of Respondance
1	Yes	75
2	no	25

**CHART 4.7- CONVENIENCE OF CUSTOMER'S TOWARDS THE PRICING STRATEGY**



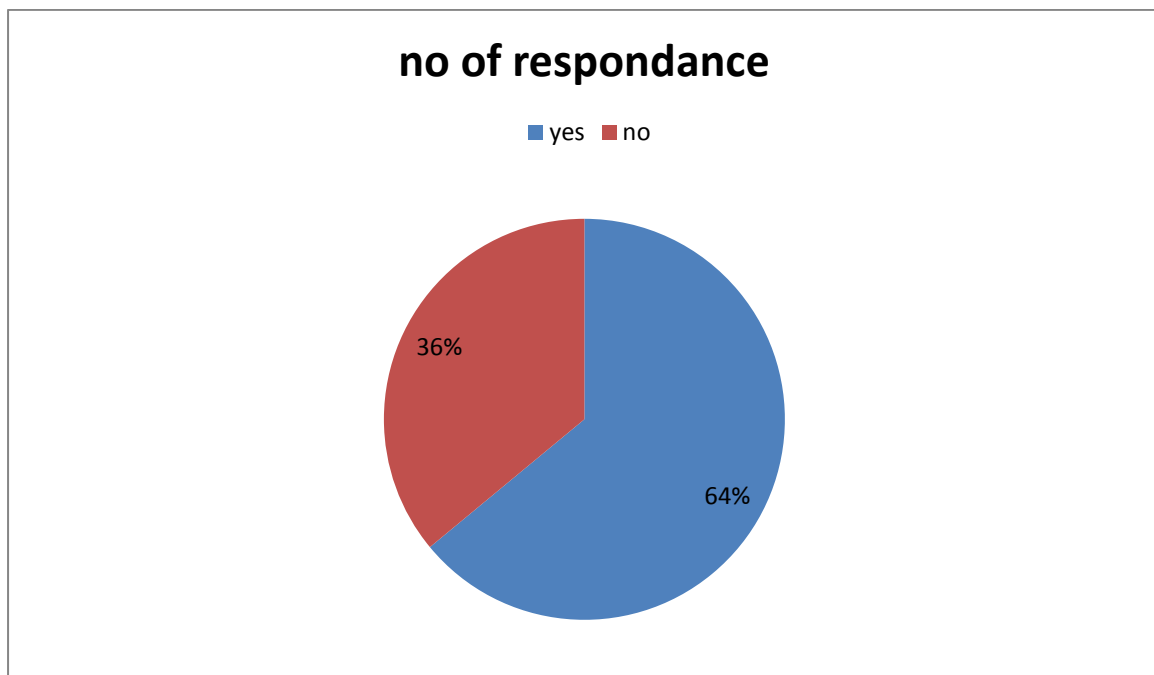
**INTERPRETATION:**

From the above table i can conclude that the respon**dance** is convenient with the promotion strategy.

**Q8) TABLE4.8** - Are you familiar with the website of ucb?

Sl no	Option	No of response
1	Yes	64
2	no	36

**CHART 4.8- FAMILARITY TOWARDS THE WEBSITE OF UCB**



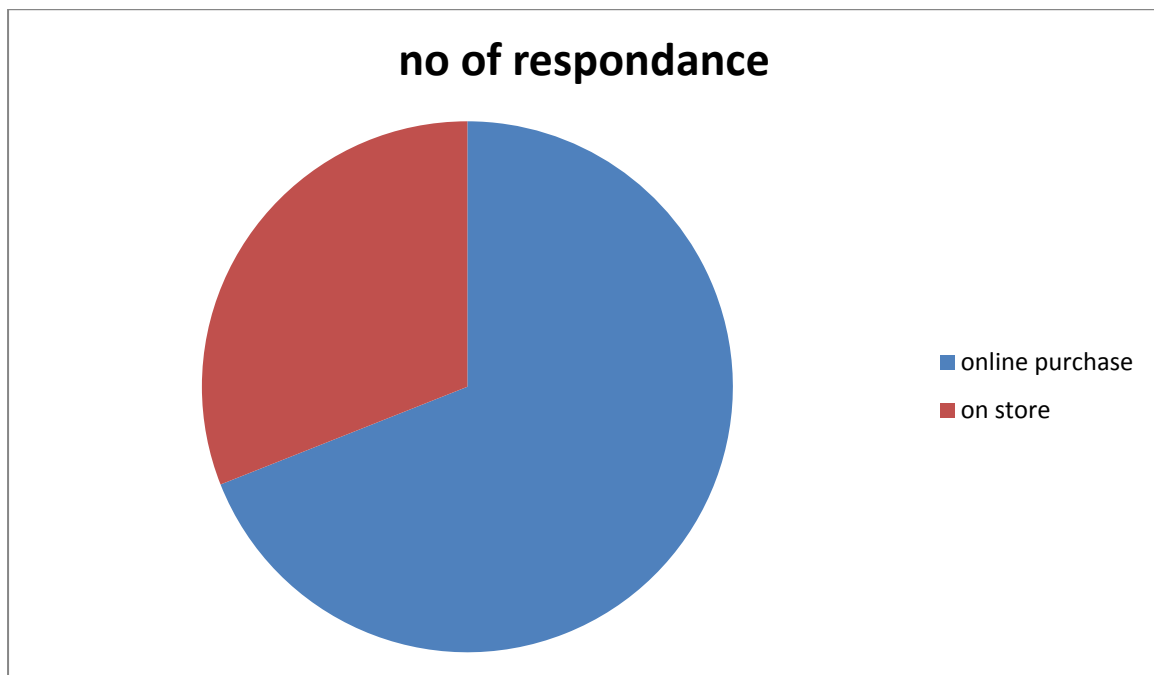
**INTERPRETATION:**

From the above table we can conclude that the majority if the people are familiar with the website of ucb.

**Q9) TABLE4.9 - which is more convenient way of purchasing?**

Sl no	Option	No of response
1	Online purchase	69
2	On store	31

**CHART 4.9- CUSTOMER'S CONVENIENT MODE OF PURCHASE**



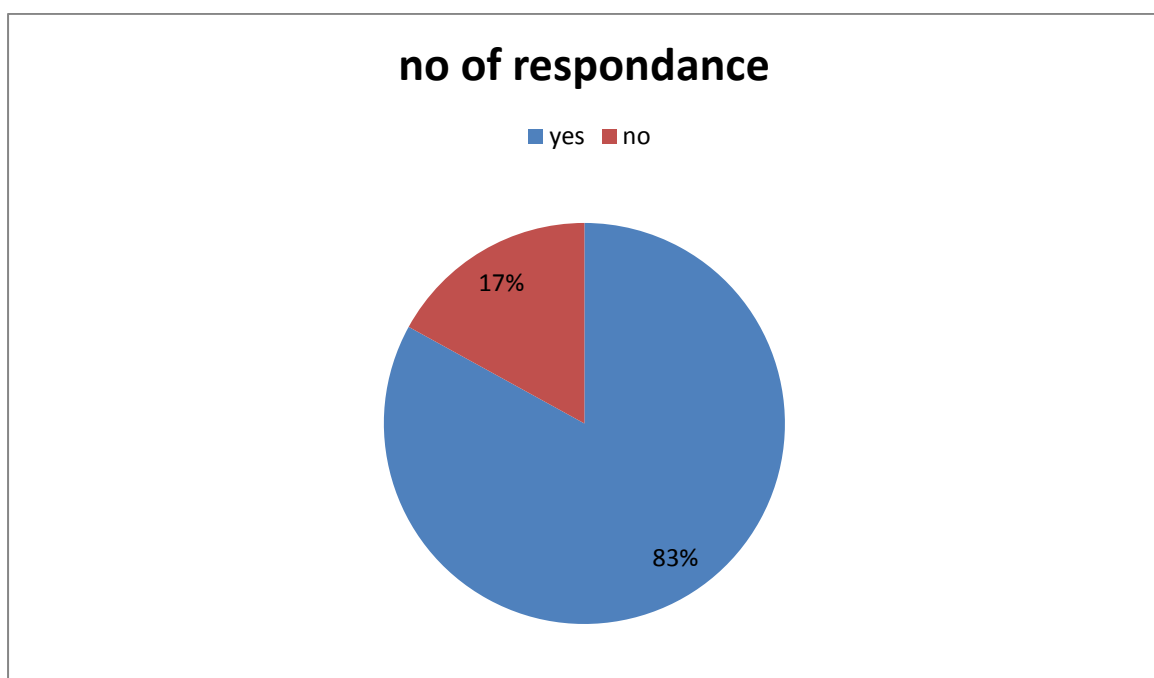
**INTERPRETATION:**

From the above table we can conclude that majority of the people are so convenient about online purchases.

**Q10) TABLE4.10 - Are you aware of the brand ucb**

Sl no	Option	No of response
1	Yes	83
2	no	17

**CHART 4.10-BRAND AWARENESS OF CUSTOMERS**



**INTERPRETATION:**

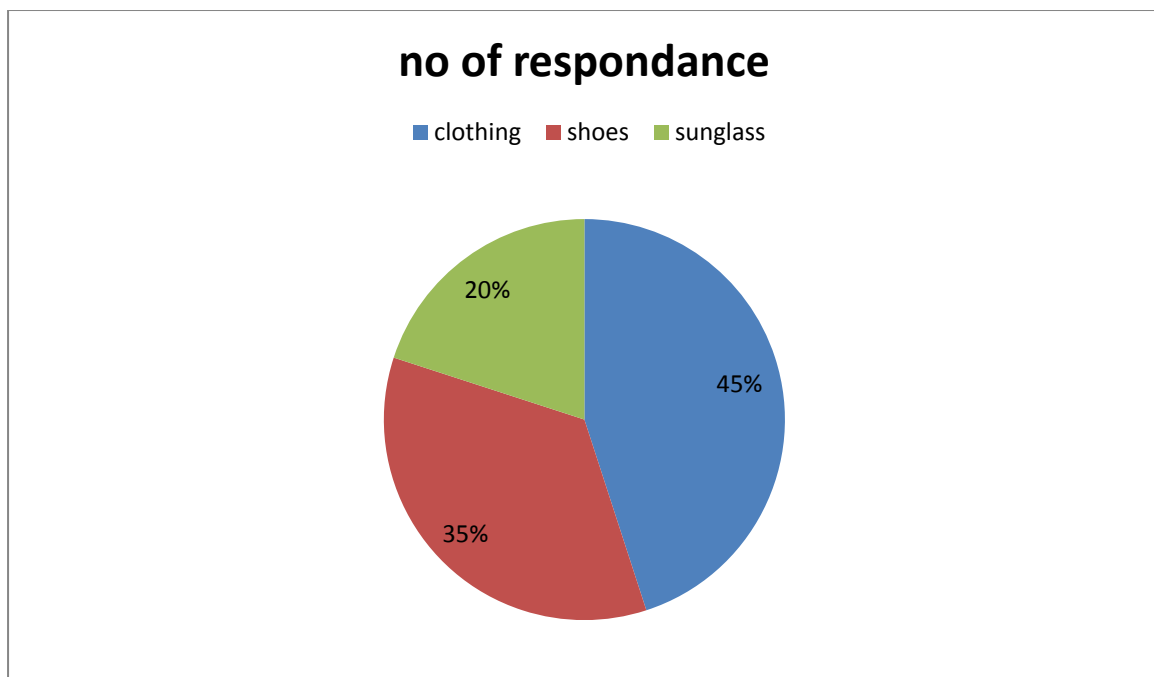
From the above table we can conclude that the most of the people are aware of the brand ucb with 83% of the people opt for the option yes.



Q11) **TABLE4.11** what category of product you prefer

Sl no	Option	No of response
1	clothing	45
2	Shoes	35
3	Sunglass	20

**CHART 4.11-PREFERENCE OF PRODUCT CATERGORY OF CUSTOMER**



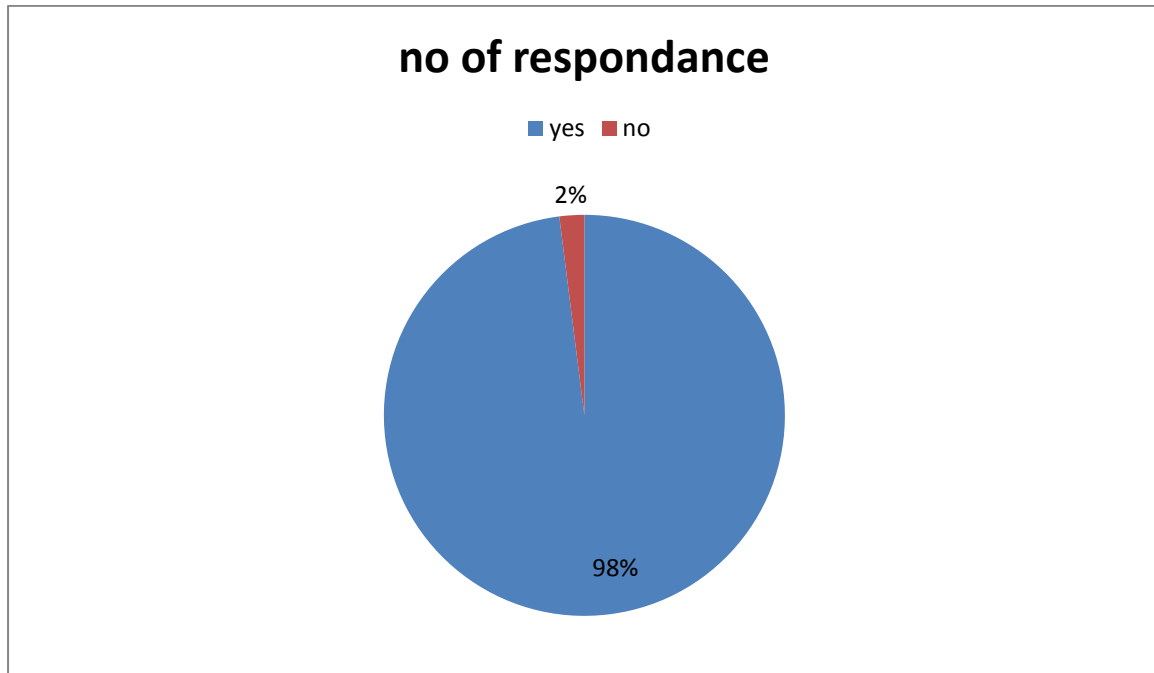
**INTERPRETATION:**

From the above table we can't easily get a conclusion people prefer different products from ucb.

**Q12) TABLE4.12-Have you purchased from online?**

Sl no	Option	No of response
1	Yes	98
2	no	2

**CHART 4.12-CUSTOMER'S RESPONSE TOWARDS ONLINE PURCHASE**



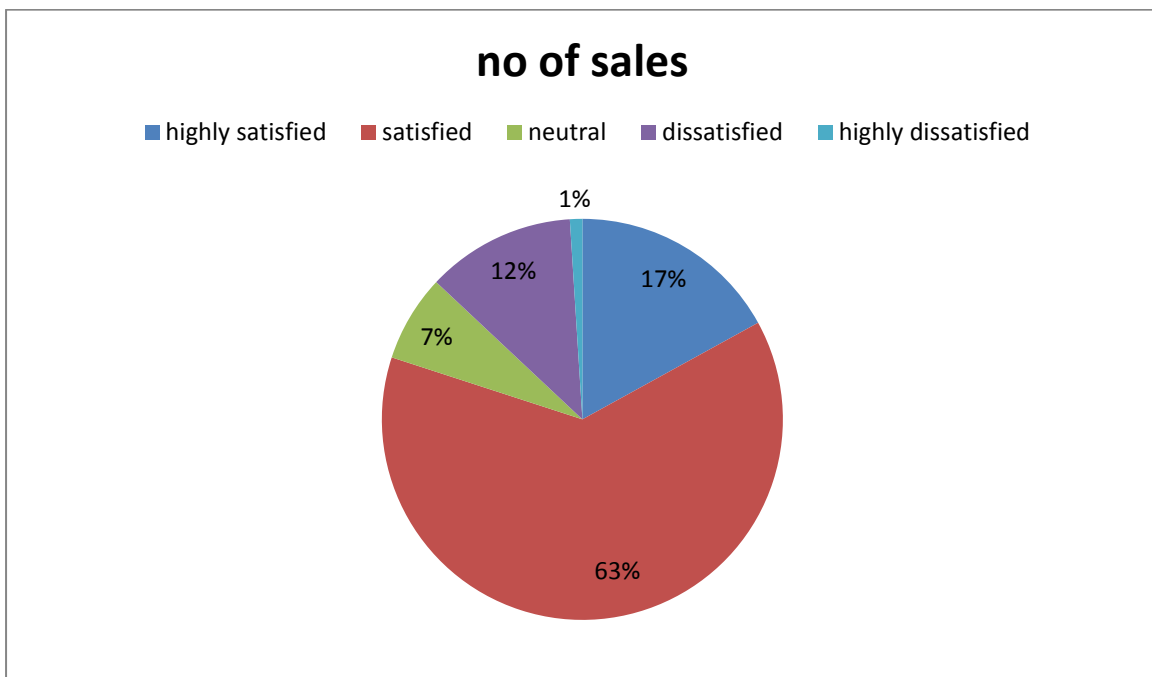
**INTERPRETATION:**

From the above table we can conclude that the 98% of the people have purchased the product from online.

**Q13) TABLE 4.13 -Are you satisfied with the offers by the ucb?**

Sl no	Option	No of responce
1	Highly satisfied	17
2	Satisfied	63
3	Neutral	7
4	Dissatisfied	12
5	Dissatisfied	1

**CHART 4.13 - CUSTOMER'S PERCEPTION TOWARDS OFFER PROVIDED BY UCB**



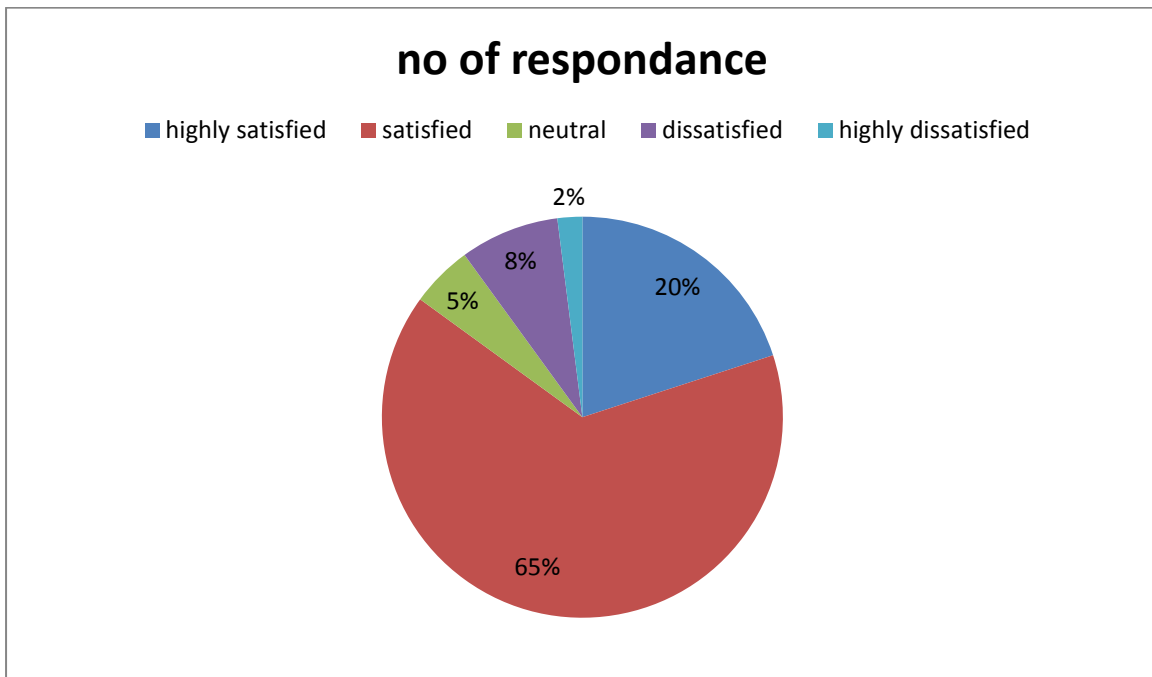
**INTERPRETATION:**

From the above table we can conclude that the majority of the people are satisfied with the offers provided.

Q14) **TABLE4.14-** Are you satisfied with products provided by the ucb?

Sl no	Option	No of response
1	Highly satisfied	20
2	Satisfied	65
3	Neutral	5
4	Dissatisfied	8
5	Dissatisfied	2

**CHART 4.14- CUSTOMER’S VIEWPOINT TOWARDS PRODUCTS PROVIDED BY UCB**



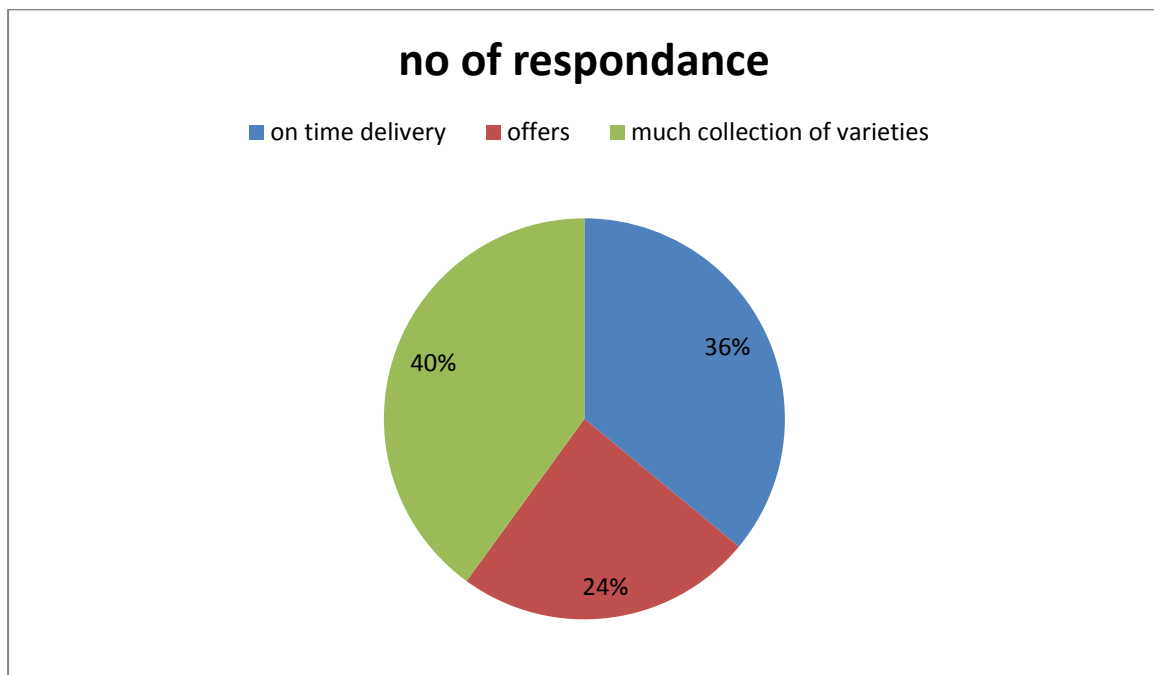
**INTERPRETATION:**

From the above table we can conclude that the majority of the people are satisfied with the offers provided.

**Q15) TABLE 4.15-** What made you attracted to the online store of ucb

Sl no	Option	No of response
1	On time delivery	36
2	Offers	24
3	Much collection of variety	40

**CHART 4.15-REASONS TOWARDS CUSTOMER'S ATTRACTION TO THE ONLINE UCB STORE**



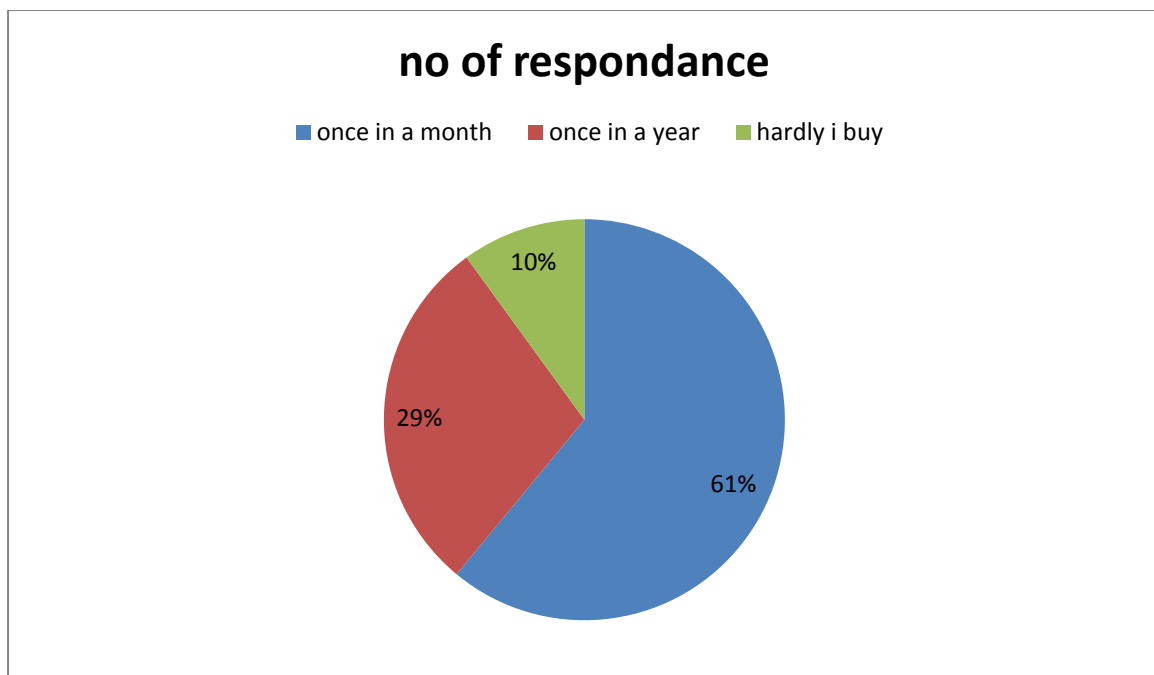
**INTERPRETATION:**

From the above table we can conclude that the people are really into varieties of collection 40% of people prefer varieties of collection over offers.

**Q16) TABLE4.16-** how often you buy product from our store?

Sl no	Option	Respondance
1	Once in a month	61
2	Once in a year	29
3	Hardly i buy	10

**CHART 4.16-PURCHASING LEVEL OF USERS**



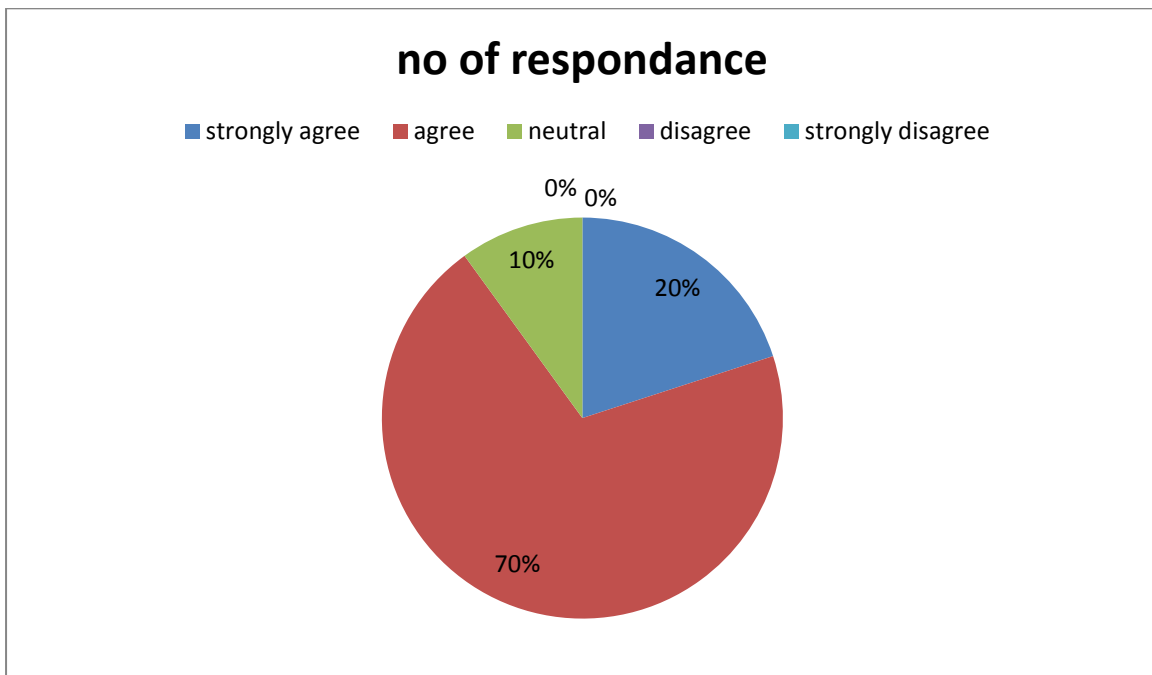
**INTERPRETATION:**

From the above table we can conclude that the most of the people buy the product once in a month

Q17) **TABLE4.17** person cooperative enough to selecting the product

Sl no	Option	No of responce
1	Strongly agree	20
2	Agree	70
3	Neutral	10
4	Disagree	0
5	Strongly disagree	0

**CHART 4.17- COOPERATIVE PERSONS FOR SELECTION**



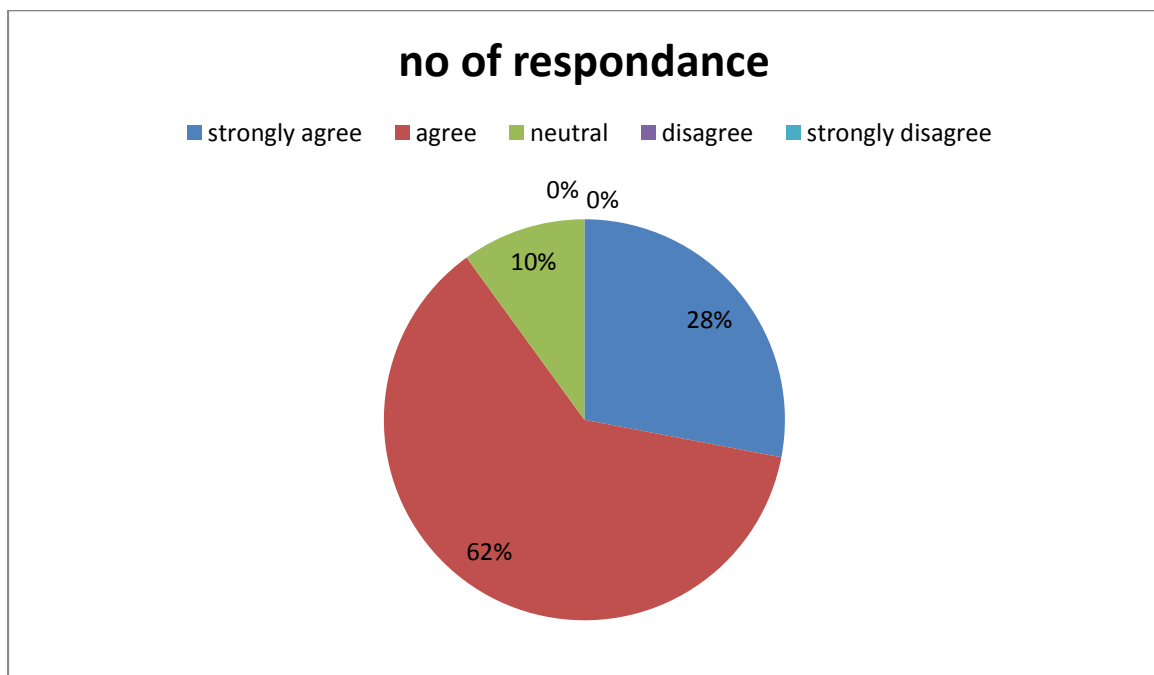
**INTERPRETATION:**

From the above table we can conclude that the majority of people cooperate with the selection of product.

**Q18) TABLE4.18 stores are easily accessible**

Sl no	Option	No of response
1	Strongly agree	28
2	Agree	62
3	Neutral	10
4	Disagree	0
5	Strongly disagree	0

**CHART 4.18- EASILY ACCESSIBLE STORES**



**INTERPRETATION:**

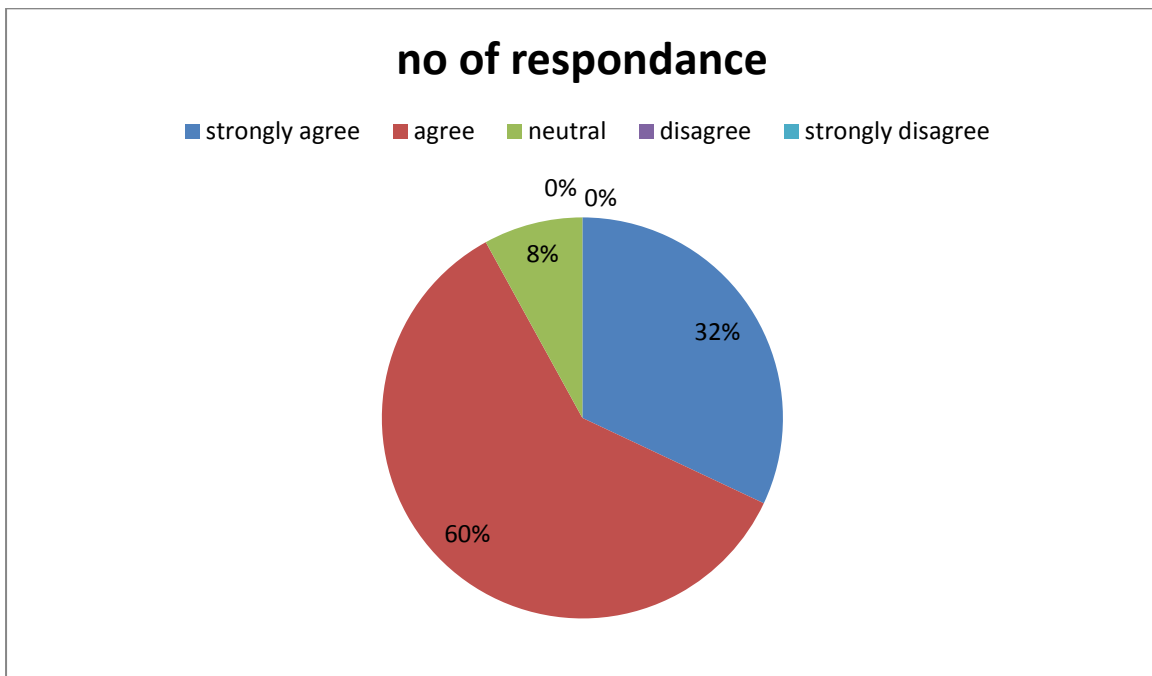
From the above table we can conclude that the store is so accessible with 62% people opt for the option agree



**Q19) TABLE4.19 - Quality of apparels and other product is very good in our store**

Sl no	Option	No of respondance
1	Strongly agree	32
2	Agree	60
3	Neutral	8
4	Disagree	0
5	Strongly disagree	0

**CHART 4.19- QUALITY OF PRODUCTS IN OUR STORE**



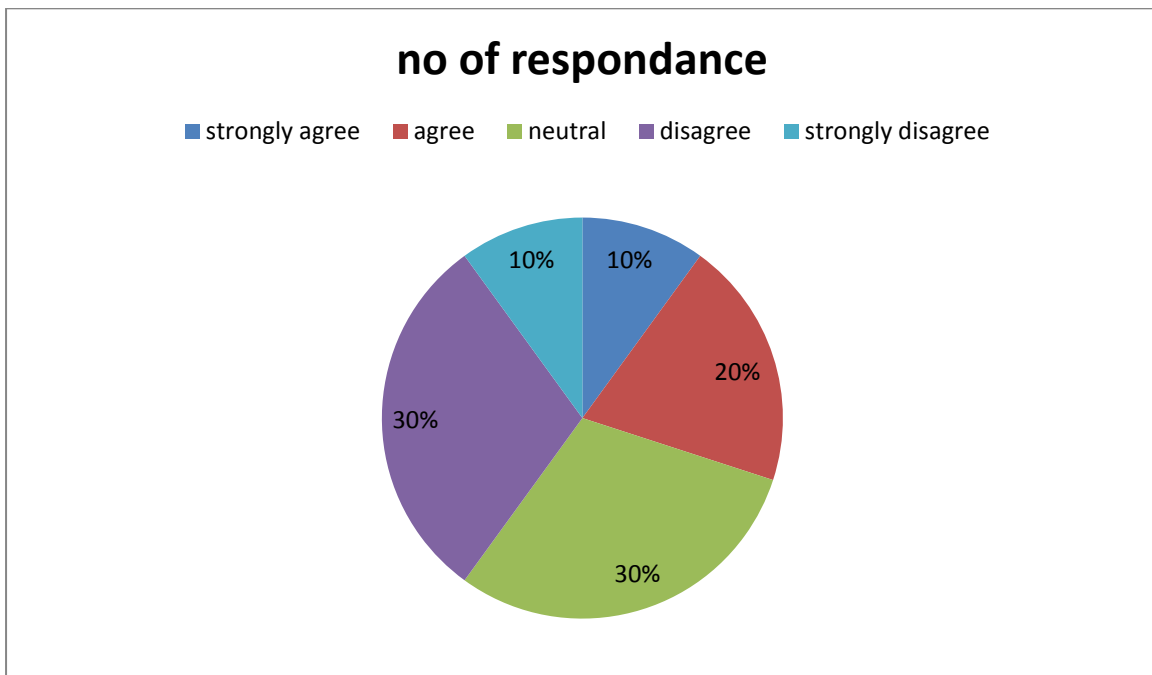
**INTERPRETATION:**

From the above table we can conclude that the quality of the product is so good, by 60% of the people opt for the option agree.

**Q20) TABLE4.20 - Price of the product provided by the ucb is affordable**

Sl no	Option	No of respondance
1	Strongly agree	10
2	Agree	20
3	Neutral	30
4	Disagree	30
5	Strongly disagree	10

**CHART 4.20- AFFORDABILTY OF PRICING**



**INTERPRETATION:**

From the above table we can conclude that the people are not so satisfied with the price of the product

## **5. FINDINGS, CONCLUSION AND SUGGESTIONS**

### **5.1 FINDINGS**

- We could see that the selling techniques used by UCB were more towards third party websites and store outlets with the percentage of 43% and 57% respectively.
- The biggest selling point of UCB is price and the quality, with a percentage of 26% and 37% respectively. Whereas, less importance is given to Brand and comfort with a percentage of 13 and 24.
- With the study, we have observed that the buyers are price sensitive as customers of UCB is not a highly priced company.
- The customers prefer buying clothes during sales such as End of Season sale with a percentage of 57% and Gift Vouchers and buy 2 get 1 free offers as well.
- It was found that 14% of the respondents used television ads as a marketing strategy for their business, 23% of the respondents used print media, 10% are the celebrities and the least advertisement technique used is word of mouth, at 53% as a marketing strategy for their business.
- UCB see's its most profitable customers where the product is moderately priced at a moderate quality which is ideal for any customer at a percentage of 60.
- The main barriers faced by UCB while selling the product is due to the lack of services offered which makes up to 53% followed by fittings and price, both at 17%.
- UCB has a wide web presence mainly for product sales at 57% along with providing information at 20%.
- UCB has been creating a positive impression of their brand amongst customers by the method of effective pricing ad brand loyalty.
- The Expenditure incurred by UCB on marketing its products is between Rs15,000/- to Rs30,000/- at 54%, while less than Rs15,000/- is 26%.

### **5.2 CONCLUSION**

It is widely accepted that this brand is highly competitive in the industry. Overall it has a good acceptability all over. Majority of customers are loyal to the brand. But still there are always some paths of improvement for the company. The company can do more of promotions so that the unaware customers know more and more about the products and offers. It should try and focus on all age groups if possible.

The main purpose of the project was to determine about the market strategies implemented by UCB.

UCB Pvt. Ltd. a very important player in the clothing industry and has a wide reach all over the world

### **5.3 SUGGESTIONS**

- UCB should use more efficient advertisement techniques, such as celebrity endorsements, print media and word of mouth as well.
- UCB should open an online portal, since online sales are booming at this time, and it initiates a important part in the profits of a company.
- UCB should create a wider web presence in order to build a community to ensure brand loyalty. Also, more information about the brand and its products must be laid out.
- UCB should face its poor demand and create one by adopting marketing techniques, and also add more labour because of the shortage.
- UCB needs to promote its brand and also distribute its product well to create a better and more positive impression of the brand.
- Since, the services offered are the most common reason for not buying this product, UCB must adopt different after sales services to make a lasting impression.
- Benetton should work on their modes of communication with their customers and others to update them with new collection each time.
- Benetton should come up with frequent offers or vouchers to attract customer even during off season and regular days.
- Benetton should also cater to the age group of above 50 and should provide more sober collection.
- Benetton, being an international brand, should come up with more of television ads since this will help to cover the mass and also easily update customers with their latest news/collection
- Benetton should more of their clothing lines like Sisley and Playlife to increase sales in these lines
- Research should be done to come with better designer accessories.

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## QUESTIONNAIRE

1. Age of Respondents
  - Below 20 years
  - 21-25 years
  - 26-40 years
  - Above 40 years
  
2. How you came across UCB?
  - Facebook
  - Third party websites
  - Online website
  - Instagram
  
3. Which discounts provided by UCB is your favorite?
  - End of season sale
  - Gift vouchers
  - Buy 2 get 1 free
  
4. Are you comfortable with outlet location
  - Yes
  - No
  
5. Are you happy with the pricing policy of UCB?
  - Highly agree
  - Agree
  - Neutral
  - Disagree
  - Highly disagree
  
6. Are you satisfied with the offers provided by the UCB?
  - Yes
  - No
  
7. Are you convenient with the promotion strategy of UCB?
  - Yes
  - No

8 are you familiar with the website of ucb?

- Yes
- No

9 which is more convenient

- Online purchase
- On store

10 are you aware of the brand ucb

- Yes
- No

11 what category of product you prefer

- Clothing
- Shoes
- Sunglasses

12 have you purchased from online?

- Yes
- No

13 are satisfied with the offers by the ucb

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied

14 are you satisfied with products provided by the ucb?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied



15 what made you attracted to the online store of ucb

- On time delivery
- Offers
- Much collection of variety

16 how often you buy product from our store?

- Once in month
- Once in a year
- Hardly I buy

17 sales person cooperative enough to selecting the product

- Highly agree
- Agree
- Neutral
- Disagree
- Highly disagree

18 stores are easily accessible

- Highly agree
- Agree
- Neutral
- Disagree
- Highly disagree

19 quality of apparels and other product is very good in our store

- Highly agree
- Agree
- Neutral
- Disagree
- Highly disagree

20 price of the product provided by the ucb is affordable

- Highly agree
- Agree
- Neutral
- Disagree
- Highly disagree



ACHARYA INSTITUTE OF TECHNOLOGY  
DEPARTMENT OF MBA  
INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: AJWAD ALI THOTTATH

Internal Guide: REENA MAHESH RAO

USN No: 11A16MBA02

Specialization: MARKETING & HR

Title of the Project: EFFECTIVENESS OF MARKETING STRATEGY

Company Name: UNITED COLORS OF BENETTON

Company Address: EVA Mall, Brigade Road, Bangalore – 560 001

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15 -01-18 to 21-01-18	Studying the Industrial, company profile, vision and mission		
22-01-18 to 28-01-18	Studying the product/ service of the company		
29-01-18 to 04-02-18	Working on chapter 1 collecting data		
05-02-18 to 11-02-18	Interaction with product department		
12-08-18 to 18-02-18	Interaction with project department		
19-02-18 to 25-02-18	Interaction with project department		

26-02-18 to 04-03-18	Theoretical background of the study	<i>e. k. k.</i>	<i>R. Srinivasulu</i>
05-03-18 to 11-03-18	Data collection and analysis	<i>e. k. k.</i>	<i>R. Srinivasulu</i>
12-03-18 to 18-03-18	Interpretation of the data gathered during the survey	<i>e. k. k.</i>	<i>R. Srinivasulu</i>
19-03-18 to 24-03-18	Final report presentation	<i>e. k. k.</i>	<i>R. Srinivasulu</i>



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