Project Report on (17MBAPR407)

A STUDY ON EFFECTIVENESS OF E-MARKETING STRATEGY OF SHRI RAM GRANITE, KUSHTAGI

By

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1IA17MBA37

Submitted

VISVESVARAYA TECHNOLOGICAL UNIVERSITY,

BELGAVI

Impartial fulfillment of the requirements for the award of the degree of MASTER OF BUSINESS ADMINISTRATION Under the guidance of

INTERNAL GUIDE	EXTERNAL GUIDE
Mr M SENDHIL KUMAR	**Mr PRASHANT K**
Assistant Professor	**Manager of Shri Ram Granite**
Department of MBA, AIT	

Department of MBA

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March-2019

SHRI RAM GRANITES

MANUFACTURERS OF ALL TYPES OF GRANITE SLABS

Village - Kandkur, N.H. 50, KUSTAGI - 584 121
Dt. Koppal (Karnataka)

Cell : 9900095837
9448009578

Ref.No.

Date :

23-02-2019

Certificate

This is to certify that Mr. Nikil. D. Devagirikar USN No. 1IA17MBA37 Student of the Acharya Institute of Technology, Bengaluru has completed his Summer Project Work as part of his academic requirement program from 10th January, 2019 to 23 February, 2019 on Effectiveness of E-Marketing Strategy of SHRI RAM GRANITE

We wish him a bright future in his academic carrier

SHRI RAM GRANITES

Lalita. G. Kawa

PARTNER/MANAGER

ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 05/04/2019

CERTIFICATE

This is to certify that **Mr. Nikil D Devagirkar** bearing USN **1IA17MBA37** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Effectiveness of E Marketing Strategy at Shri Ram Granite, Kustagi"** is prepared by him under the guidance of **Prof. M Sendhil Kumar,** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

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Signature of Principal/Dean   Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bengaluru-107.

DECLARATION

I **NIKIL. D. DEVAGIRIKAR** hereby declare that the **A Study on Project Report on Effectiveness of E-Marketing Strategy**" with reference to "**SHRI RAM GRANITE**" **KUSHTAGI,** prepared by me under the guidance of **M SENDHIL KUMAR** faculty of MBA department, Acharya Institute of Technology and external assistance of Mr. **PRASHANT KARWA, Manager "SHRI RAM GRANITE**".

I also declare that this Internship 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 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

Date: Signature of student

Place: BANGALORE

ACKNOWLEDGEMENT

Place: Bangalore   NIKIL D DEVAGIRIKAR

Date: USN: 1IA17MBA37

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EXECUTIVE SUMMARY

SHRI RAM GRANITES - KUSHTAGI is one of the progressive organization in the Manufacturing Industry. SHRI RAM GRANITES – KUSHTAGI, has given me a golden opportunity to do internship for 6 weeks on "Effectiveness of E-Marketing Strategy".

This training program was undertaken in SHRI RAM GRANITES - KUSHTAGI It gave the overall knowledge about manufacturing industry. This project work gives an insight of the Manufacturing Industry. This study aimed in gaining the complete knowledge on production, marketing, departmentation with in different departments.

The last portion of this report contains conclusion and recommendation. It has been found that SHRI RAM GRANITES - KUSHTAGI has a strong base of manufacturing in India

CHAPTER- 1

INTRODUCTION

1.1 INTRODUCTION ABOUT INTERNSHIP.

As per the Master of Business Administration course structure of Vishveshvaraya technological university Belgaum every student have undergo an, internship training the 4th semester of their course for the period of 6 weeks under the mentor ship of the external guide in there ported company at the end of the internship period, the student has to submit the internship report to the VTU, Belgaum this period will be evaluated internally and externally.

The project work has been done on the topic "Effectiveness of E-Marketing Strategy" on Shri Ram Granites

1.2 Industrial Profile

Ancient and widely accepted theory, granite is created by the extracellular metasomatism through fluids that introduce aspects of granitization. It had to take place in the face of migration. Granite production is difficult due to metamorphic heat, but some amphibolites and grainy earths are observed.

It is difficult to identify granite or fusion at the site, where the lukosom and melanosum plots are found in Nis, so these rocks are seen as an intersection between the two, but in theory they are not granite, because they do not interfere in other rocks. In all cases, the solubility of the solid rock requires a lot of heat and also water or other volatile matter, acting as a catalyst that lowers the temperature of the hard rock.

Granite is an igneous rock that lies deep in the earth's outer layer. Once extract, cut, polished and sealed, granite is practically impervious to scratch, heat and incisions, stains or atmospheric agents. It is truly one of the nearly everyone enterprising and gorgeous creations of nature. Granite is one of the most used stones when it comes to building, especially the interior building. This is probably one of the reasons for kitchen and bathroom countertops and the edges of the floor around the world. You have the ability to own something that is made of these materials or you actually own it. However, if you don't know much about this stone and you can use it throughout your home and building materials

India is famous all over the world for its great variety of granites, but the general impression is that it is located in the south of the country. The north, particularly the state of Rajasthan, is usually associated with marble, sandstone and slabs. Few join Rajasthan with the granite industry. However, in a difficult and long road, unknown to most people in the stone industry, in recent years the important granite industry in the state has grown. This relatively modern sector not only processes materials in other places. It is, in fact, the extraction of granite from a wide range of colors that exists within the same state.

As of 2012, the sector markets more than twenty types of granite and new materials are continuously introduced into the market. This article tries to emphasize a growing sector, in the coming years, it will surely be known in India and in the outside world.

As usual, extraction techniques were simple in the early stages, but now they are faster and mechanically attractive. Mass production has increased and we can safely think that even the size of the blocks will continue to grow over time, while the mechanization of the quarries is accelerated. There are approximately 700 sites adjudicated for several sites, although some are small.

A moderate processing industry already exists in the region. Finally, in July 2012, the block recorder of 1000 blocks in Jalore was reviewed, and another set of cutting tools should be installed in the near future. Throughout Rajasthan there are already around 1200 pieces of slicing already in execution. These block cutters, made mainly in India and China. Production estimate of 2000 square meters per month of free size plates. An estimated 17,000 people work in the granite industry in Rajasthan.

In Rajasthan, there are now modern processing units with higher production capacity. In Jalore, there is a modern granite factory in Jalore, the Shree Ram Granimarmo Pvt.Ltd. (SRGM) which has 3 saws in its factory and is 100% export oriented.

In 1978, Tirupati Impex, a company established in the green marble mines, started operating a granite processing unit in 2004 and has a granite tile factory. Brown Desert, Lakha Red and Devgarh Black, also known as Rajasthan Black, are processing granite from South India, in addition to their own materials, such as

In Udaipur Pacific Industries, the capacity is concentrated in 4 modern bands and the main materials with which they work are Baltic Green, Pacific Red, Crystal Yellow and Royal Cream.

In Udaipur, there are already around 10 modern frames of granite processing. Shree Rishabh Granite treats desert deserts of desert brown, green and black Devgarh in addition to green marble.

The most popular materials in the granite industry in Rajasthan are Desert Brown, Desert Green (also known as Splendor Green) and Divgar Black. Desert Brown is fully exported to China. Brown tropical in Saudi Arabia is an alternative substance. The Green Desert is the most popular in foreign countries, it is an easy alternative to green granite in Saudi Arabia and it is no longer possible to export its mass. The demand is high both in India and abroad, and there are more than 20 quarries for this article for Devgarh Black. Another material, Rosa Rosa, is very popular in Yurkey. Other materials extracted in important quantities are: Flower No, Lake Reed, Tiger Knife, Yellow Crystal (extracted in the vicinity of Gujarat), French Green and Blue Colonial. At present, exports do not represent more than 20-30% of total production, since most of the production goes to the local market, with Delhi and Gujarat being the most important markets.

For example, major projects contain already been approved out by means of Rajasthani granite, 117,000 square meters of Classic White were used to pave the international airport of Kolkata. Almost 200,000 square meters of granite were used at Hyderabad airport. Granites built in the north of India by Rajasthan are used in almost all metro stations, shopping malls and airports. In place of work buildings, it is now commonly used for granite floors in Rajasthan.

The lower price was moderate compared to the granite of South India (partly due to higher transportation costs) and compared to the quality of the marble is a factor in its interest. But there are also other factors in the good direction of the granite of Rajasthan. As Mr. M.Rathore says of Rachana Stones, who is also a geologist, these granites are also more suitable for paving and are ideal for projects due to their high resistance to compression and rigidity. Materials from northern India tend to be uniform rather than wavy and lighter in color.

Granite as a construction Material

Granite is one of the most used materials for construction. It is used for interior and exterior decoration. Granite is used in buildings, bridges, sidewalks, monuments and many other external projects. Inside, polished slabs and granite tiles are used in tile floors, staircases and many other design elements. Granite is a permanent material, used in projects to produce impressions of elegance and quality.

Granite construction stone

The previous building was built with granite blocks. Granite blocks can be dedicated to rough construction of the side and end in other sides. A combination of thick and productive granite surfaces produces a good appearance. Notice how most of the blocks used in this wall have primary and final aspects. This produces highly adherent intersections but a rough surface structure. However, the blocks used in the threshold and ceiling levels are finished from all sides. The thick blocks are the least expensive and provide a strong appearance. The finished blocks are expensive but provide a more accurate look.

Paving Stone

Granite panels or "floors" can create a colorful and interesting way to pave a corridor or patio. The beauty of natural stone, in addition to craftsmanship and design, can give unique and lasting results. In the past, granite blocks were often used to pave the streets of the city. However, concrete and asphalt have replaced most of this work due to lower materials and construction costs.

1.3 COMPANY   PROFILE

Company Name	:	SHRI RAM GRANITES
Place	:	Kandkur N.H. 50
		KUSHTAGI - 584121
Dist	:	Koppal (Karnataka)
Type of entity	:	Partnership Firm
Time of Establishment	:	2012
Total area roofed	:	1.5 acres
Number of staff	:	27
Estimated production p.a	:	3, 00,000 sqft
Approximate sales p.a	:	2, 50,000 sqft
Competitors	:	Gangavathi Granite, Shri Shyam Granite, Ambika Granites.Etc
Managing Director	:	Mr. Gokul Karwa
E-mail Address	:	shriramgranites01@gmail.com

HISTORY OF SHRI RAM GRANITES

Shri Ram Granite Industries is a Proprietorship firm is very well known in the field of granites in the national market. It was set up in 2012 and is located at Kushtagi – 584121

Shri Ram Granite Industries mainly concentrates in the production of Himalayan blue, Mudagal grey, cat's-eye, Rajeshree etc. Ilkal has become famous in exported with production of the granites market in both national and international because of granite raw material from surrounding quarries.

Shri Ram Granite Industries has started with that is Mr Gokul Karwa and Ramvtar Daliya all of them are active partners. The production is 20000Sqft approximately per month with the turnover of 10, 00,000 per month.

Granites group also produces modular tiles, vanities and counter tops; table tops in different colors of natural granites stones. Several prestigious constructions in the world have used granite stones from Shri Ram Granites.

The Shri Ram Granites is a Partnership Firm. It is very famous in the field of granites market. It was setup in the year 2012, Kandkur N.H. 50 Kushtagi with the work force of 26+4 workers. It has total area of 1.5 acres. It is mainly concerned with the manufacture of stonework slabs taking from surrounding quarries.

The Granite Industry is one where the granites stones or rocks are drilled out from the earth with large machineries and finely they are sized into blocks of required size. Then these blocks of granites are cut into proper manner through the machineries. Then they are polished to shine these are used to decorate to the houses, etc.

Shri Ram Granites have optimum quality of Ruby red, Mudgal grey, Himalayan Blue, Cherry Brown, Rose cat eye etc.

There are many competitors to the Shri Ram Granites such as Gangavathi Granites, Shri Shyam Granite, Ambika Granites etc. The buyers of this enterprise are exporters, builders, and retailers.

LOCATION:

Location is any area where the industry or firm is set up to carry out its activities more conveniently and economically. Location of any firm plays an important role in controlling costs or expenses. A firm must be located in an area where the transport facility, power facility, etc is easily available. Shri Ram Granites is located besides the National highway Kandkur N.H. 50

Kushtagi – 584121, which connect to different cities, power facility is also made at work place with good infrastructure facility. The company is also providing accommodation to its employees with lights and fans facility. In short, we can say that the firm provides very healthy and lively environment to work, which we can say is an ideal working environment for any employee to work in the firm.

MAN POWER:

Shri Ram Granites provides employment to 30 employees, which includes personal accountant, production manager, sales manager, machine operator, etc. It makes payment to its employees on monthly basis. Manager gets his salary on monthly basis. Accountant gets fixed amount for preparing the accounts. And the rest of the employees gets fixed amount of wages on monthly basis. The company divides the work of 30 employees in 2 shifts. The first shift is from morning 8 to evening 6, and it consists of 15 workers. The second shift is from night 8 to morning 6, and it consists of 15 workers.

SUPPLIERS:

Suppliers are those persons who supply raw materials and other required materials to carry out the production activities of the firm/industry.

Shri Ram Granites purchases raw materials from:

- Ambika Granites, at Kushtagi.
- Shashi Trading Company, at Makapur.
- Adoni Exports, at Bandargal village.
- Saka stones, at Ilkal.

INVENTORY:

Inventory is nothing but maintaining the stock of the raw materials and other required materials to carry out production activities. Inventory plays very important role to carry out the production activity continuously and to meet the increasing demands of the customers at any time.

Shri Ram Granites maintains the stock of raw materials worth Rs 20 lakhs and stock of finished goods worth Rs 15 lakhs.

TRANSPORTATION:

The granite slabs are transported to the faraway places through Lorries. The slabs are sent to the exporters up to the ship or port the transport is made through Lorries if needed by the exporters.

Lorries until Chennai transport slabs and then shipment is done to different to countries or it transports to various parts to India. The transport of slabs is done through the permit, which is obtained from the concerned authorities.

1.4 VISION AND MISSION

VISION

Being among the most impressive Indian companies by providing high quality and cost effective components and services to customers with a global presence.

MISSION

Be the market leader by providing the customer satisfaction through quality, service and profitability in a progressive, innovative and challenging environment. We will provide maximum satisfaction to our customers.

COMPANY'S QUALITY POLICY

To build India's prestige in granite field through international quality, excellence and service.

Quality Control

While manufacturing a job, at each stage the quality of work is checked by the foreman and officer till the completion of job to ensure quality is mentioned to the desired standards. Even after completion of job its quality is checked by the above 2 persons. Even the receipt of raw materials, spares & stores is been quality checked by officials. In case of any discrepancies in the

manufactured items or materials supplied, it will be rejected, thereby ensuring highest quality standards.

1.5 Area of Operation:

The area of operation is regional and local. It supplies granite slabs to both domestic market and the local market, it supplies its product to all over the India etc.

It has the Functional Division Structure.

It consists of the following department:

1) Production department
2) HR section
3) Finance section
4) Purchase section
5) Store manager

Various Departments and their Functions

1. Function of the Production Department: The department deals with the manufacture activities in the production floor where men machines are employed to convert the granite blocks are converted into the finished products. The functions of the production department are:

1) Use of the raw material efficiently.
2) Production of quality output
3) Production of the products in the right time
4) Informing the requirement of production department to the concerned department.

2. HR Department: The HR department controls and monitors the activities of the time office arid safety personal. Human resources increase is the challenging function.

Functions:
1) Personnel administration
2) Recruitment and selection a right person in the right time
3) Remuneration

Finance Department:

Finance is the lifeblood of industry one cannot imagine an industry without finance.

Functions:

1) Decision is taken regard to procurement and utilization of funds is taken.

2) Preparation of the budget

3) Allocation of funds for various activities in time

4. Purchase Department:

Functions:

1) Purchase of the capital assets.

2) Preparing purchase order

3) Ordering to the supplier

5. Store Department:

Store department holds entire record required in the business.

Functions:

1) Maintenance of receipts of material.

2) Maintain minimum level of material

3) Informing purchase department when material required

Strategy:

1. Operational Strategy

The company uses the operational strategy. They invest in the new technology in order to reduce the cost; they have pellet plant which adds more value to the raw material which in turn reduces the wastage and increases efficiency of the production.

2. Cost advantage

Since the company has process layout, the carry cost is reduced. It produces the products when the orders are placed so there is less storage cost. Since the product produced by it, that is granite blocks is used as the raw material for the granite slab which gives an cost advantage.

Its Strategies are aligned with and helpful of vision. There is enough clarity of the strategy for people in the business to plan and implement. To address strategies, there are sufficient resources in the organization.

3. Skills

Technical skills: Fitter is needed for the maintenance of the machines.

Communication skill: since the flow of the majority of information is through telecommunication and face-to-face communication. The workers need the communication skill.

Conceptual skill: the production manager and the purchase department manager need the conceptual skill of the iron ore.

4. System2

Inventory system

Brief description about Inventory

Indentation details entered, such as number, cost code, article code and quantity.

➢ After the invoices are processed, the material receipt data (MRN) is entered, such as the material code, the quantity, the amount of the invoice, the transport, the insurance and the entrance fee to reach the unit price of each item.

➢ Through the inventory program, the weighted average rate is reached and the same applies to all material problems. The accounting stores are calculated as the main closing reports.

➢ The general ledger report is sent to the repositories for reconciliation with the balances of the deposit card.

➢ The cost code is provided with the expense report to calculate the cost to complete the cost sheet.

5. Style

A. Top Down:

Most of the major decisions are taken by the top management .workforce in the middle and lower level are supposed to seek approvals for all relevant jobs from their jobs for the major decision like investment on machinery, infrastructure etc.

B. Participative:

The style of management in the company is both participative as well as centralized only the routine decision taken by employee and they participate in decision making to some extent.

6. Staff

Recruitment:

Internal Source:

It considers the candidate from this source for higher level jobs due

- **Present permanent employee:** - If there is availability of the most suitable candidate in order to follow the policy of the organization.
- **Present temporary or casual employee: -** Organization finds this source to fill the vacancies at lower level.

Training and Development:

The company has adapted on the job teaching method. In this technique, an employee is given the training at the work place, and his superior gives the direction and feedback.

At Shri Ram Granite Industries when the experienced employee is appointed, they see his performance if they are not up to the satisfaction they are given training.

If the fresher are appointed than, the training is compulsory. First they are educated about the organization vision mission and its culture and instruction are given about the safety and how to handle the equipments. Then training starts at work place.

7. Shared Value

Shared values way that the employee shares the similar guiding values. Values are the equipment that should be beaten even if they are provable unprofitable. Identify commercial values is also the first important step in crucial the rate of organizations in the large community in which it operates.

The values adopted by this company are as follows:

❖ To create better understanding between labor and management, this helps in increase of the production.

❖ To improve production in terms of quantity and quality.

The functions are:

Trust on the employees' organizational courtesy feedback from customers and all the heads are being consulted.

Employees are treated with dignity and respect.

1.6 Infrastructural Facilities

Location:

Shri Ram Granite Industries located at Kushtagi

Raw Material:

The main sources of raw materials are granite blocks for their product i.e. granite slabs.

Transportation:

The granite slabs are transported to the faraway places through Lorries. The slabs are sent to the exporters up to the ship or port the transport is made through Lorries if needed by the exporters.

Lorries till Chennai transport slabs and then shipment is done to different to countries or it transports to various parts to India. The transport of slabs is done through the permit, which is obtained from the concerned authorities.

Ownership Pattern:

Shri Ram Granite Industries is 100% Small Scale Industry.

1.7 Competitors Information:

❖ Pawan Granites

❖ GayatriUdyog

❖ Mahaveer Granites

❖ And other local companies

ORGANIZATION CHART

```
                        ┌─────────────────┐
                        │    Proprietor   │
                        └────────┬────────┘
                                 │
                                 ▼
                        ┌─────────────────┐
                        │ General Manager │
                        └────────┬────────┘
                                 │
         ┌───────────────────────┼───────────────────────┐
         ▼                       ▼                       ▼
┌─────────────────┐   ┌────────────────────┐   ┌─────────────────┐
│Personal Accountant│  │ Production Manager │   │  Sales manager  │
└─────────────────┘   └─────────┬──────────┘   └─────────────────┘
                                 │
         ┌───────────────────────┼───────────────────────┐
         ▼                       ▼                       ▼
┌─────────────────┐   ┌────────────────────┐   ┌─────────────────┐
│ Cutting department│  │ Polishing department│  │     Labors      │
└─────────────────┘   └────────────────────┘   └─────────────────┘
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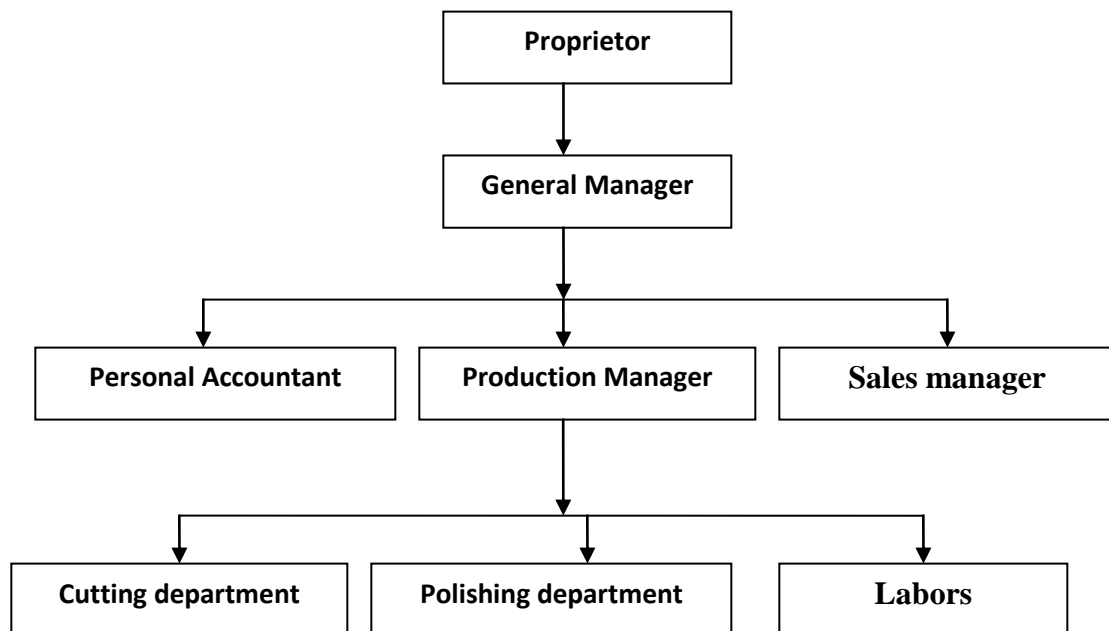
1.8 SWOT ANALYSIS

STRENGTHS:-

➤ The Product range of Shri Ram Granite Industries includes so many different types of colors of granites.

➤ It is financially very strong.

➤ The quality of the product is high.

WEAKNESS:-

➤ It is lacking in professional management.

➤ Forecasting is very poor.

➤ Authority is not delegated at the concerned level but expects more results.

➤ Irresponsibility is more and authority is less.

OPPORTUNITIES:-

➤ As the quality of product is good and as there is a demand of granites in international market, it can export its products to different countries.

THREATS:-

➤ There are many enterprises in and around the Kushtagi who do the same kind of business.

➤ New entrants.

➤ Competitors offering low price granites.

CHAPTER- 2

LITERATURE REVIEW

2.1 LITERATURE REVIEW

Author/Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
Lancaster and Withey 2006	Marketing fundamentals	The growth of electronic marketing, such as the Internet, email, mobile phones, etc., has made information faster and more global. The explosion of wireless technologies has led to a large increase in mobile communications and, therefore, to the growth of mobile marketing and advertising. The increasing use of the Internet, especially websites as a promotional tool for individuals and companies, has allowed many marketing operators an effective additional tool that has led to greater control and evaluation of communications.	
Hughes and Fill 2007	Marketing communications mix	The pace of technological change facilitates a diverse and growing range of communication tools, which can be used for marketing purposes. This includes so-called new media channels such as the Internet, email, mobile phones and changes in the use of more traditional forms of media. The benefits of Internet, external and intranet applications must be fully understood. Its strategic role in how organizations reduce costs, improve the efficiency of communications and provide value-added services to consumers, employees and business partners is very important.	There was show growth of the E Marketing service

Hill and O Sullivan 2004	Foundation marketing	The huge amount of information on the Internet is huge. There is also considerable practice in its usefulness and accuracy, given the absence of quality control mechanisms associated with traditional publication. This has led to the growth of so-called portals, literally Internet portals that provide users with reliable proof of what is shown and works as a work or leisure area or around a search engine such as Yahoo or Lycos, offering a marketing community list of potential customers who may have common needs and wants	
Kotler and Armstrong 2010	Principles of marketing	Websites vary widely in scope and content. The simplest type is the company's website (or brand). These sites are designed to generate a good customer intention, collect business comments and integrate other sales channels instead of directly selling the company's products. They usually provide a variety of information and other features in an attempt to answer customer questions and establish relationships with them. Other companies create a marketing site. These sites involve consumers in an interaction that brings them closer to direct purchase or other marketing results.	There was little amouth of internet facility was giving
Ngai, E. W. 2003	Internet marketing research	This article presents a review of the literature and an online marketing research (IM) classification system. The magazine	

		covers 270 articles published between 1987 and 2000 in three types of journals: marketing, economics, business and administration, information technology and computer systems. The results show that a growing volume of instant messaging research has been carried out in a wide range of areas. 96% of articles were published in the last five years (1996-2000) of this 14-year study, and IM will be increasingly important in e-commerce in the future.	
Koiso-Kanttila, N. (2004).	Digital content marketing	Pure digital products are an increasing part of the business landscape. Environments with soft technology generally have a great interest in marketing literature. This article examines the existing knowledge base about digital products and the differences that these products offer for marketing activities. First, put the digital content in relation to other offers, then analyze the effects of marketing with an adequate marketing framework. The main characteristics of the selected digital content are data reassembly, accessibility, mobility, speed and marginal cost, essentially zero. The text ends with a discussion on the implementation of these characteristics.	E Marketing service if technological was developing
Taylor, D. G. & Strutton, D.	Has e-marketing	E-marketing has evolved from a relatively small group of dot-com companies to a	

(2010).	come of age?	traditional marketing channel. This progress has also affected customers and their "electronic behavior" in this process. This study reviews the literature on information and marketing systems and uses a meta-analysis to summarize the key findings. Three important ideas emerged. From this exercise, a framework has been developed that integrates the two perspectives, marketing and experimentation and conceptualization of literary literature, which improves the understanding of the process of "electronic behavior" of the client through which the interaction of attitudes , perceptions and evaluations influence purchase intentions.	Limited no of respondents
Gangeshwer, D. K. (2013).	E-commerce or Internet Marketing	**E** marketing has evolved from a relatively small group of dot-com companies to a traditional marketing channel. This progress has also affected customers and their "electronic behavior" in this process. This study reviews the literature on information and marketing systems and uses a meta-analysis to summarize the key findings. Three important ideas emerged. From this exercise, a framework has been developed that integrates the two perspectives, marketing and experimentation and conceptualization of literary literature, which improves the understanding of the	

		process of "electronic behavior" of the client through which the interaction of attitudes , perceptions and evaluations influence purchase intentions. The analysis also indicates that perceived utility and perceived ease of use, the basic construction of the TAM model, continue to influence acquisition intentions in the context of post-adoption through the Internet.	
Dominici, G. (2009).	From marketing mix to e-marketing mix	The marketing mix model, in its famous 4P version, went through the evolution of marketing theory: from the concept of marketing, through relationship marketing, to the digital economy, where it was discussed in the academic literature and in the administrative practice. If the fact that the marketing mix of 4P is the cornerstone of marketing theory, it is also true that the development of business contexts has created in many areas the need to review the "controllable factors" that make up the mix. of marketing. The digital business sector represents the latest business contexts and needs more mixed differentiation.	The using of website was became more for the market
Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009).	The impact of e-service quality, customer satisfaction and loyalty on e-marketing	Because the Internet market has grown rapidly in recent years, electronic marketing activities have attracted a lot of attention. Many companies have generated customer loyalty by improving the quality of the electronic service (quality of electronic	

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		services), but the effects should be studied further. The first purpose of this study is to integrate the relevant literature and develop a comprehensive e-commerce research model to determine the search variables and previous results. This study examines the interrelation between the perception of electronic service quality, customer satisfaction and customer loyalty. The second purpose of this study is to study the moderate effect of the value that the client sees in the relationship between customer satisfaction and loyalty. Through a questionnaire, the results of this study showed that the quality of the electronic service affects the customer's satisfaction and, therefore, generates their loyalty.	The research is restricted to limited geographical area
Shankar, V., Venkatesh, A., Hofacker, C., & Naik, P. (2010).	Mobile marketing in the retailing environment	Brands and marketing professionals can use the mobile telephony channel to increase brand affinity, recognition and loyalty. The appeal of mobile devices is the channel's ability to win new customers, increase customer loyalty, build brand awareness, convergence and the ability to monetize content, and the fact that it allows marketing professionals to provide convenience. to customers.	

IDushinski 2010	The Mobile Marketing Handbook	Emphasize that mobile technology not only allows marketers to reach customers wherever they are, but also allows them to engage mobile phone users by focusing on their immediate and specific needs. It also suggests that it offers users what they want when they want it, and this is the unique value of mobile marketing: businesses, agencies and non-profit organizations of all kinds can make successful campaigns without breaking the bank.
Luo, X., & Seyedian, M. (2003)	Contextual marketing and customer-compass reading strategy for e-commerce: an empirical analysis	The theories derived from strategic information and marketing systems have been integrated to develop a framework to understand the direct, intermediate and moderate effects of contextual marketing and the strategy of directing clients to site satisfaction. Experimental evidence shows that contextual marketing perceived by customers and customer-oriented strategies are linked to the satisfaction and loyalty of the site. Starting with a simple linear correlation approach, the study also examines the moderate role of privacy issues, the complexity of site design, and the intermediate role of perceived site value.
Kalyanam, K., & McIntyre, S. (2002)	The e-marketing mix: a contribution of the e-tailing wars	In the context of the wars between sophisticated Internet retailers and brick and mortar retailers, many electronic marketing techniques have been invented. This article develops a unified and theoretical

		classification of electronic marketing techniques: electronic marketing mix. Based on models of exchange, relationships and digital interactions in networks, 11 electronic marketing jobs were identified as components of the electronic marketing combination.	
Leonidou, L. C., Katsikeas, C. S., & Samiee, S. (2002)	Marketing strategy determinants of export performance: a meta-analysis	The identification of the elements of a marketing strategy that affected the performance of exports was an important empirical research. However, the results in the literature are characterized by fragmentation and diversity, limiting the evolution of the theory and improving management practices in this area. This article aims to summarize the current knowledge on this subject based on the meta-analysis of empirical studies on the relationship of export marketing strategy. The evaluation reveals that (a) although many variables of the marketing strategy have positive effects on the overall performance of exports, the relationship is not always important b) of the export performance measures examined in many studies, effects were observed stronger in the percentage of sales Exporting	The research is restricted to limited geographical area
Sheth, J. N., & Sharma, A. (2005)	International e-marketing	Electronic marketing is growing at a tremendous pace and significantly affects the behavior of the client and the labor market. As a result, most companies have	The evolution and strategic direction of e-marketing strategies in international

		begun to develop electronic marketing strategies for the Web.	environments has not been discussed
Sigala, M. (2002)	Modeling e-marketing strategies	Despite the widespread use of the Internet in the tourism sector and the explosive growth of electronic commerce, little is known about how new media are changing marketing practices and concepts. The purpose of this pilot study is to fill this gap. Specifically, the study first analyzes the functions of the Internet, as well as the virtual market space and the marketing transformations created by the Internet. After examining the models and strategies of online marketing, a combination of e-marketing exploitations is suggested in the characteristics of the Internet. The latter is used to research and make suggestions on the development of internet strategies for hotels in Greece.	
Ranchhod, A. (2007)	Mobile marketing	This conceptual document examines how technological factors have led marketing to the current situation of mobile marketing. With an exponential growth of mobile marketing with improved technology and lower prices, this document seeks to find models for the best marketing practices in the coming years. It is based on previous models, but it refers specifically to the opportunities related to mobile marketing	

		and how to manage those opportunities.	
Ström, R., Vendel, M., & Bredican, J. (2014)	Mobile marketing	The article describes current knowledge on how mobile marketing can increase value for consumers and retailers. The purchase of mobile devices and the use by consumers of mobile devices during the purchase is an extension of consumer purchasing behaviors developed on desktops and laptops, and a new possible behavior based on integrated features in a way unique for mobile devices such as cameras, scanners and GPS.	E Marketing service if technological was developing
Thakur, R. (2016)	Understanding customer engagement and loyalty	The objective of this study is to develop and validate the measurement model for customer participation with a focus on mobile purchasing devices. In addition, the role of customer participation in the construction of customer loyalty is explored. The survey used three studies to develop client engagement and validate the proposed model. The study included the collection of data from experts and users through various methods, including interviews and in-depth surveys.	

CHAPTER- 3

RESEARCH DESIGN

3.1 STATEMENT OF THE CRISIS:-

The Shri Ram Granite Industries gave a task of studying the Effectiveness of E-marketing Strategy. Regarding the same, an extensive survey had been conducted to know how patrons are adapt to e marketing and the challenge linked with e marketing

3.2 OBJECTIVES OF THE LEARNING:-

➢ To know the Effectiveness of E Marketing Strategy Shri Ram Granite Industries

➢ To find out the different services offered by the Shri Ram Granite Industries through e marketing.

➢ To know the customer attitude towards e-marketing initiated by Shri Ram Granite Industries

➢ To find out the benefits and difficulties that customers are facing in using e-marketing services offered by Shri Ram Granite Industries.

3.4 SCOPE OF THE STUDY: -

Thanks to its wide range of products and services, online marketing allows the marketer to reach customers in a wide range. Marketing includes, among other things, information management, public relations, customer service and sales. With the range of new technologies always available, this area can only grow.

3.5 NEED FOR THE STUDY:-

In internship the objective is to improve the skill soft The students the main aim is to expose student to the working culture of the company they just give an opportunity for the students to develop and improve the skills in business, communication, technology, teamwork etc. It gives opportunity for students to participate in every level of the management and observe the working of the real organization then just studying the theoretical concepts in classroom.

They do the internship under the guidelines of the company mentor or manager. It's almost like the goals that students benefit from experiencing the work of the company, students gain practical experience, develop skills, make connections learn about a field and evaluate their interest and abilities. Students can meet the CEO of the company of real employees and can learn from them.

3.6 RESEARCH METHODOLOGY

In order to study the Effectiveness of E-Marketing Strategy the following methodology was adopted.

Research Design:

The type of research project used for the study was the causal design of the research in which it was necessary to establish a specific relationship between cause and effect. In this particular study, the goal was to understand how electronic marketing affects sales volume

Community of study: Shri Ram Granite Industries

Sample design

Sampling technique: sampling techniques. Simple random sampling.

Type of samples: Descriptive sampling.

Sample size: The sample size used in this study is 50.

Data sources

There are two data sources, including primary sources and secondary sources. Primary sources include data that did not exist, while secondary sources refer to existing data.

1. Primary sources

Since all the information was not available through secondary sources, it was necessary to access the primary data sources to obtain the opinions of the selected members of the population. The initial data were obtained through interviews and managed questionnaires.

2. Secondary sources.

Secondary data obtained from two regions. The first is the internal source that was inside the organization where many documents were used to disseminate the necessary information, including sales reports and income reports. The second source is the external source, which includes information obtained from books, newspapers and the Internet.

Data Collection tackle

Data collection tackle that be used are presented under.

1. Questionnaires

The questionnaire refers to a set of questions organized in a logical and systematic way to achieve specific research objectives, some questions were open and others were closed.

2. Interview guide

The interviewer's manual was used to collect data directly from the interviewers, where the researcher asked the interviewee different questions and recorded the respondent's responses.

Data Collection Methods

The suitable data collection methods be the interview method and observation method.

1. Telephone interviews are cheaper and faster than personal interviews. It also allows the interview to explain the questions and answer the answers. However, personal observation is not possible. In addition, some interviewees may think that a survey call, such as a telemarketing call, is an invasion of personal time. This will avoid honest

2. **Face-to-face interviews** are the most expensive in terms of time and money. However, interviews can explain complex problems and explore unexpected responses. Consider a response question like "improve sleeping facilities" can be very vague. Then, the researcher can explore the problem even more. Another advantage is the ability of personal interviews to monitor the person interviewed and the surrounding environment. This is especially useful, for example, for opinion surveys on working conditions or workplace interactions.and deliberate responses.

3.6 LIMITATIONS

- One of the largest challenges the researcher face was getting truthful information, some of the respondents did not afford reliable in order and getting information from the company was especially difficult.

- This questionnaire study outcome is applicable to Shri Ram Granite

- Another limitation found by the respondent is with the intention of the company in study was not keen to provide some information; what is more, getting information on occasion was a problem, this was a big barrier.

Hypothesis Testing

H_0 = There is no major difference stuck between Education Qualification and use of E marketing Service

H_1 = There is major difference stuck between Education Qualification and use of E marketing Service

3.7 CHAPTER SCHEME

Chapter 1: Introduction

This part gives a concise about the investigation of efficiencies of E-Marketing at Shri Ram Granite.

Chapter 2: Conceptual background and literature review

Chapter3: Research Design

CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

TABLE NO 4.1

Table showing Education Qualification of the Costumer

Education Qualification	No of Respondents	Percentage of Respondent
Matric	8	16%
Intermediate	10	20%
Graduation	15	30%
Post graduation	17	34%
Total	50	100%

CHART NO 4.1

Education Qualification
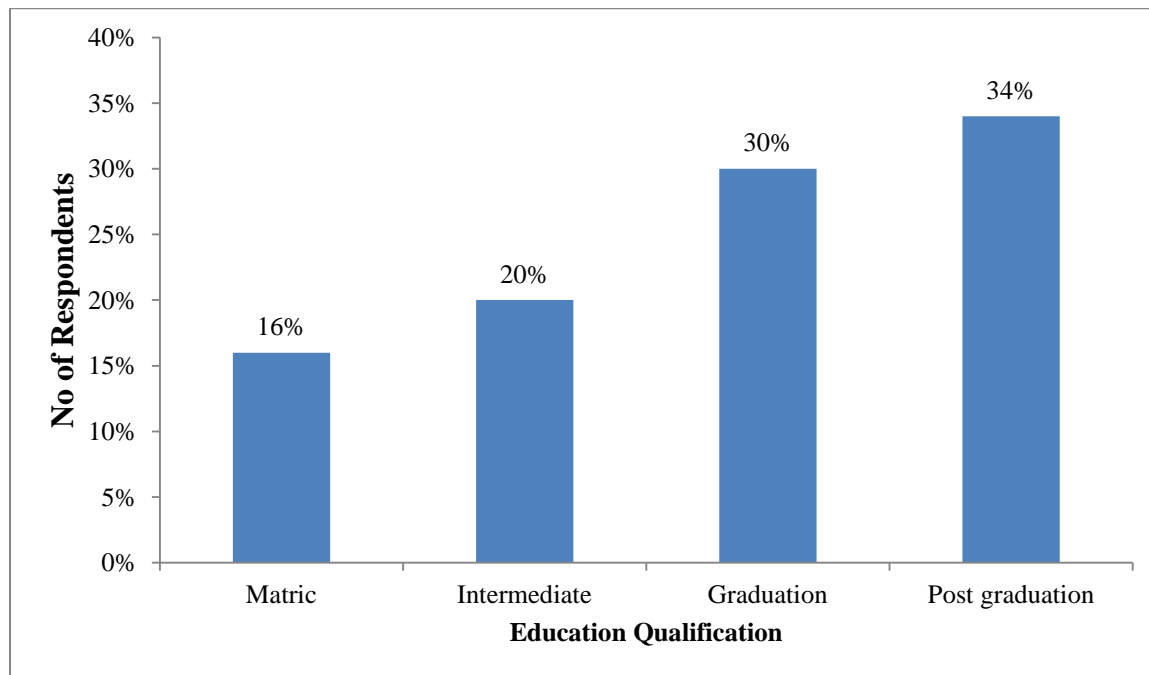
INTERPRETATION:

The above Chart illustrates that among 50 respondents 34% of the customers are Post Graduate, 30% of customers are Under Graduated, as same 20% of the customers are Intermediate and remaining 16% of the customers are Matric
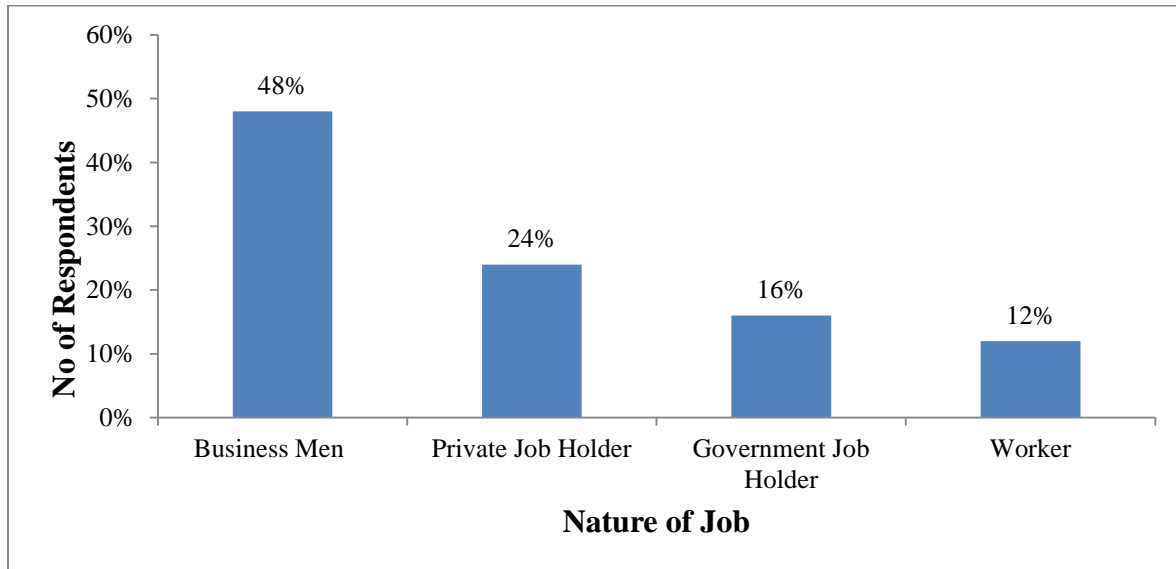
Table No 4.2

Table Showing Nature of Job of Customer of the Costumer

Nature of Job	No of Respondents	Percentage of Respondents
Business Men	24	48%
Private Job Holder	12	24%
Government Job Holder	8	16%
Worker	6	12%
Total	50	100%

CHART NO 4.2

Nature of Job

INTERPRETATION:

The above Chart illustrates that among 50 respondents 48% of the customers are the Business Men, 24% of customers are Private Job Holder, as same 16% of the customers are Government Job Holder and remaining 12% of the customers are Worker
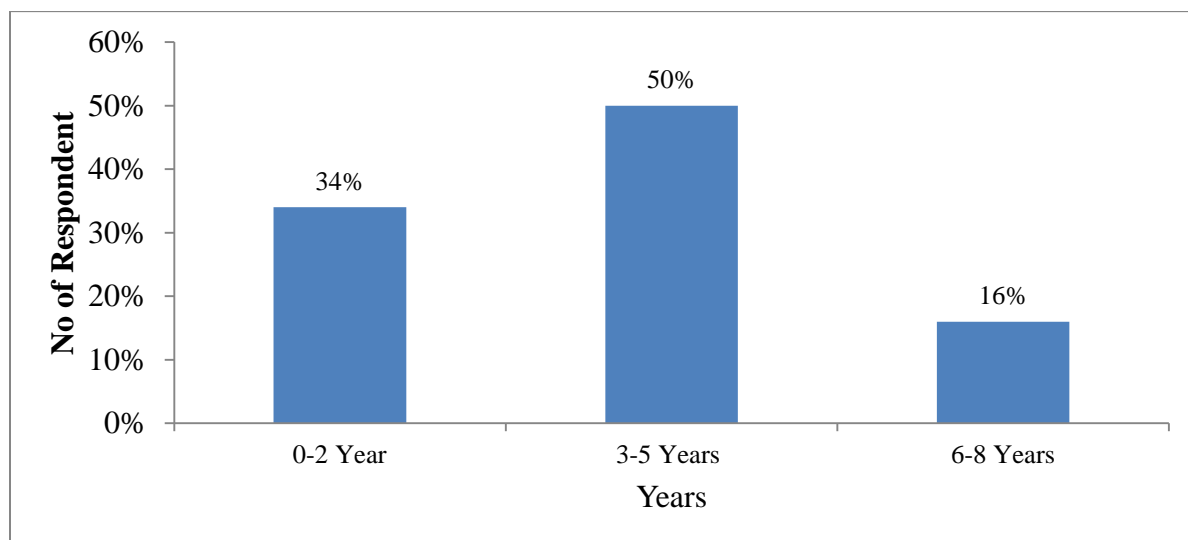
TABLE NO 4.3

Table showing Age Group of Shri Ram Granite Industries.

Years	No of Respondents	Percentage of Respondent
0-2 years	17	34%
3-5 years	25	50%
6-8 years	8	16%
Total	50	100%

CHART NO 4.3

Chart showing Age Group of the Shri Ram Granite Industries.

INTERPRETATION:

From the above Chart, it is observed that 50% of the respondents have been the customers from 3-5 years, 34% of the respondents have been the customers from 0-2 years, and 16% of the respondents have been the customers from 6-8 years.
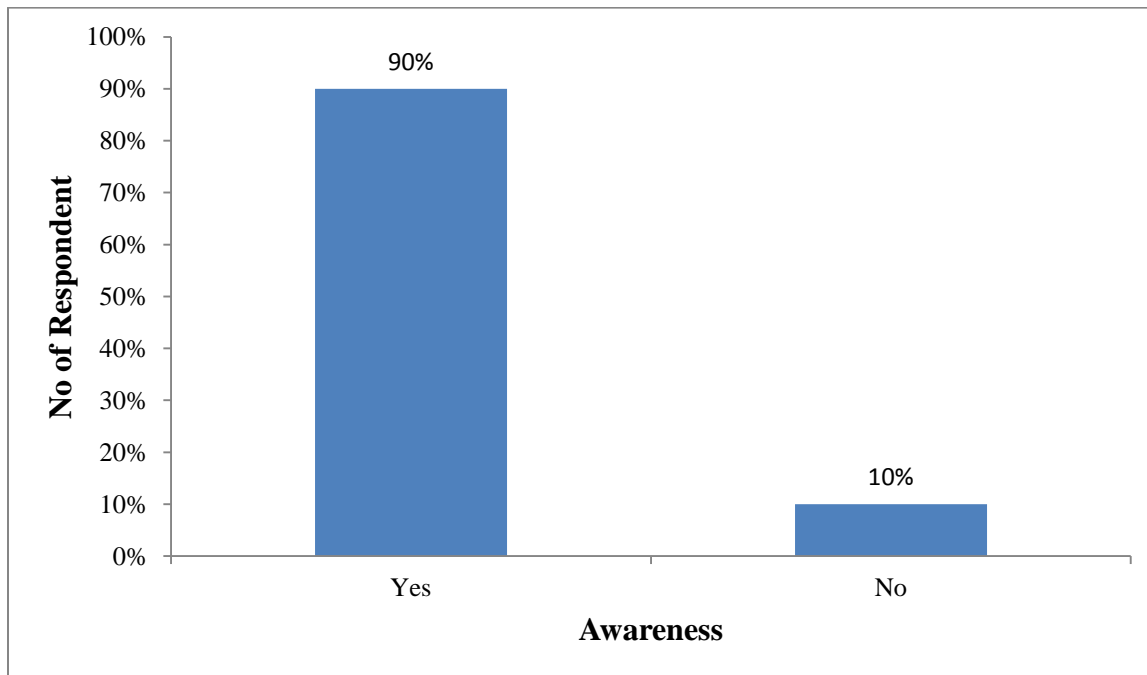
TABLE NO 4.4

The showing awareness of the e-marketing services offered by Shri Ram Granite Industries.

Awareness	No of Respondents	Percentage of Respondent
Yes	45	90%
No	5	10%
Total	50	100%

CHART NO 4.4

Chart showing awareness of e-marketing services offered by Shri Ram Granite Industries

INTERPRETATION:

The above Chart illustrates that among 50 respondents 90% of the customers are aware of e-marketing services offered by Shri Ram Granite Industries and remaining 10% of the customers are not aware.
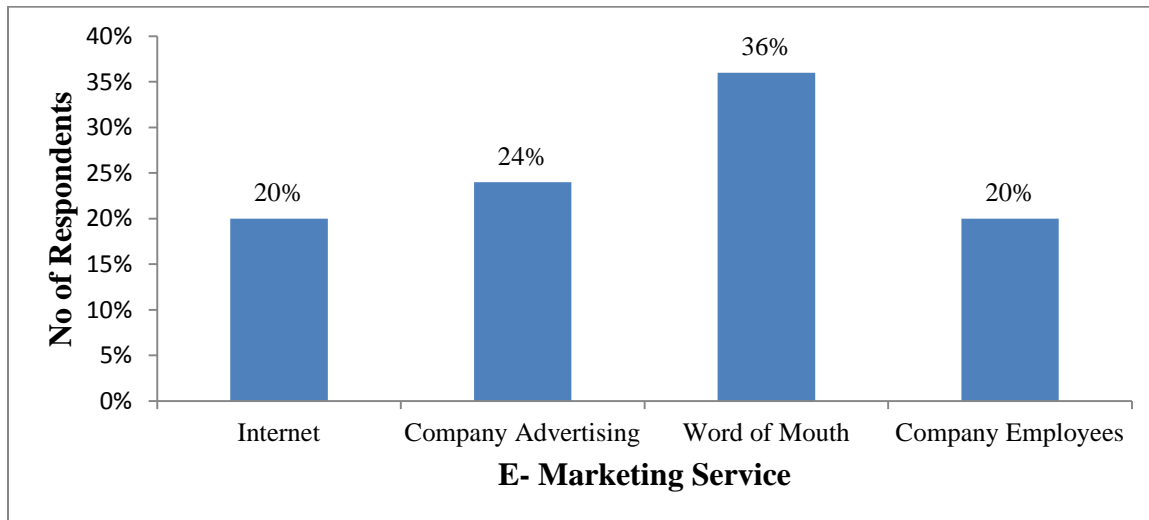
TABLE NO 4.5

Table showing the respondents get to know about the e-marketing services.

E-Marketing Service	No of Respondents	Percentage of Respondent
Internet	10	20%
company advertising	12	24%
word of mouth	18	36%
company employees	10	20%
Total	50	100%

CHART NO 4.5

Chart showing how the respondents get to know about the e marketing.

INTERPRETATION:

The above Chart illustrates that among 50 respondents 36% of the customers get to know about the e-marketing services by Word of Mouth, 24% of customers get to know about the e-marketing services by company advertising, as same 20% of the customers get to know by Internet and remaining 20% of the customers get to know about e-marketing services offered by Shri Ram Granite Industries is by company employees.
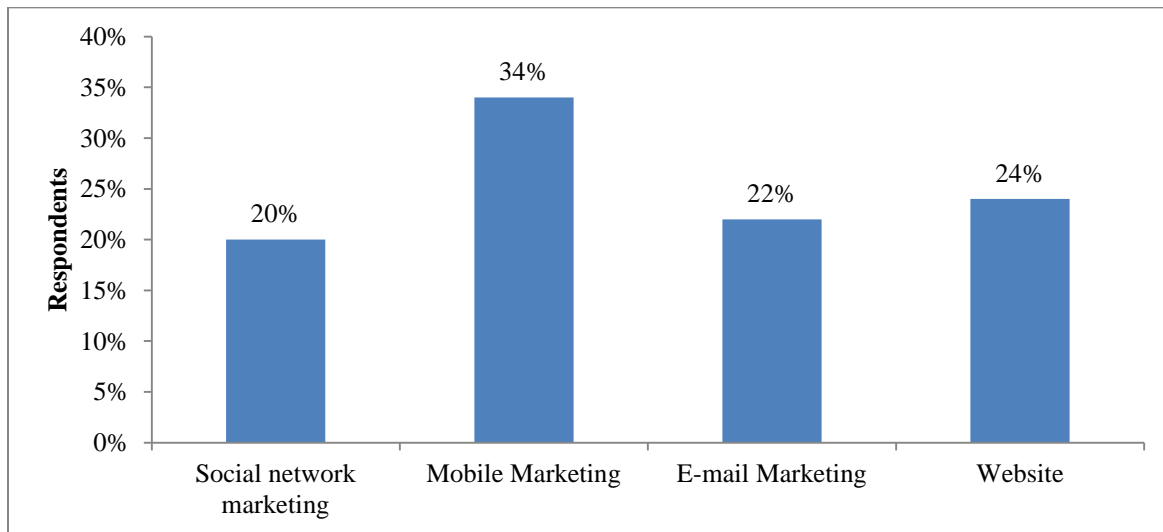
TABLE NO 4.6

Table showing to which e-marketing services the respondents are familiar with.

Familiar with E-Marketing	No of Respondents	Percentage of Respondent
social network marketing	10	20%
mobile phone-marketing	17	34%
e-mail marketing	11	22%
Websites	12	24%
Total	50	100%

CHART NO 4.6

Chart showing to which e-marketing services the respondents are familiar.

INTERPRETATION:

The above Chart illustrates that among 50 respondents, 34% of the customers are familiar with mobile phone marketing, 24% of the customers are familiar with websites, 22% of customers are familiar with E-mail marketing and 20% of the customers are familiar with social network marketing.
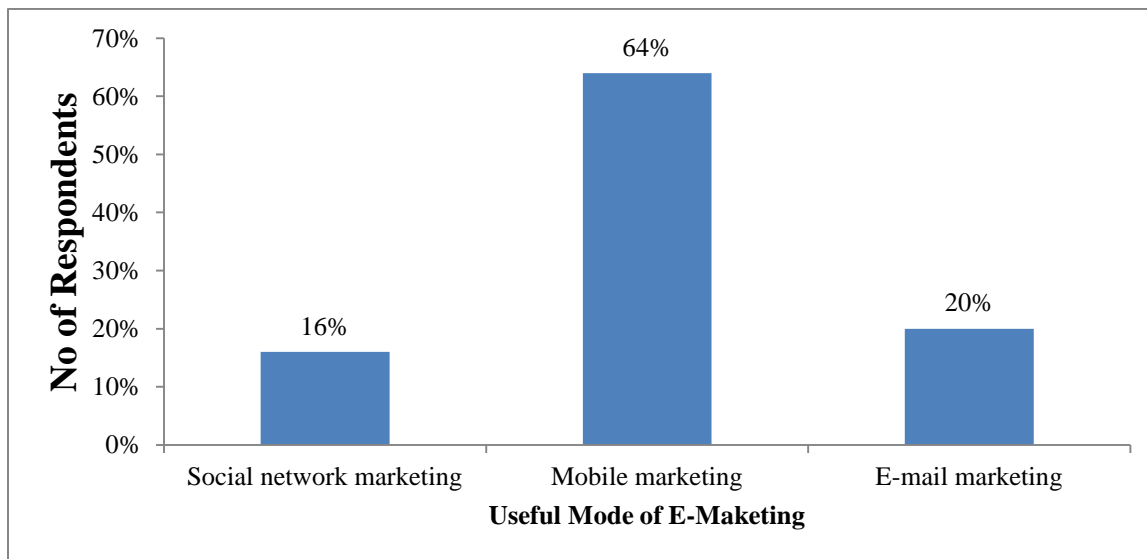
TABLE NO 4.7

Table showing the most useful mode of e-marketing services of Shri Ram Granite Industries.

Useful mode of E-Marketing	No of Respondents	Percentage of Respondent
Social network marketing	8	16%
Mobile phone-marketing	32	64%
E-mail marketing	10	20%
Total	50	100%

CHART NO 4.7

Chart showing the most useful mode of e-marketing services of Shri Ram Granite Industries.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 64% of the customers expressed that mobile phone-marketing is the most useful mode of e-marketing services, 20% of the customers expressed that e-mail marketing is the most useful mode of e-marketing services and remaining 16% of the customers expressed that social network marketing is the most useful mode of e-marketing services.
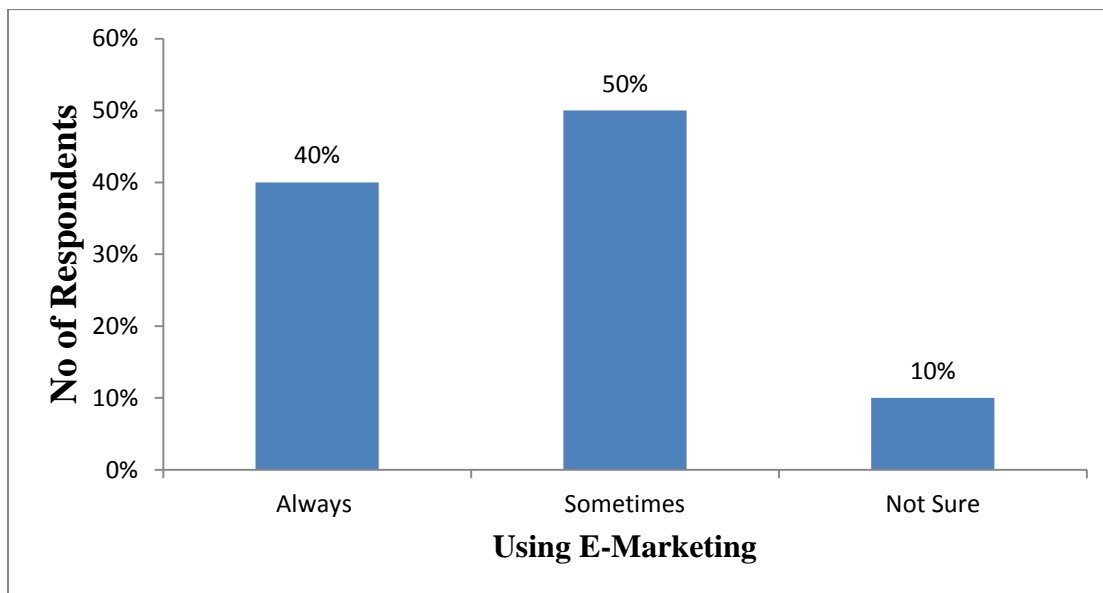
TABLE NO 4.8

Table showing how often the respondents use e-marketing services.

Using E-marketing	No of Respondents	Percentage of Respondent
Always	20	40%
Sometimes	25	50%
not sure	5	10%
Total	50	100%

CHART NO 4.8

Chart showing how often the respondents use e-marketing services.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 50% of the customers only sometimes use the e-marketing services, 40% of the customers always use the e-marketing services and remaining 10% of the customers are not sure that when they use e-marketing services.
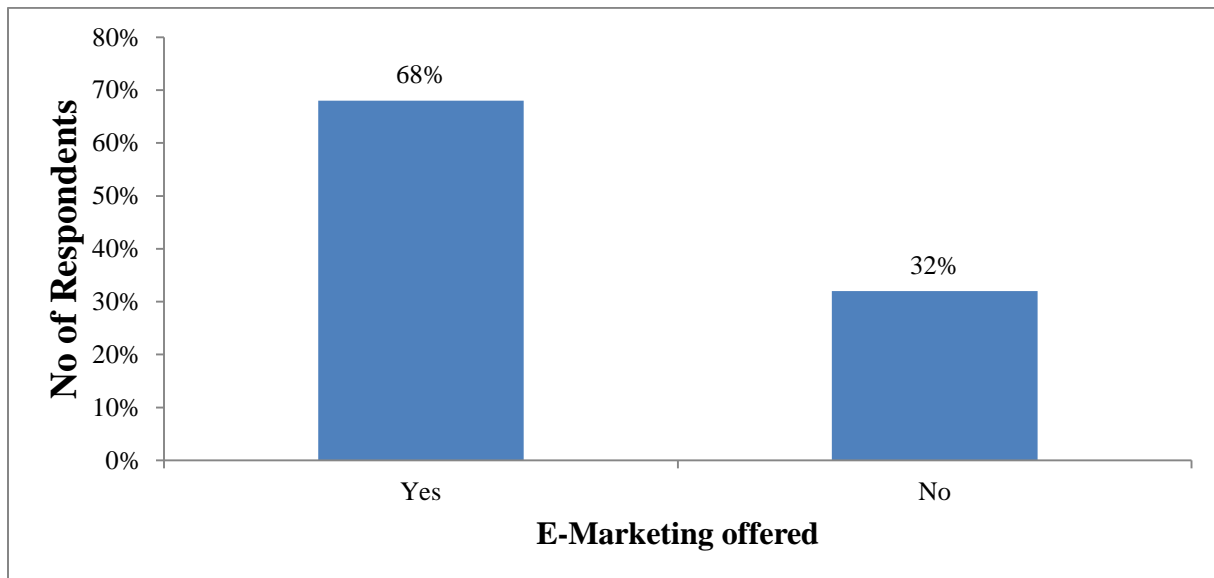
TABLE NO 4.9

Table showing the level of current e-marketing services offered by Shri Ram Granite Industries make it competitive.

E-Marketing offered	No of Respondents	Percentage of Respondent
Yes	34	68%
No	16	32%
Total	50	100%

CHART NO 4.9

Chart showing the level of current e-marketing services offered by Shri Ram Granite Industries make it competitive.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 68% of the customers agreed that the current e-marketing services offered by Shri Ram Granite Industries make it competitive and remaining 32% of the disagreed that the current e-marketing services offered by Shri Ram Granite Industries make it competitive.
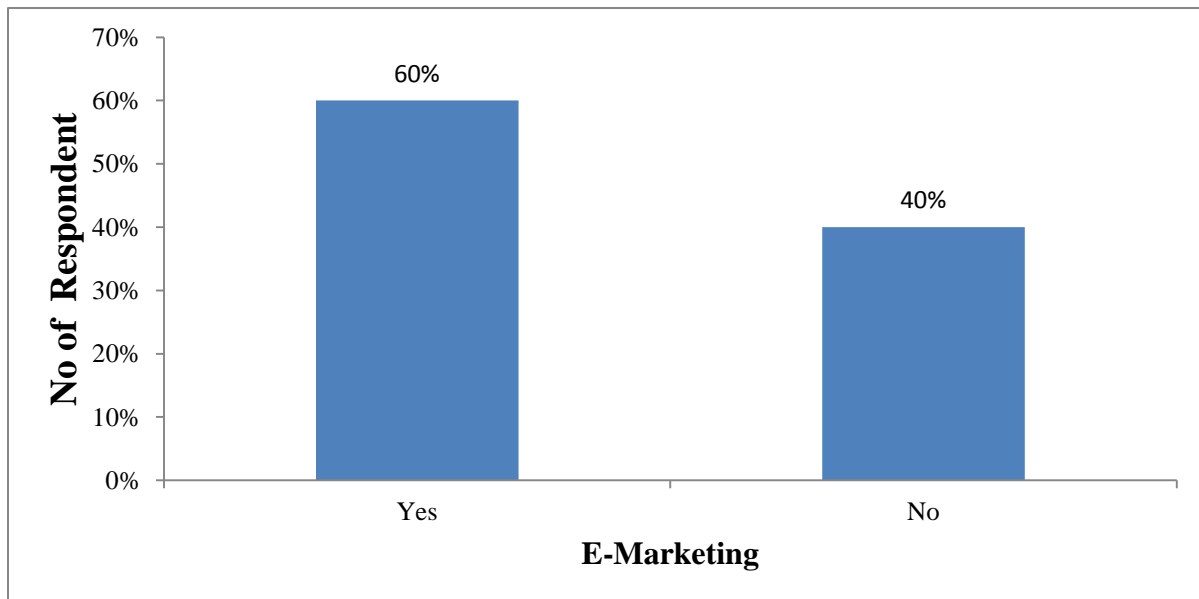
TABLE NO 4.10

Table showing the difference between e marketing done by the Shri Ram Granite Industries and other company.

E-Marketing	No of Respondents	Percentage of Respondent
Yes	30	60%
No	20	40%
Total	50	100%

CHART NO 4.10

Chart showing the difference between e-marketing done by the Shri Ram Granite Industries and other company.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 60% of the customers responded that there is a difference between the e-marketing done by the Shri Ram Granite Industries and other companies and remaining 40% of the customers responded that there is no difference between the e-marketing done by the Shri Ram Granite Industries and other companies.
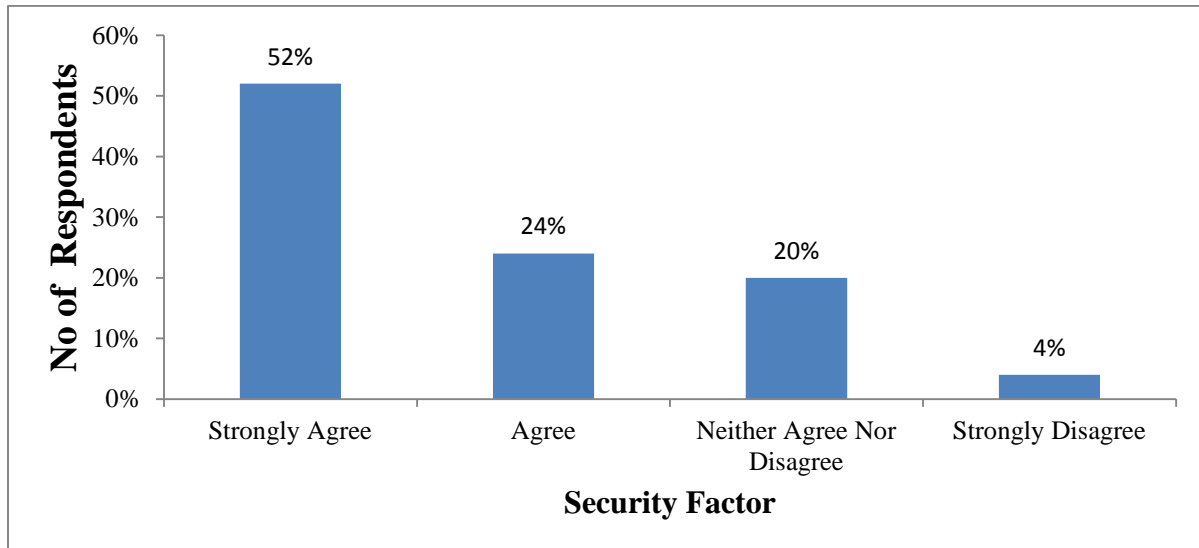
TABLE NO 4.11

Tables and Charts showing the respondents influencing factor to go for e-marketing services of Security Factor.

Security Factor	No of Respondents	Percentage of Respondent
strongly agree	26	52%
Agree	12	24%
neither agree nor disagree	10	20%
strongly disagree	2	4%
Total	50	100%

CHART NO 4.11

Security Factor.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 52% of the customers strongly agreed that convenience factor influence them to go for e-marketing, 24% of the major customers agreed that e-marketing is convenient and remaining 20% & 4% average and strongly disagreed about convenience.
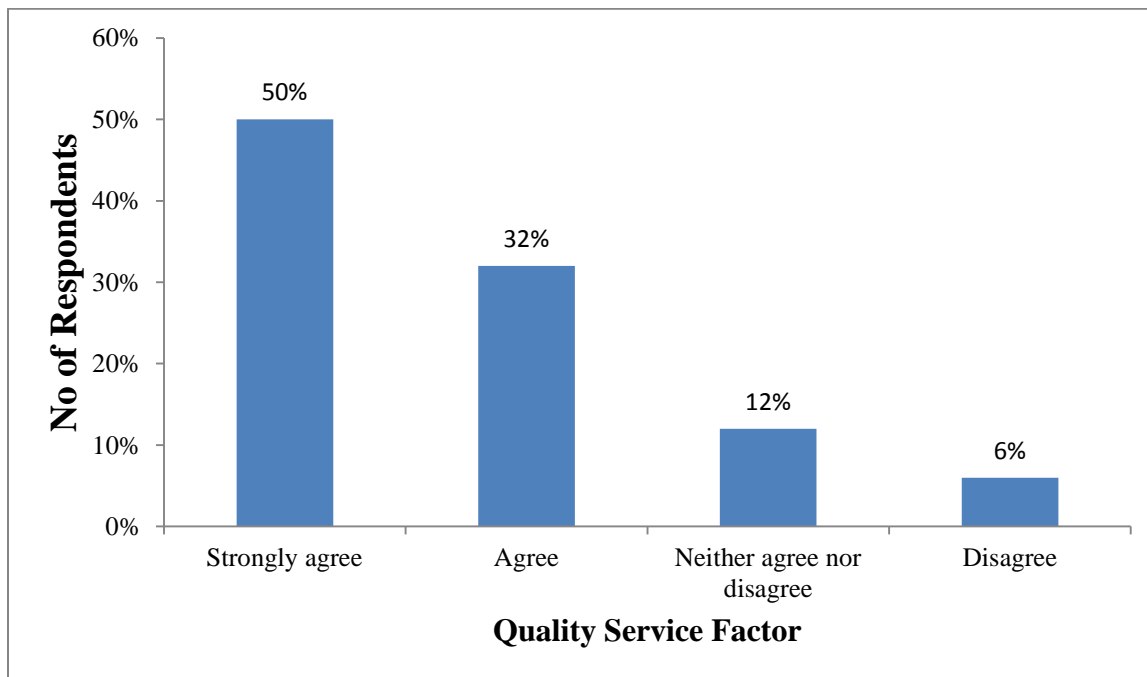
TABLE NO 4.12

Table showing the Quality Service Factor

Quality Service Factor.	No of Respondents	Percentage of Respondent
Strongly agree	25	50%
Agree	16	32%
Neither agree nor disagree	6	12%
Disagree	3	6%
Total	50	100%

CHART NO 4.12

Quality Service Factor.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 50% of the major customers strongly agreed that quality service factor influence them to go for e-marketing, 32% of the customers agreed that e-marketing gives quality service and 12% feels average about quality service and remaining 6% of the customer disagree about the e-marketing service
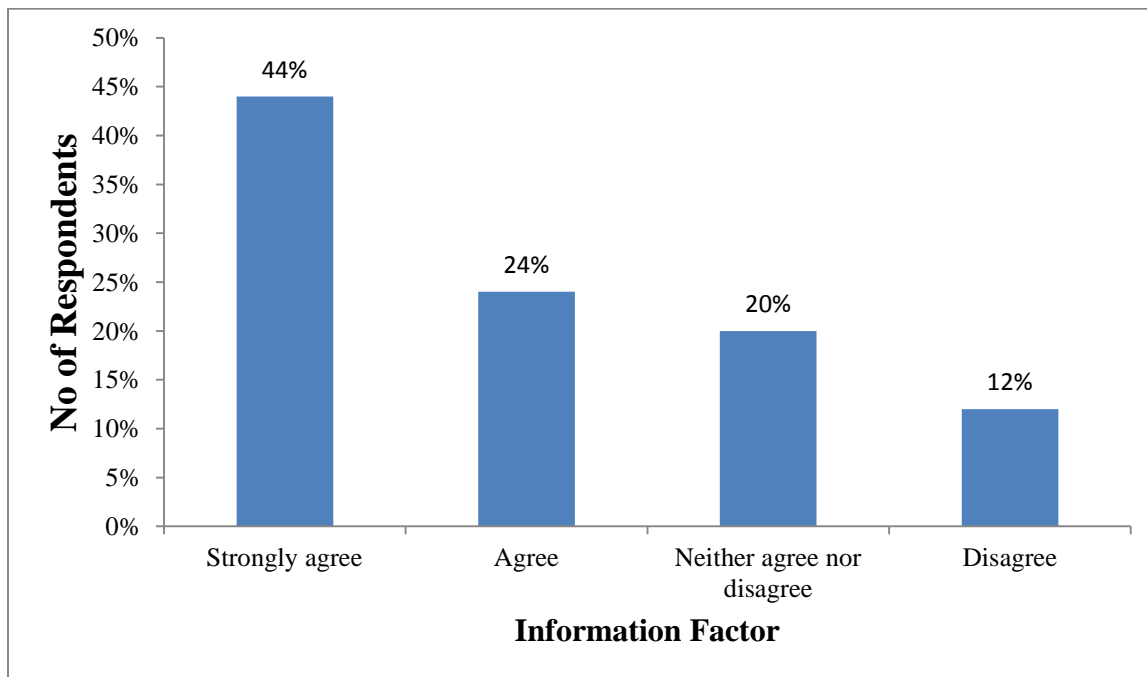
TABLE NO 4.13

Table showing the Complete Company Information Factor.

Information Factor	No of Respondents	Percentage of Respondent
Strongly agree	22	44%
Agree	12	24%
Neither agree nor disagree	10	20%
Disagree	6	12%
Total	50	100%

CHART NO 4.13

Complete Company Information Factor.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 44% of the customers strongly agreed that complete company information factor influence them to go for e-marketing, 24% of the major customers agreed that e-marketing gives complete company information and remaining 20% & 12% average and strongly disagreed about this factor.
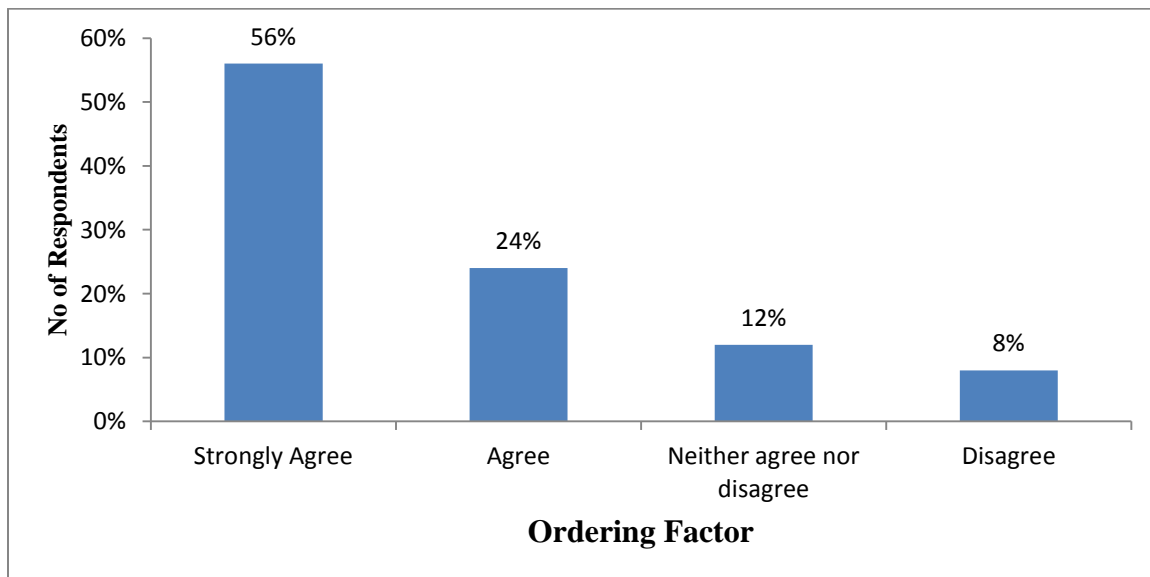
47

TABLE NO 4.14

Table showing the Ordering Factor

Ordering Factor.	No of Respondents	Percentage of Respondent
strongly agree	28	56%
Agree	12	24%
neither agree nor disagree	6	12%
Disagree	4	8%
Total	50	100%

CHART NO 4.14

Ordering Factor.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 56% of the major customers strongly agreed that ordering factor influence them to go for e-marketing, remaining 24% of the customers agreed that e-marketing is good for ordering and remaining 12% of the customers having average impact on ordering and remaining 8% disagree
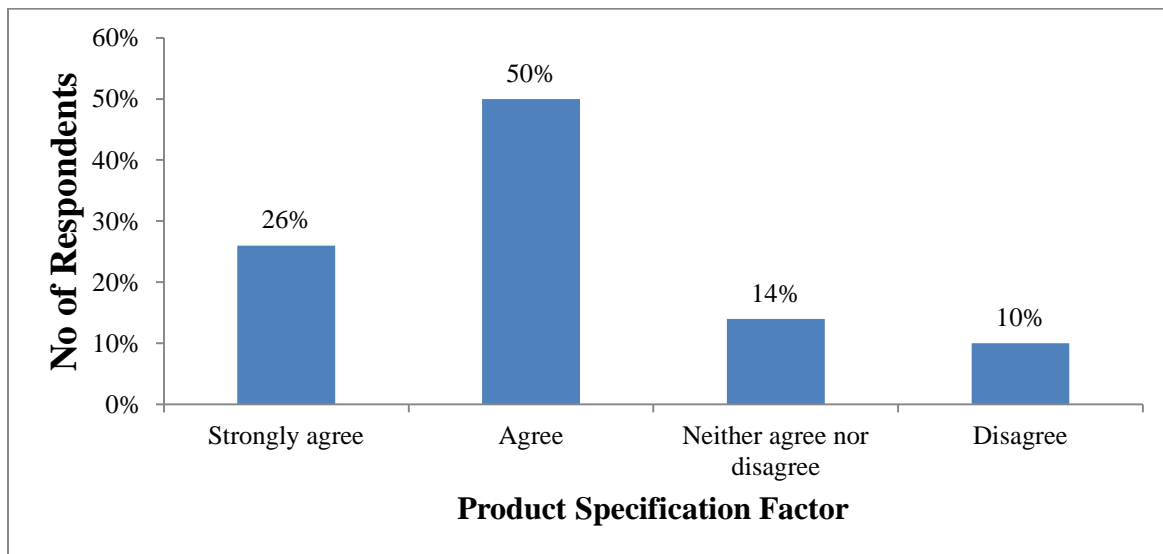
TABLE NO 4.15

Table showing the Product Specification Factor

Product Specification Factor.	No of Respondents	Percentage of Respondent
Strongly agree	13	26%
Agree	25	50%
Neither agree nor disagree	7	14%
Disagree	5	10%
Total	50	100%

CHART NO 4.15

Product Specification Factor.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 50% of the customers agreed that product specification factor influence them to go for e-marketing, 26% of the major customers strongly agreed that through e-marketing the customers can get better product specification and 14% of the customers perception is average regarding product specification and remaining 10% of the customers perception is Disagree
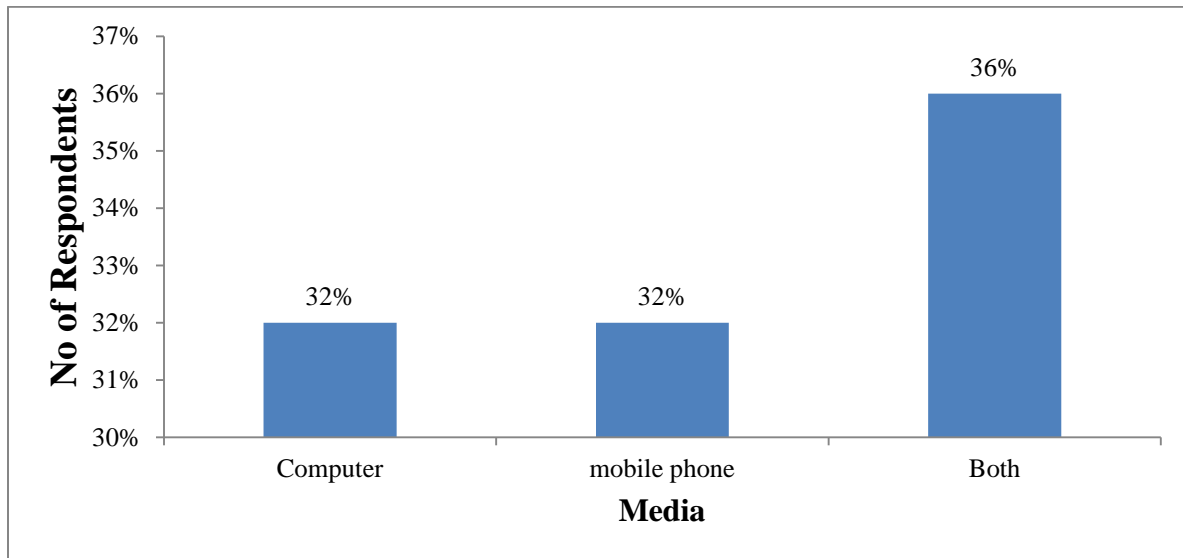
TABLE NO 4.16

Table showing which media respondents to access e-marketing services use.

Media	No of Respondents	Percentage of Respondent
Computer	16	32%
mobile phone	16	32%
Both	18	36%
Total	50	100%

CHART NO 4.16

Chart showing which media respondents to access e-marketing services use.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 36% of the customers use both computer and mobile phone to access e-marketing services 32% of the customers use computer to access e-marketing services, and remaining 32% of the customers use mobile phone to access e-marketing services
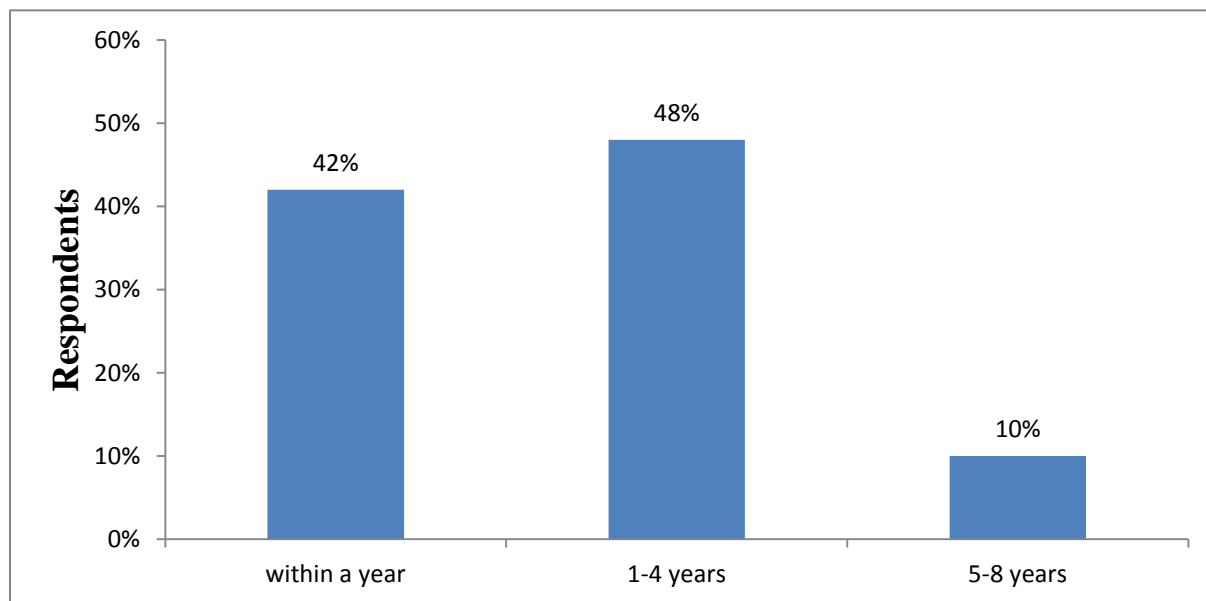
TABLE NO 4.17

Table showing from how long the respondents been using e-marketing services.

Years	No of Respondents	Percentage of Respondent
within a year	21	42%
1-4 years	24	48%
5-8 years	5	10%
Total	50	100%

CHART NO 4.17

Chart showing from how long the respondents been using e-marketing services.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 42% of the customers have been using e-marketing services within a year, 48% of the customers have been using e-marketing services from 1-4 years and remaining 10% of the customers have been using e-marketing services from 5-8 years.
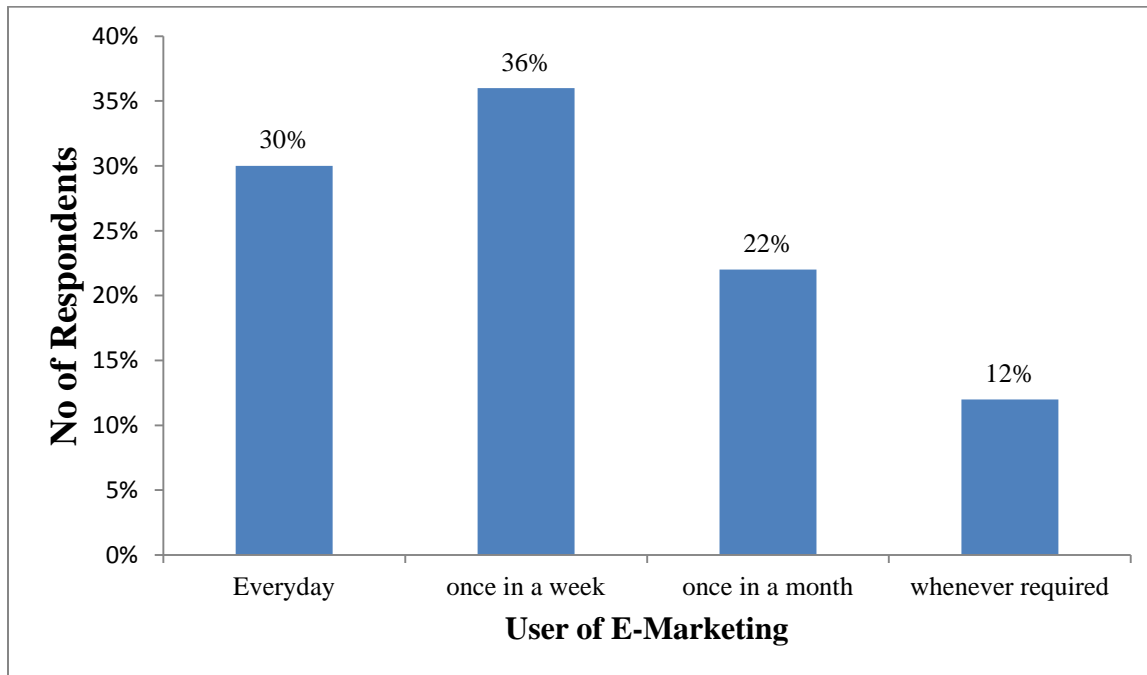
TABLE NO 4.18

Table showing how often respondents use e-marketing services by Shri Ram Granite Industries.

User of E-Marketing	No of Respondents	Percentage of Respondent
once in a week	15	30%
once in a month	18	36%
once in a Year	11	22%
whenever required	6	12%
Total	50	100%

CHART NO 4.18

Chart showing how often respondents use e-marketing services provided by granites.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 36% of the customers e-marketing services once in a week provided by Shri Ram Granite Industries, 30% of the customers use once in a month, 22% of the customers use once in a year and remaining 12% of the customers use whenever required.
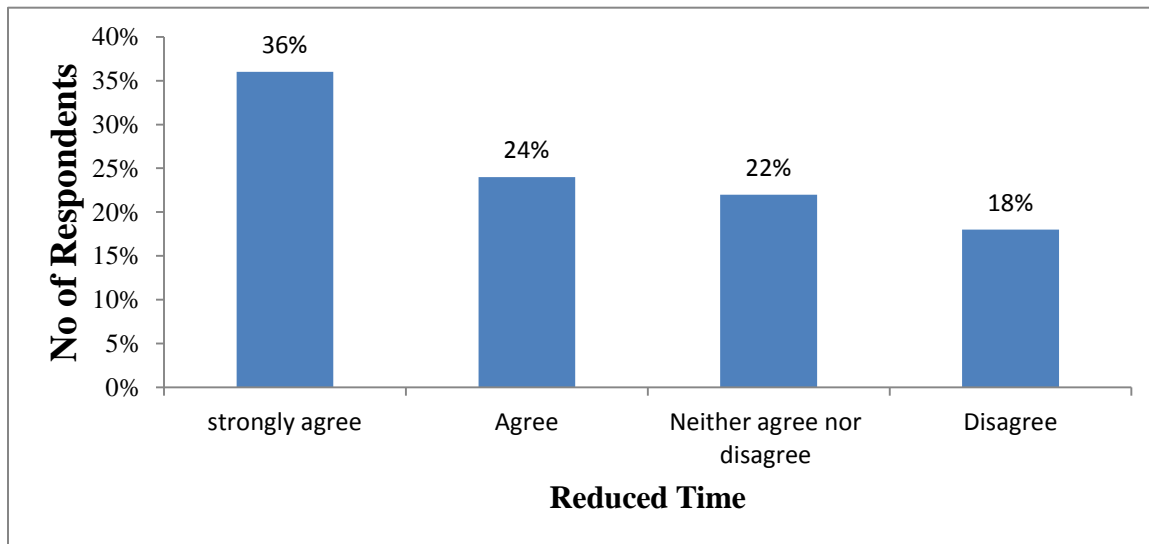
TABLE NO 4.19

Tables showing how e-marketing services are helpful to Reduced Time.

Reduced Time	No of Respondents	Percentage of Respondent
strongly agree	18	36%
Agree	12	24%
Neither agree nor disagree	11	22%
Disagree	9	18%
Total	50	100%

CHART NO 4.19

Reduced Time.

INTERPRETATION:

The above Chart illustrates that among 50 respondents, 36% of the customers strongly agreed that Reduced Time factor influence them to go for e-marketing, 24% of the major customers agreed that through e-marketing the customers can get better Reduced Time and 22% of the customers perception is average regarding Reduced Time and remaining 18% of the customers perception is Disagree
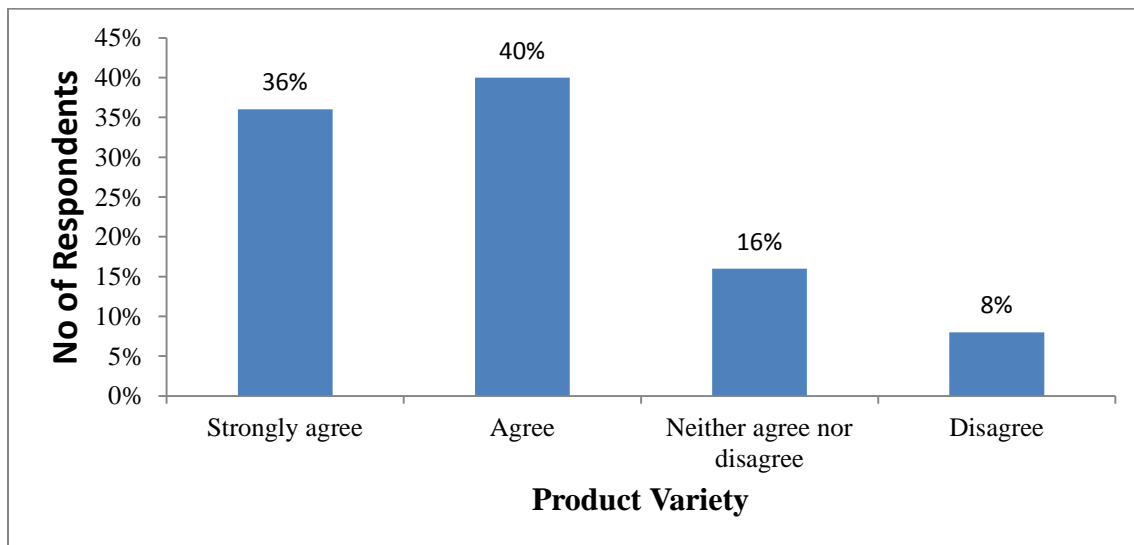
TABLE NO 4.20

Tables showing how e-marketing services are providing Variety of Product

Product Variety	No of Respondents	Percentage of Respondent
Strongly agree	18	36%
Agree	20	40%
Neither agree nor disagree	8	16%
Disagree	4	8%
Total	50	100%

CHART NO 4.20

Product Variety.

INTERPRETATION:

The above Chart illustrates that among 50 respondents, 40% of the customers agreed the e-marketing services helps them to get variety of products, 36% of the major customers strongly agreed that e-marketing services helps them to get the variety of products at their place, 16% of the customers perception is average about this factor and remaining 8% of the consumers are disagree

TABLE NO 4.21

Tables showing how e-marketing services are helpful for the Cost Effectiveness

Cost Effective	No of Respondents	Percentage of Respondent
Strongly agree	26	52%
Agree	14	28%
Neither agree nor disagree	5	10%
Disagree	3	6%
Total	50	100%

CHART NO. 4.21

Cost Effective.
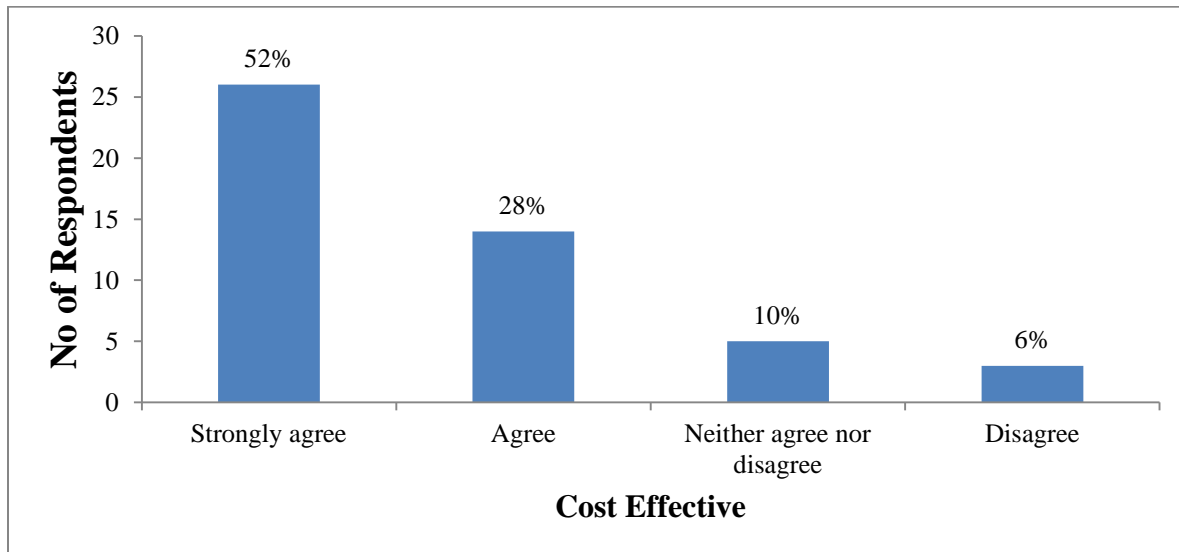
INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 52% of the major customers strongly agreed that the e-marketing services helps them to reduce the cost , 28% of the customers agreed that e-marketing services helps them to reduce the cost and remaining 10% of the customers are average and 6% of the customers totally disagreed.

TABLE NO 4.22

Tables showing how e-marketing services is Being up to date

Being up to Date	No of Respondents	Percentage of Respondent
Strongly agree	22	44%
Agree	14	28%
Neither agree nor disagree	8	16%
Disagree	6	12%
Total	50	100%

CHART NO 4.22

Being up to Date

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 44% of the major customers strongly agreed that the e-marketing services helps them to updated information, 28% of the customers agreed that e-marketing services helps them to get updated information and remaining 16% of the customers are average and 12% of the customers totally disagreed.
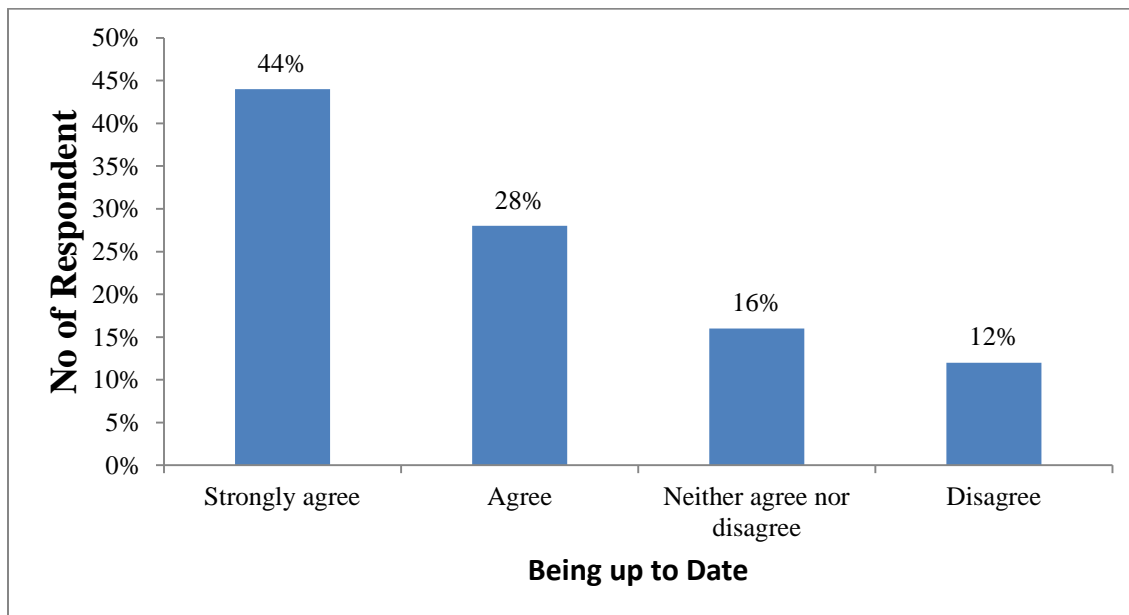
TABLE NO 4.23

Tables showing how e-marketing services

Reduced Effort	No of Respondents	Percentage of Respondent
Strongly agree	21	42%
Agree	17	34%
Neither agree nor disagree	8	16%
Disagree	4	8%
Total	50	100%

CHART NO 4.23

Reduced Effort.
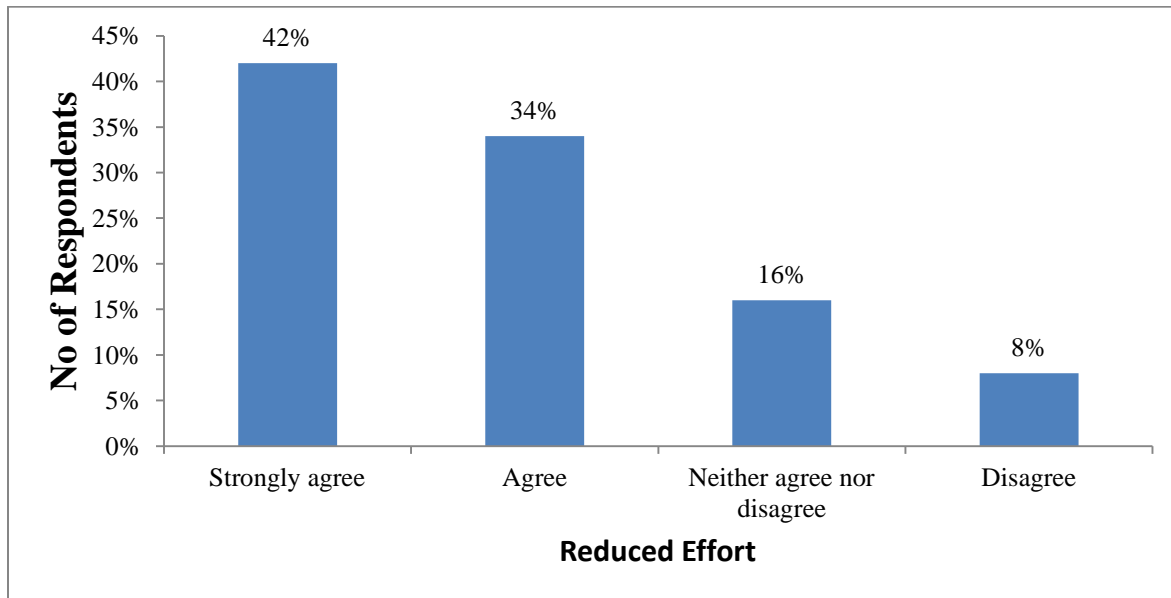
INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 42% of the major customers strongly agreed that the e-marketing services helps them to reduces the buying efforts, 34% of the customers agreed that e-marketing services helps them to reduces the buying efforts, 16% of the customers are average and remaining 8% of the consumer are disagree

TABLE NO 4.24

Table showing the Faster Response

Faster Response	No of Respondents	Percentage of Respondent
Strongly agree	21	42%
Agree	18	36%
Neither agree nor disagree	8	16%
Disagree	3	9%
Total	50	100%

CHART NO 4.26

Faster Response.

INTERPRETATION:

The above table and Chart illustrates that among 50 respondents, 42% of the major customers strongly agreed that the e-marketing services helps them to reduce the response time , 36% of the customers agreed that e-marketing services helps them to reduce the response time, 16% of the customers are in average and remaining 9% are disagree

Table No. 4.25
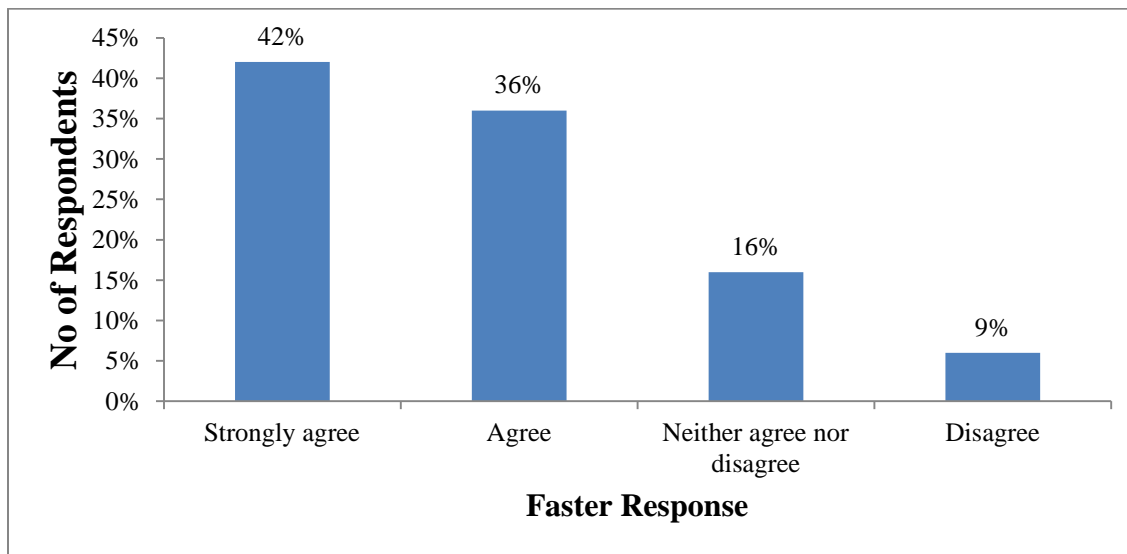
Table Showing Hypothesis Testing

Descriptive

Use of E Marketing Service			
	N	Mean	Std. Deviation
Matric	8	1.0000	.00000
Intermediate	10	1.8000	.42164
Graduation	15	2.7333	.45774
Post graduation	17	3.5882	.50730
Total	50	2.5600	1.03332

Interpretation:

The above descriptive table shows that, the higher the education qualification, higher will be the usage of e-marketing which is shown in the result (Mean Value). There is increase in the Mean value as the qualification is higher.

ANOVA

E Marketing Service					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	43.669	3	14.556	77.401	.000
Within Groups	8.651	46	.188		
Total	52.320	49			

The above ANOVA table shows that, the usage of e-marketing varies with the education qualification with significant value 0.00 which is less than 0.01. That means there is significant variation in terms of usage of e-marketing, which is influenced by education qualification.

5.1 FINDINGS

1. 34% of the customer are Post Graduated

2. 48% of the customer are Business Men

3. 50% of the customers are loyal to the Shri Ram Granite Industries.

4. 90% of the customers are aware of e-marketing services offered by Shri Ram Granite Industries.

5. 34% of the customers are familiar with e-marketing service through mobile_phone marketing.

6. 64% of the customers says that mobile phone-marketing is most useful mode of e-marketing.

7. 50% of the customers agree that the current e-marketing service offered by Shri Ram Granite Industries is competitive.

8. 68% of the customers agree that e-marketing done by Shri Ram Granite Industries

9. 60% of the customers say that e-marketing services help them to being upto date about market information.

10. 52% of the customer are strongly agree with the Security Factor

11. 50% of the customer are strongly agree with the Quality Service

12. 42% of the customer are strongly agree with the Faster Response

13. 68% of the customers face difficulties that dependability on technology in using e-marketing service.

5.2 Suggestion

- ✓ Shri Ram Granite Industries should increase the information gap between the company and its consumers.
- ✓ Since most customers use or meet and send e-mail marketing much more than other platforms, Shri Ram Granite Industries should take full advantage of these two platforms.
- ✓ The company should focus on starting a company's own website to maximize the sales even more and revenue out of it because the major customers response is that Shri Ram Granite Industries is lacking in website-marketing.
- ✓ The company uses only few tools of e-marketing; they are many tools like Website own App which can attract more number of customers.
- ✓ They should streamline their e-marketing techniques, fine-tuning them for their specific market.
- ✓ They should adopt the techniques like viral marketing, better blogging and better e-mail marketing, as its evolutionary marketing – survival of only the fittest techniques.
- ✓ They should create awareness about their e-marketing services to the customers

5.3 CONCLUSION

In a competitive business environment, enterprises have changed their density from cost-cutting to quick customer feedback and innovative service. Businesses that understand this tendency will be based on their strategies, plans, and actions that are already being seen by their units. To succeed in the competitive environment of the 22st century, they need to respond quickly to market conditions, to know where the economic and population growth occurs, hire and sustain potential employees, fulfill and exceed customers' expectations, to reinvent them, loyal and profitable consumers.

The project of Shri Ram Granite Industries provided insight into the e-marketing techniques he used. There are some hurdles in the techniques that the company uses in e marketing, and then the company has explained it. It is an easy and inexpensive way to take customer orders as long-term e marketing, taking steps to make awareness about e marketing the field customers.

Most of Shri Ram Granite Industries customers are familiar with electronic marketing services, but the most common platforms are email marketing. This indicates that the market is open to electronic marketing services, but most companies have not yet exploited it, but it seems to be a very effective way to communicate and interact with customers. The mission of the company is to try to improve these platforms that customers enjoy and seem to be interested in while maximizing the revenue sources of these platforms.

It is clear from the study that most customers are aware of the e-marketing services offered by Shri Ram Granite Industries and the customer's opinion is to start up their own corporate website to maximize revenue streams.

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<div align="center">

Questionnaire:-

</div>

Dear Sir/Madam,

      I am Nikil. D. Devagirikar student of Acharya Institute of Technology**,** Bangalore. As a part of curriculum, I have undertaken a research on **"Effectiveness of E- marketing Strategy"** at Shri Ram Granite Industries**,** Kushtagi (Karnataka). I would be pleased if you spare your precious time in completing this questionnaire that enables me to enrich my familiarity with the topic and complete the study successfully.

Name: _____

Address: _____

1. Gender:

  a) Male   b) Female

2. Education Qualification

  a) Matric b) Intermediate c) Graduation   d) Post graduation

3. Income of Costumer _____

4. Nature of Job of Customer

  a) Business Man   b) Government Job Holder c) Private Job Holder d) Worker

5. How long have you been the customer of Shri Ram Granite Industries?

  a) 0-2years   b) 3-5years   c) 6-8years

6. Are you aware of e-marketing services offered by Shri Ram Granite Industries?

  a) Yes

  b) No

7. If yes, how did you get to know about the e- marketing services offered by Shri Ram Granite Industries?

   a) Internet
   b) Company Advertising
   c) Word of mouth
   d) Company employees
   e) Others specify…………..

6. Which of the e-marketing services you are familiar with.

   a) Social network marketing
   b) Mobile phone marketing
   c) E-mail marketing
   d) Websites

Do you know of any other? ……………………………………………………

7. Please mention which is the most useful mode of e-marketing services of Shri Ram Granites?

   a) Social network marketing
   b) mobile phone marketing
   c) E- mail marketing

8. How often do you use/ encounter e-marketing services?

a) Always b) Sometimes c) Never   d) Not sure

9. Do you think the current e-marketing services offered by Shri Ram Granite Industries make it competitive?

a) Yes   b) No

10. Is there any difference between the e marketing done by the Shri Ram Granite and other granite company?

a) Yes   b) No

If yes, please mention the difference

……………………………………………………………………………………

11. What factors influence you to go for e-marketing services?

SL. No	List	Strongly agree	Agree	Neither agree nor disagree	Disagree
1	Security and privacy				
2	Quality service				
3	Company information				
4	24*7 ordering				
5	Product specification				

12. Which media do you use to access e-marketing services offered by Shri Ram Granite Industries?

a) Computer

b) Mobile phone

c) Both

13. How long have you been using e-marketing services?

a) Within a year
b) 1-4 years
c) 5-8 years

14. How often do you use e-marketing services provided by Shri Ram Granite Industries?

    a) Everyday

    b) Once in a week

    c) Once in a month

    d) Whenever required

15. How e-marketing services are helpful for you?

SL.No	List	Strongly agree	Agree	Neither agree nor disagree	Disagree
1	Product variety				
2	Cost effective				
3	Being up to date				
4	Reduced Effort				
5	Faster response				
6	Reduced Time				

16. Do you have trouble in access e-marketing services?

    a) Yes   b) No
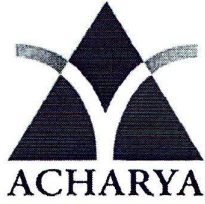
17. What difficulty is keeping you away from e-marketing services?

    a) Dependability on technology

    b) Hacking

    c) Lack of secrecy

    d) Lack of information

e) Others specify…………………

18. Any suggestions to improve the e-marketing services provided by Shri Ram Granite Industries?

……………………………………………………………………………………………….

ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: NIKIL D DEVAGIRIKAR

INTERNAL GUIDE: MR. M SENDHIL KUMAR

USN: 1IA17MBA37

COMPANY NAME: SHRI RAM GRANITE INDUSTRY

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3rd Jan 2019 – 9th Jan 2019	Industry Profile and Company Profile		
10th Jan 2019 – 17th Jan 2019	Preparation of Research instrument for data collection		
18th Jan 2019 – 25th Jan 2019	Data collection		
26th Jan 2019 – 2nd Feb 2019	Analysis and finalization of report		
3rd Feb 2019 – 9th Feb 2019	Findings and Suggestions		
10th Feb 2019 – 16th Feb 2019	Conclusion and Final Report		

SHRI RAM GRANITES

PARTNER/MANAGER

Company Seal

College Seal

HOD Signature