

PROJECT REPORT (17MBAPR407)
ON
“A STUDY OF ADVERTISING AND PROMOTION STRATEGIES
ADOPTED BY CHANDRIKA SOAPS AYURVEDIC PVT. LTD.”
BY
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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

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March 2019

CHANDRIKA

REAL AYURVEDA FOR FEARLESS SKIN

Date: 26/02/2019

TO WHOM SOEVER IT MAY CONCERN

This is to certify that **AAZIM RAFEEQ MOOSA** (registration no: **1AZ17MBA01**) a student of MBA from **ACHARYA INSTITUTE OF TECHNOLOGY, BANGALORE**, affiliated to **VTU** has successfully completed his project at **CHANDRIKA SOAP AYURVEDIC PVT.LTD.** Dated from 3rd January to 16th February 2019.

During the project he was governed by the rules and regulations of the organization, he showed an excellent degree of sincerity and dedication towards his work.

We wish him all the best for future endeavors.

For. **CHANDRIKA SOAP AYURVEDIC PVT. LTD**

HR MANAGER



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

Date: 10/04/2019

CERTIFICATE

This is to certify that **Mr. Aazim Rafeeq Moosa** bearing USN **1AZ17MBA01** 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 of Advertising and Promotion Strategies Adopted by Chandrika Soaps Ayurvedic Pvt. Ltd, Bengaluru**” is prepared by him under the guidance of **Prof. Suhaz Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I, **AAZIM RAFEEQ**, hereby declare that the Project report entitled “**A STUDY OF ADVERTISING & PROMOTION STRATEGIES ADOPTED**” with reference to “**CHANDRIKA SOAPS AURVEDIC PVT. LTD, Bangalore**” prepared by me under the guidance of **Prof. SUHAS PATEL**, faculty of M.B.A Department, (Acharya Institute of Technology) and external assistance by **Mr. A P Anil**, Business head CHANDRIKA SOAPS AURVEDIC Pvt. LTD, Bangalore. 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, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date : 10/04/2019

Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. PRAKASH M R**, beloved Dean-Academics, **Dr. DEVARAJIAH R M**, and deep sense of gratitude to **Dr. M M BAGALI**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

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Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

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EXECUTIVE SUMMARY

The project work “A study of advertising and promotion strategies adopted by **CHANDRIKA SOAPS AURVEDIC PVT. LTD**” was undertaken at Chandrika soaps. I did my project as per my topic. The Chandrika soap is one of the soap brand in India. The fact and idea established by C.R. Kesavan Vaidyar, it is presently possessed by Bangalore headquartered Wipro. Chandrika, the Ayurveda cleanser mark possessed by WCCL, the quick moving shopper merchandise (FMCG) and lightning arm of IT major Wipro. Chandrika was procured by Wipro consumer care and lightning (WCCL) in 2004 from Kerala- based SV products. As per the organization, the fixings in Chandrika products are coconut oil, wild ginger, lime peel oil, hydnocarpus oil, orange oil and sandalwood oil.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

For over 75 years, Chandrika has been the excellence mystery of a large number of ladies the world over. Today, it is a standout amongst the most confided in brands in South India, with its unadulterated Ayurvedic fixings known to cure skin issues and give Clear, Flawless skin, normally. Made with 85% unadulterated coconut oil and true Ayurvedic tailas, Chandrika successful little on the heritage of Chandrika – Chandrika is the world's first Ayurvedic cleanser and was propelled in 1940 by C R Kesavan Vaidyar, an Ayurvedic professional from Irinjalakuda, Kerala. He had the achievement though to utilizing genuine ayurvedic fixings in day by day utilize items, for example, cleansers. Following quite a while of research, he built up an awesome item which was sheltered, and shielded buyers from skin issues.

1.2 INDUSTRIAL PROFILE

The targets of all business are to make benefits and a promoting concern can do that by expanding its deals at gainful costs. This is conceivable, if the item is broadly cleaned to be group of onlookers the last customers, channel individuals and mechanical clients and through persuading contentions it is influenced to get it. Reputation makes a thing or a thought known to individuals. It is a general term showing endeavours at mass interest. As individual incitement of interest for an item administration or specialty unit by planting economically critical news about it in a distributed medium or acquiring great introduction of it upon video TV or stage that is not paid for by the support.

Then again, promoting means a particular endeavor to advance a particular item or administration at a specific cost. It is a technique for exposure. It generally deliberately supported by the support and includes certain cost and consequently is paid for. It is a typical type of non-individual correspondence around an association as well as its items thought benefit and so on that is transmitted to an intended interest groups through a mass medium. In like manner speech the term reputation and publicizing are utilized synonymously.

FMCG INDUSTRY

Quick moving buyer merchandise (FMCG) are ordinarily high volume, low esteem things with high open deceivability and a short life expectancy, for example, sustenance, drink ice cream parlour, toiletries, and family unit products. As the name would infer, it is one of the quickest developing segments in the UK economy and is a multi-million pound industry. It envelops a gigantic scope of items and administrations in assembling, dispersion and retailing. On the off chance that you consider a portion of the items you utilize regular like oat, cleanser, washing powder, solidified sustenance, the rundown is conceivably unending. As an ever increasing number of new items are propelled on to the market, the openings for work keep on growing for those needing to seek after and FMCG graduate profession.

FMCG IN INDIAN SCENARIO

- India is a vital market for FMCG players.
- The Indian FMCG part is the fourth biggest in the economy with aggregate market size of around US\$ 30 billion.
- During 1950's to 1980's there was a low venture as the acquiring force was low.
- The government had put a considerable measure of accentuation on the improvement of little scale segment.
- Food item is the main portion, bookkeeping 43 percent of the general market. Individual care 22% and texture mind 12% come next as far as piece of the overall industry.

FMCG IN GLOBAL SCENARIO

FMCG industry business standpoint and acquisition study 2016 highlights business points of view and obtainment enacts for the period traversing from April 2016 to 2016. It underlines supplier value variances, principle operational needs, company's interpretation of acquirement utilizing digitalization strategies and the normal changes in capital consumption. FMCG'S are the products that are exchanged much of the time prompting high volume, low value in light of rehased buys and are speediest to leave the grocery store or hyper advertise racks. It is a market that is exceedingly touchy to changes in discretionary cash flow or extremely request flexible. They might be ordered as sturdy and non-strong when arranged by there time span of usability, for example, cleansers, beautifiers, bundled nourishments, stationery, toiletries and so forth.

1.3 COMPANY PROFILE

Chandrika is a brand of ayurvedic/home grown cleanser fabricated and sold in India by SV Products. The item was propelled in 1940. Despite the fact that the idea and established by C. R. Kesavan Vaidyar, it is presently possessed by Bangalore headquartered Wipro. Chandrika, the ayurvedic cleanser mark possessed by WCCL, the quick moving shopper merchandise (FMCG) and lighting arm of IT major Wipro. Chandrika was procured by Wipro Consumer Care and Lighting (WCCL) in 2004 from Kerala-based SV Products.

As per the organization, the fixings in Chandrika cleanser are: coconut oil, wild ginger, lime peel oil, hydnocarpus oil, orange oil, and sandalwood oil. Each are asserted to have a specific restorative 0

In 1940 Sri Kesavan Vaidyar, an ayurvedic doctor began producing an ayurvedic cleanser called 'Chandrika', from a residential area called Irinjalakuda in Kerala.

When he initially made 'Chandrika Ayurvedic Soap', Ayurveda was not known or utilized as a part of non-therapeutic items. To start with Sri Kesavan Vaidyar gone by walking or by transport conveying the wooden case without anyone else. There were cruel circumstances when he even gone by clutching the stepping stool on the back of the transport and rested outside shops sitting tight for them to open, so he could pitch his item to them.

Confidence and faith in his creation, 'Chandrika Soap' gave him the fearlessness to persevere with it. His conviction and tirelessness paid off when individuals who utilized it understood its esteem and goodness and returned requesting more. When individuals found Chandrika, there was no turning back for him.

Sri.KesavanVaidyar went ahead to send out Chandrika Soap to all the western, Middle Eastern and far eastern nations.

Utilizing the salary from the business Sri.KesavanVaidyar set up various organizations so that individuals who were not as lucky as he was could profit by his favourable luck.

He built up Lal Memorial Hospital, an altruistic healing facility so that the less blessed could benefit of fundamental medicinal administrations that were not accessible to them. He additionally settled a nursing school to bolster this cause and to advance proficient social

insurance. He likewise settled S.N. Government funded School, a state funded school, an open library and an instructors' preparation school trusting that Education would enable individuals to engage themselves, esteem.

AYURVEDA

Ayurveda is a word from Sanskrit - the antiquated dialect of India - that interprets as information or study of life. Ayurveda started somewhere in the range of 5,000 years prior in the oral lessons of antiquated rishis (articulated ree-shees), or otherworldly bosses, who trusted that every single living thing depended on hidden energies. They created Ayurveda as a technique for adjusting these energies and hence advancing ideal wellbeing and life span. Ayurvedic hypothesis impacted Greek and Chinese prescription and advanced into a complex framework for anticipating and treating illness.

The expression "Ayurveda" actually signifies "the exploration of life". This old arrangement of pharmaceutical, created in India over a time of 5000 years, incorporates both Preventive and Prescriptive perspectives. Ayurveda offers a lot of brilliant common sense guidance for the basic man on each part of life and living. What is special to Ayurveda is Ayurvedic professionals instruct patients to comprehend their one of a kind real constitutions and demonstrate to them best practices to utilize consume less calories, back rub, herbs, and way of life acclimations to orchestrate body, brain, and soul. Contrasted with different frameworks of prescription, this normal way to deal with human services got energy about the world as sheltered and logical.

Today, an expected 300,000 ayurvedic doctors rehearse in India, frequently in close conjunction with specialists prepared in Western, ordinary solution or in homeopathy. As of late a more science-insightful go up against Ayurveda has spread to far off parts of the world including the United States, where it has started to prosper close by other comprehensive, understanding focused, characteristic, non-obtrusive restorative frameworks, for example, conventional Chinese medication.

Established in 1940, called 'ChandrikaAyurvedic Soap' when it was not a form to call items "Ayurvedic." 'Chandrika Soap' is made with immaculate vegetable oils, for example, sanitized Coconut oil, Sandalwood oil, and Patchouli oil; it doesn't utilize any creature fat or items. 'Chandrika Soap' is not tried on creatures.

Chandrika gives nature something to do at administering to your skin. It doesn't contain any creature fat. Chandrika is traded to nations like USA, UK, Italy, France Germany, and so forth and has been trusted by a large number of individuals for a long time now. It's chance you found why.

The fixings are:

1. Coconut Oil: it supports, saturates and helps your skin tan.
2. Wild Ginger: mitigates the skin and forestalls contaminations and rashes.
3. Lime Peel Oil: for a reviving cooling impact and rich, infiltrating foam with an astringent activity.
4. Hydnocarpus Oil: avoids skin issues, rashes and episodes.
5. Orange Oil: fixes pores, avoids pimples and clogged pores.
6. Sandalwood Oil: to cool, invigorate and delicately scent your skin.

1.4 MISSION AND VISION

Mission

We providing pure, quality, natural earth friendly soaps. Our goal is to fulfil each individual's necessary needs by providing quality products.

Vision

To become most influential and customer friendly natural soap company in the world. We considering customers' needs and wants and customers skin protection. So we exploring new ideas and providing useful products to customers.

1.5 PRODUCT

Chandrika has only one product in their product line-up, which is Chandrika soap.

1.6 COMPETITORS INFORMATION

The main competitors of Chandrika are:

- Lifebuoy
- Dove
- Nivea
- Pears
- Hamam
- Medimix
- Santoor
- Himalaya
- Lux
- Cinthol
- Patanjali
- Liril
- Mysore Sandal
- Fama Di Wills
- Dettol

1.7 AREAS OF OPERATION

Chandrika is a moderately famous soap brand in India. The company sells their product all over India. But the company mainly focuses on the southern part of the India, since it is the strongest market for them than the northern part of India.

1.8 SWOT Analysis

The SWOT analysis help us to find out all the strengths, weaknesses, opportunities and threats of a company which in determining the position and helps to achieve all the future goals and strategies of the company.

Internal Environment	Strengths	Weaknesses
External Environment	Opportunities	Threats

STRENGTH

- Solid brand image
- Ayurvedic product. Having no side effects on skin
- Solid brand advancement however moderately bring down cost
- Solid statistical surveying

WEAKNESS

- A considerable measure of substitute items
- No much famous in all areas of India
- High cost of goods sold
- Lack of variety products

OPPORTUNITIES

- The company can introduce natural cleansers
- Company can improve the market share
- Scope for Innovation and R&D

THREATS

- Purchase absence of information
- Worldwide media
- No obstruction for new passage

1.9 FUTURE GROWTH AND PROSPECTS

There is a lot of scope for the soap industry in India as well as in the global market. The company mainly focus on expanding the market and acquire the market share. Future plans of the company are

- Adoption of latest technology.
- Expand the market share.
- New product development.

CHAPTER 2

CONCEPTUAL BACKGROUND & LITERATURE REVIEW

2.1 THEOROTICAL BACKGROUND OF THE STUDY

What is advertising?

Advertising simply means the paid form of promotion. Advertisement plays an important role in marketing. The company can share the information to the customers through the advertisement. Advertisement is a marketing communication which helps the marketers to share the knowledge about the product or service to the customers. The advertisement is not a direct form of promotion unlike personal selling or direct marketing.

There are so many ways of doing advertisement. Usually advertisement is communicated to the public through television, radio, newspaper, journals, websites, direct mail, social media etc...

For branding also advertisements is very important. The advertisement should be able to communicate properly the idea or information to the customers. A good advertisement will create good image about the company or it's products in the mind of customers. And a bad advertisement will make bad impression too. So, the company should be very careful about the theme and idea of a particular advertisement.

There are also some precautions to be taken before doing an advertisement. The content of advertisement should not include any bad content. It should not hurt any particular group of people or their belief. And the company cannot also mention the name or logo of the competitors directly in the advertisement. The government mentioned clearly some rules and regulations related to advertisement.

The cost of advertisement also is an important factor to be considered by the company. The company can't simply send more than its financial capacity for the advertisement. The advertisement cost should affordable for the company.

FUNDAMENTAL FEATURES OF ADVERTISING

Following are the features of advertisement:

1. Advertisement is a paid form of promotion:

To do the advertisement, the company has to spend money. The company can do the advertisement through television, newspaper, journal, magazine etc...

2. Advertisement is not a personal form of promotion:

Advertisement is done in the form of mass media, so there will be no direct interaction with the customers.

3. Identified sponsor issue the advertisement:

The sponsor of the advertisement should be revealed otherwise it may lead to distortion.

4. Advertisement promote the information about a product or service of a company:

The advertisement help the company to promote their products to the market. It also transfer the information about the product or service to the customers.

5. Fast and mass form of promotion:

Advertisement can be reached fastly to the public and the effect is very higher than any other form of promotion.

FUNCTIONS OF ADVERTISING

Advertising simply means the paid form of promotion. Advertisement plays an important role in marketing. The company can share the information to the customers through the advertisement. Advertisement is a marketing communication which helps the marketers to share the knowledge about the product or service to the customers. The advertisement is not a direct form of promotion unlike personal selling or direct marketing.

Following are the main functions of advertisement:

1. Finding the products and brand:

One of the main function of advertisement is to find the products and brand. The customer can easily identify the brand logo and thereby the products with the help of an effective advertisement.

2. Sharing information about the product to the public:

This is another important function of advertisement where the company shares about their product to the public. They also share information about how to use the product as well.

3. Create a demand for the product:

Advertisement creates a demand for the product in the minds of the customers. This can be achieved to an effective advertisement.

4. Maintaining and building customer base:

Quality advertisement will help the company to build and maintain a good customer base. This can be considered as a very important function of advertisement since the customer is the ultimate king for any company.

5. Motivating customers to purchase:

Advertisement always motivate the customers to buy a particular product. An advertisement can make the customer to feel that they deserve the product and it will lead to the final action of purchase.

SORTS OF ADVERTISING

There are mainly 2 sorts of advertisements. They are

1. Product advertising
2. Institutional advertising

Product advertising

In this sort of advertising the company will focus more on the products rather than the company image. In this the advertiser will focus on building the brand image of the product. They focus to create good image on a particular product in the mind of the customers. They focus to create the product attractive.

Institutional advertising

Unlike the product advertising institutional advertising will focus more on building a good image over the manufacture or the company. It aims to make the outlet positive and attractive.

OTHER TYPES:

Alternate sorts are as per the following:

- a. Consumer promoting
- b. Comparative promoting
- c. Reminder promoting
- d. Reinforcement promoting

ADVERTISING OBJECTIVES

Advertising simply means the paid form of promotion. Advertisement plays an important role in marketing. The company can share the information to the customers through the advertisement. Advertisement is a marketing communication which helps the marketers to share the knowledge about the product or service to the customers. The advertisement is not a direct form of promotion unlike personal selling or direct marketing. There are some important advertisement objectives. They are as follows:

- Introduction of a new product to the market.
- Introduction of new brand to the customers.
- Creating awareness to the customers about the product or service.
- Creating new customers or forcing them to switch from their old brand to new.

- Creating value about the product in the minds of customers.
- Product differentiation from competitor's product.
- Developing and creating brand image.
- Product positioning and making the customer to remember about the brand.
- Achieving more sales and turnover.
- Increase in performance and profit maximisation.
- Developing desires in the minds of customers.
- Making the customer to do action in favour of company.

BENEFITS OF ADVERTISEMENT

There are various benefits of advertisement. They are as follows:

- Easy to introduce a new product in the market.
- It helps in market expansion for the manufacturer.
- Helps in increasing the sales of the company.
- To compete successfully in the market.
- It helps to build goodwill and good reputation.
- Helps in educating the customers about the particular product.
- It helps to eliminate the middlemen.
- It helps in creating employment opportunities.
- It helps in reducing the cost of newspaper and magazines.
- Advertisement ensure good quality of product to customers.
- Advertisements helps and supports the sales of the company.

2.2 REVIEW OF LITERATURE

There has been a plenty of studies made on the zones of showcasing methodologies. The greater part of these reviews are on reasonable and useful regions of advertising techniques, showcasing blend variables, advertise introduction and so forth. The vast majorities of them are as research papers, books, distributed articles and reports and so forth. Thorough review with research introduction on advertising techniques of cleanser assembling industry as a rule and KS and DL, specifically is exceedingly insufficient. In this part an endeavour is made to show the survey of accessible writing on the point.

STUDIES ON MARKETING STRATEGIES AND ELEMENTS OF MARKETING

A few reviews have been made on advertising methodologies, components of promoting blend and related viewpoints. In what takes after is brief survey of such reviews.

Slope and Jones have given the feeling that a commonplace multi business organization has three principle levels of administration: the corporate level, the business level and the useful level. The reason basic the prevalence of this plan is its capacity to disentangle, distil and total complex system wonders into a clear and workable shape for examination and translation. Schwenk, watches that the danger of misrepresenting general understandings, technique development can be considered as a cognizant procedure through which a future arrangement is made and afterward followed up on and is autonomous of methodology usage. Procedure arrangement is a procedure relying on an example or stream of choices mirroring an ID stage, advancement stage and determination period of methodology.

Gerbing and others, opine that the methodology procedure embraces the presumption of decisional discernment where a precise procedure is followed in setting up a consistent and consecutive example of choices, from objective plan through to key decision and system usage.

Fredrickson considered system arrangement regarding the breadth of the procedures included and depicted it as the degree to which an association endeavours to be comprehensive or comprehensive in settling on and incorporating vital choices. In his exploration, he watched that a positive relationship exists amongst exhaustiveness and firm execution. Miller[^] has likewise discovered that high-performing firms were recognized from

low-performing firms on the premise of orderly filtering of the earth, investigation and methodology making levelheadedness.

Priem and others have given the sentiment that the predefined critical relationship between general firm execution and arranging, examining and examination.

Capon and others found that organizations utilizing formal arranging forms beat those that did not.

Vorhies and others conclusion that the key administration and showcasing written works demonstrate that the way of advertising's commitment to business procedure arrangement and its business execution suggestions can be affected by various elements. These potential impacts are arranging adequacy, inward trade forms, participative arrangement making, number of workers and deals turnover

Cravens says that the showcasing methodology and execution of the technique are two of the most essential parts of key advertising arranging. These two segments are typically talked about independently in advertising procedure writings. That is, showcasing procedure is planned and after that actualized. By and by, poor usage can undermine great system.

BoongheeYoo shows the relationship of marketing mix and creation of brand quality. It will create loyalty and brand awareness. He says high brand quality is related with high price, good store image and huge advertising ways.

Chamber ling contends that purchasers in the market have a genuine flexibility to separate, recognize, or have particular inclinations among the contending yields of the venders. This view prompted the improvement of the differential preferred standpoint idea, a standout amongst the most imperative ideas in the promoting hypothesis.

In Chamberlin's[^] monopolistic rivalry hypothesis contends that the item is characterized as a 'heap of utilities' in which the physical offering is one component, and turns into the premise on which a vender can separate his offering from that of his rivals.

Alderson has noticed that separation in an item's qualities gives a vender control over the item to character and arrange precisely. This implies, the vender offering an item not the same as others really involves an imposing business model position in the market. In any

case, this item separation can be founded on item attributes, for example, protected elements, trademarks, bundling and so forth.

Alderson has given the assessment that, behind the acknowledgment of separation are contrasts in taste wants, pay, area of the purchasers, and the employments of products. It is, notwithstanding, the presence of shifted needs and needs in the commercial centre that permits rivalry through item separation and a strategy of differential favourable position to be sought after.

Smith likewise deciphered that, the dealer seeks after a strategy of differential preferred standpoint all in all, and item separation specifically, to meet both aggressive exercises and the different needs and needs in the commercial centre. Be that as it may, the merchant can seek after an arrangement of item separation, either by offering a similar item all through the entire market and secure a measure of control over the item's request by publicizing and advancing contrasts between his item and the results of contending venders, or by survey the market as various little homogeneous markets (advertise sections) each having distinctive item contrasts and modifying the item and the components encompassing its deal as per the necessities of each market portion. The merchant, who receives the last strategy in seeking after an arrangement of item separation, is really seeking after an approach of market division. Be that as it may, an approach of differential favourable position must be dynamic in nature since the dealer should ceaselessly alter his 'aggregate offering' to coordinate the always showing signs of change focused exercises and clients' 'inspiration blends' in the commercial centre. **Thompson** made the inference that the two most imperative calculates Marketing are a) The item and b) a definitive shopper (individuals). The conspicuous goal is to get these two in immaculate agreement. On the off chance that this circumstance does not exist, he at that point continues to express that, in spite of the fact that organizations can rather effortlessly change items, they can't change individuals, however essentially impact them. The creator's definitive comment is that, the most vital controllable figure showcasing is the item.

Levitt has proposed that the product can be analysed at five distinct levels:

- Core advantage — alludes to the principle regale the client purchases
- Basic item - alludes to the essential qualities or characteristics of the item, without which there is no item

- Expected item - alludes to the attributes of the item that the client underestimates
- Augmented item - alludes to the item attributes that outperform the client's desires
- Potential item - alludes to those attributes that could be added to the item later on and offer client enchant.

These days, organizations are contending at the enlarged item level. At the end of the day, they attempt to separate their offerings by giving item qualities that are past the normal useful components.

According to the opine of **Beverland and Veryzer**, Managing configuration is a part of promotion's exercises yet generally little is thought about the connection amongst advertising and plan. At one level, promoting requires plan skill to address client issues and convey mark esteems through a progression of components like items, packs, corporate character and publicizing. Configuration is principal to business achievement and aggressiveness. To abuse new markets, to hold or recover their offer of world markets, makers need to grow new items and administrations that customers need. Whatever the advertising objectives - clutching piece of the pie, expanding piece of the overall industry or entering another market - it is interest in outline and item advancement that delivers the new or refreshed/updated items or administrations, bundling and correspondences that accomplishes these objectives.

Olins proposes that outline is the visual introduction of promoting and passes on, specifically, mark esteems to the customer. However, this is more conventional approach of outline as an utilitarian asset to help showcasing. And furthermore, outline is ending up noticeably more comprehensively seen as an inventive resource in its own right, which can make a free commitment to technique and initiative.

Kotler and Rath, recommend that great plan separates organizations and makes items 'emerge from the group'. Inventive outline opens up new markets. Sharp plan revives enthusiasm for items in a develop showcase. Very much planned items convey quality and incentive to the buyer. It upgrades the item's allure and appeal, making determination by the purchaser simpler a rundown of the promoting advantages of configuration is as per the following: (an) Enhances item and administration quality, (b) Differentiates items and administrations, (c) Markets items and administrations and improves organization picture, (d) Lowers generation as well as support costs, (e) Adds to the imagination, (f) Intellectual property and skill of the organization.

Schoorsman and others, opine that the bundling research has concentrated on its general attributes and configuration; impact on item assessment; correspondence angles; the effect of size on utilization; use as a wellspring of benefit; the perceptual procedures for plan and visual effect on shopper consideration, arrangement and assessment.

Sagar and Kumar have drawn the assessment on bundle which is the substance of an item. Bundling includes the exercises of outlining and delivering the holder and wrapper for the item. Up to three levels, of material might be utilized as a part of bundling, i.e. essential bundle, optional bundle and delivering bundle.

Kotler, contended that the numerous advertisers have called the bundling a fifth 'P'; the other four Ps are Product, Price, Place and Promotion. So bundling is utilized as an advertising device. All around planned bundles can make accommodation and special esteems.

Etzel and others opine that the pressing fills a few needs, for example, securing the item on its way to the shopper, ensuring the item after it is acquired, picking up acknowledgment of the item, influencing customers to purchase the item, supporting self-benefit, purchaser prosperity, organization and brand acknowledgment, and development opportunity.

Phillips contends that the modern buyer is more instructed, more complex and more skeptical. Subsequently, the customers are putting off their basic leadership until at the purpose of procurement. Thusly, this has prompted an expansion in drive buy and brand exchanging, and therefore a decrease in the energy of marking and conventional showcasing approaches. Thus, the significance of showcasing correspondences by making utilization of the bundling has expanded.

Ramaswamy and Namakumari reason that bundling must have the capacity to emerge from different bundles. This can be proficient by the utilization of shading, shape, duplicate, trademark, logo or extra elements. This part of bundling was misused by Hindustan Lever's Le Sancy cleanser, with its exceptional bean shape, which was bundled in straightforward poljhene to show its shape. Clients could encounter the remarkable shape, shading and appearance without precedent for the result of cleanser. This bundle firmly impacted the high trail buys.

Shapiro contended that estimating is a critical choice zone of advertising. It is the main component of the advertising blend that creates income and the various components include cost. Cost is likewise a standout amongst the most critical commercial center markers.

Lichtenstein, Ridgway and Netemeyer, opine that the all unavoidable impact of cost is because of the way that the value consider is available all buy circumstances and speaks to all shoppers. In spite of the fact that it is trusted that value fills in as a marker of value, there exists no broad cost saw quality relationship.

Zeithaml, says that the utilization of cost as a marker of value relies on upon the accompanying The accessibility of different pointers to quality

- a. The value variety inside an item class,
- b. The item quality variety inside an item class,
- c. The level of purchaser mindfulness about cost,
- d. The purchasers' capacity to recognize quality variety in an item gathering.

As indicated by Kotler, deals advancement comprises of a differing gathering of motivating force apparatuses, generally here and now intended to empower faster and additionally more noteworthy buy of specific items/benefits by shoppers or the exchange.

Roger Strang has given a more oversimplified definition i.e. "deals advancements are here and now impetuses to support buy or offers of an item or administration." Hence, any types of motivations (value cut or esteem included nature) offered for brief period either to exchange or shoppers are considered as deals advancement exercises.

Stem, El-Ansary, and Coughlan have inferred that the dissemination force has been ordinarily characterized as the quantity of middle people utilized by a producer inside its exchange regions. Perfect conveyance force would make a brand accessible broadly enough to fulfill, however not surpass, focus on clients' needs, on the grounds that over immersion expands showcasing costs without giving advantages. The utilization of excessively couple of middle people can restrict a brand's level of introduction in the commercial center. Be that as

it may, utilizing excessively numerous mediators can be negative to the brand's picture and its aggressive position. "Elite conveyance" in connection to "concentrated appropriation" has been inspected in the financial matters writing. Contrary to customary financial hypothesis, numerous market analysts now contend that elite dissemination can have pre-focused impacts when middle person support is basic to the accomplishment of the brand. High dispersion force may advance deals in the short run, yet long haul results are less certain.

Ruekert has given the sentiment that for more than 40 years the showcasing idea has been depicted similar to the administration logic that spotlights on fulfilling client needs and needs in light of client learning. As of late in any case, inside the scholarly writing expanding consideration has been given to the idea of market introduction. This recovery of the consideration for a market introduction has been driven by natural changes, a more focused universal commercial centre, expanding pace of evolving innovation, a shortening of item life cycles, and a lessening in client steadfastness.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

The goals of all business is to increase the sales and maximise the profit. For that, the advertisement plays an important role. The study focus on how effective is the advertisement strategies adopted by chandrika. In this competitive global world, advertisement is very important for the company to survive because it transfers the information about the product from the company to the customers.

3.2 NEED FOR THE STUDY

Advertising is very important for every companies. When it comes to the consumer goods like soap advertisement is very important. So company should have better advertising and promotional strategies to compete in the market. In order to expand the market share of the company the advertisement and the promotion will play important role.

The study is very relevant because it shows the impact of advertisement and promotion of the company. And it will show how effective they are.

3.3 OBJECTIVES OF THE STUDY

- 1) To know the impact of advertisement on its customer.
- 2) To determine the effectiveness of advertisement media used by Chandrika soap company.
- 3) To find out the reason for liking the advertisement of Chandrika soap.
- 4) To find out the most popular slogan of advertisement regarding Chandrika soap.

To advice appropriate advertising methods and means to Chandrika Soap Company.

3.4 SCOPE OF THE STUDY

There is a more extensive degree for purchaser investigate. Since, the buyers, taste, likes, inclinations and so forth., change regularly on account of monetary, mental, sociological and some different elements. Scholarly people group and in addition business firms has attempted

a great deal of inquires about in the field of buyer conduct, in various ways. The purchaser varies in many regards. They shape diverse sections in market. Every one of the organizations are keen on concentrate each portion independently. With respect to as the shower cleansers are concerned, the purchasers may change their image faithfulness much of the time in light of the fact that different new brands are coming each day.

3.5 RESEARCH METHODOLOGY

This review depends on single unit and consequently contextual analysis strategy is picked. To accomplish the goal, both and auxiliary information are utilized.

The essential information will be gathered through magazines, internet, media, newspapers and other ways of sources.

The optional information which are gathered from the distributed records, yearly reports, association manuals and different productions, for example, reading material, news papers, magazines, sites and organization pamphlet.

Types of research

- Descriptive research
- Basic research

SAMPLING

Sampling choice with respect to testing unit ought to be taken before choosing tests for study.

SAMPLING PROCEDURE:

In this review Convenience Sampling method will use for information accumulation. Accommodation sampling method implies choosing whatever inspecting units are helpfully accessible.

SOURCES OF DATA

In dealing with any issue, once the example has been picked the data must be accumulated from the case masses. There are a couple of techniques for social occasion fitting data which

shift broadly in setting of money cost, time and diverse resources. They can be broadly assembled into two classes.

Two sources to gather information are to be specific:

- a. Primary Source
- b. Secondary Source

SOURCE OF PRIMARY DATA COLLECTION

The Primary Data which is the direct data which collected from surveys. This information will give the customers attitude about the product.

FOR DATA COLLECTION

The methods for acquiring the data are through:

- Questionnaire
- Interview

The data is collected from 100 respondents through questionnaire

SOURCE OF SECONDARY DATA COLLECTION

Auxiliary Data include in my exploration were the data gathered through the different sources like media, internet, newspapers, magazines etc will give accuracy.

PLAN OF ANALYSIS

The gathered information will be ordered with the assistance of Excel with the end goal of investigation. At that point the information will be investigated. Discoveries will be delineated as tables, diagrams and graphs whatever essential. Isolate exceed expectations sheets are likewise utilized for investigation.

3.6 LIMITATIONS OF THE STUDY

While collecting data experienced with issues like a few people were not prepared to react and few of them who reacted were in rush thus the dynamic support was deficient.

Because of which I confronted challenges in gathering data with respect to our poll. Another issue which I face was that individuals were faltering to give data about their pay. But it, test estimate that I have taken was little and its troublesome errand to make determination or reach to correct outcome on the premise of constrained example measure. Time was extremely restricted go into profundity. Dangers to me were that individuals were reluctant to give wage related data so there is opportunity to mistake with respect to salary

1. Limited number of respondents i.e. 100
2. Survey is limited for a time of two months
3. The review was directed around the local area as it were.

3.7 CHAPTER SCHEME

Chapter 1: Introduction

This chapter includes Introduction, Industry Profile, Company Profile, Vision and Mission, Product, Competitor's information, Swot Analysis, Future growth and prospects.

Chapter 2: Conceptual background and literature review

This chapter describes the Theoretical background of the study& Literature review.

Chapter 3: Research Design

This chapter includes Statement of problem, Need for the study, Objectives, Scope, Research methodology, Limitation and Chapter scheme.

Chapter 4: Analysis and Interpretation

Chapter 5: Findings, Suggestions and Conclusion

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

Data Analysis and Data Collection

Information required for the review included both essential and optional sorts. Essential information was gathered through Questionnaire arranged for the Chandrika Soaps Industries Pvt Ltd. Significant instruments relied on upon for the information gathering included Questionnaire.

Auxiliary information was gotten from practically every accessible source which incorporate magazines, official authoritative records, sites and past investigates

Dependent and independent variable

The real factors utilized for the examination of the information as needy and autonomous factors included sexual orientation, Income, living territory, and time of relationship with the respondents.

Analysis of data

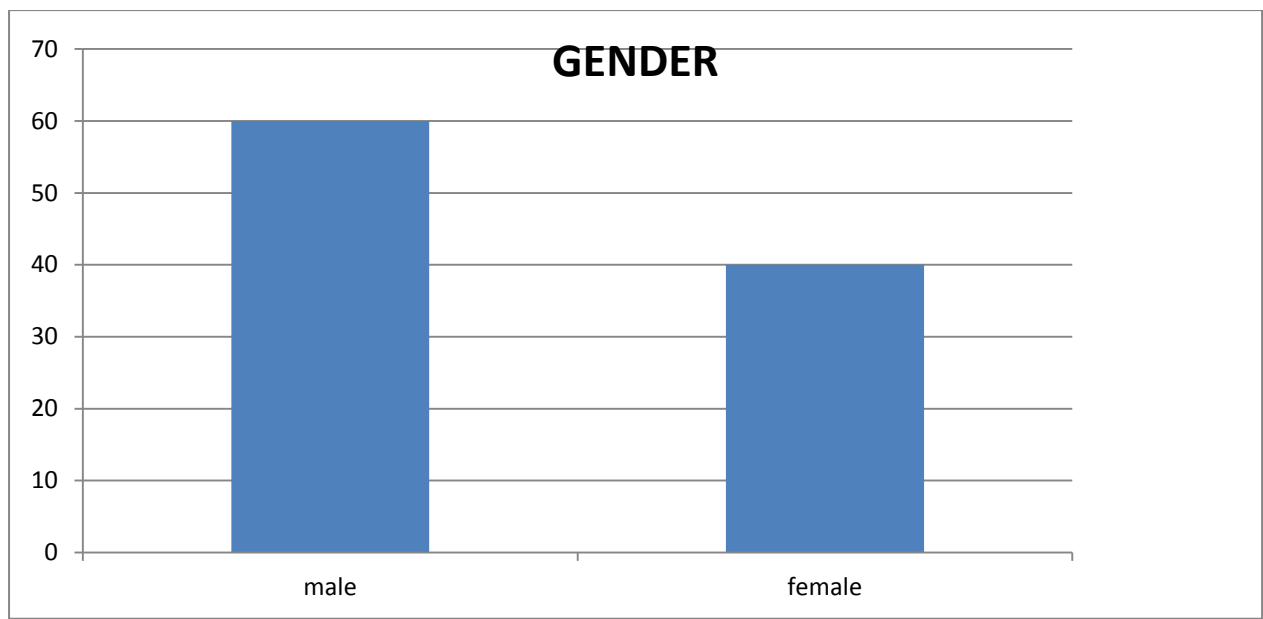
The information was broke down on the premise of the connection between the factors Fixed. The information was grouped, classified and cross organized to continue with the examination

GENDER DISTRIBUTION:

TABLE NO 4.1 Gender Distributions:

SAMPLE	QTY
MALE	60
FEMALE	40
TOTAL	100

CHART NO: 4.1 Gender Distributions



ANALYSIS:

Out of the total sample of 100, 60 are male and 40 are females

INTERPRETATION:

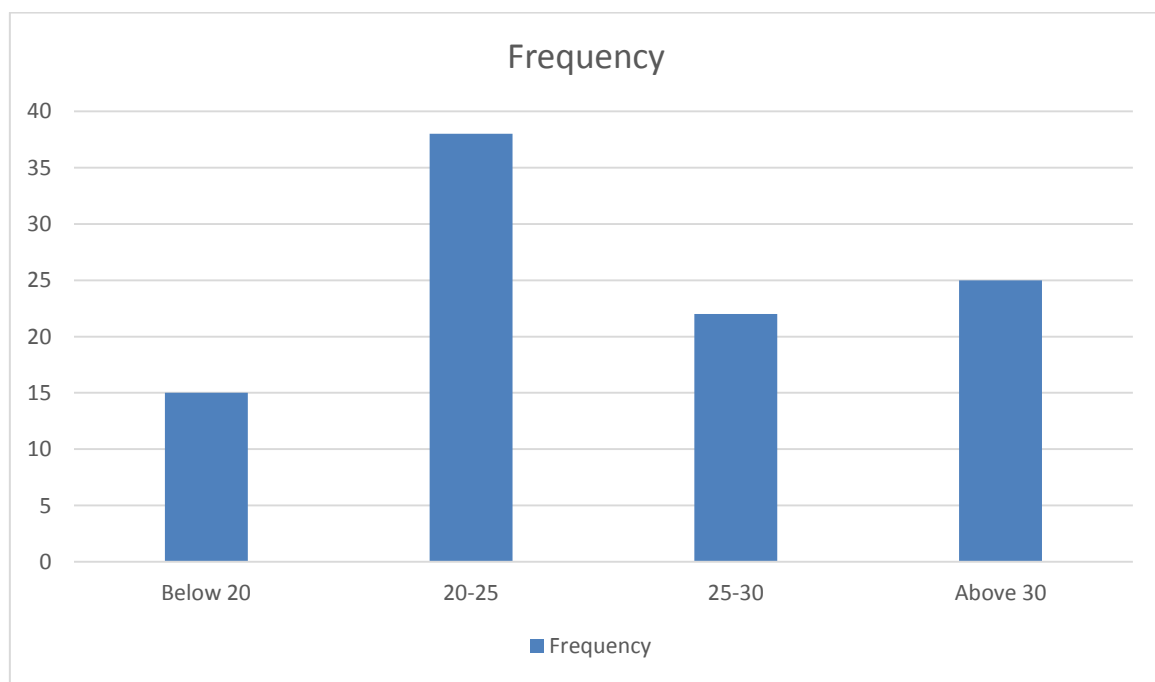
Most of the respondents are male which has a maximum limit of 60.

AGE GROUP OF RESPONDENTS:

TABLE NO 4.2 Age Group of Respondents:

Age limit	Frequency
Below 20	15
20-25	38
25-30	22
Above 30	25

CHART NO: 4.2 Age Group of Respondents



ANALYSIS:

Most of the correspondents are from young age group, 15 are under 20 years and 38 are in the age group of 20-25 years. 22 are falls under 25-30. And 25 are above 30.

INTERPRETATION:

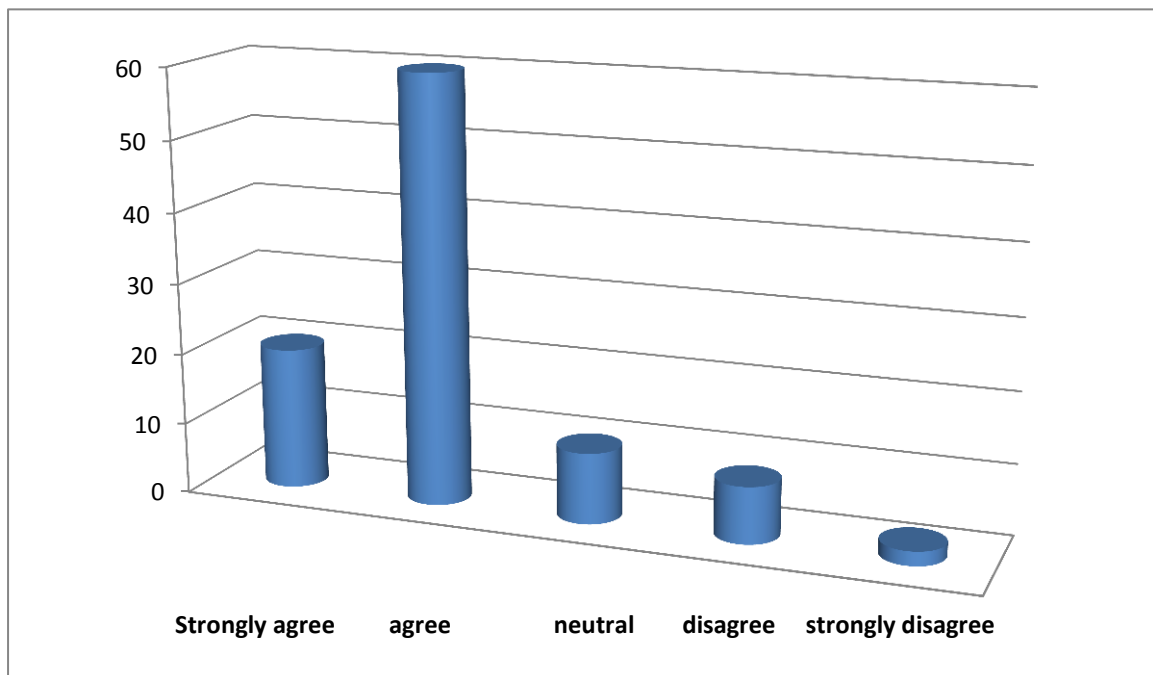
As per the above chart, the age limit between 20-25 has the maximum respondents of 38.

UNDERSTANDING OF PRODUCT BEING ADVERTISED:

TABLE NO: 4.3 Understanding of Product Being Advertised:

Sl No	Opinion	No. Of respondents	(%)
1	Strongly agree	20	20
2	Agree	60	60
3	Neutral	10	10
4	Disagree	8	8
5	Strongly disagree	2	2

CHART NO: 4.3 Understanding of Product Being Advertised



ANALYSIS:

The sample data shows that almost 80% of people opined that they have a clear understanding regarding the product being advertised in various forms of advertisement, where 10% of people strongly disagree with the statement.

INTERPRETATION:

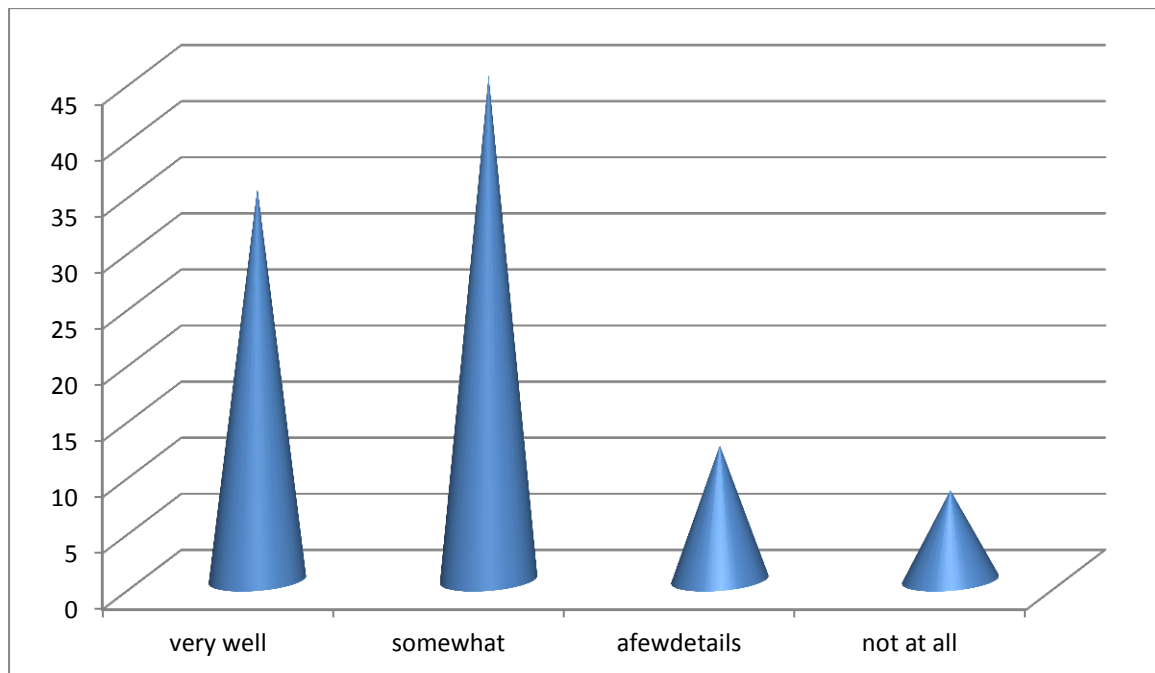
As per the above chart, it depicts that the people who agreed on understanding of a particular product being advertised has been at the maximum level of 60.

HOW WELL DO YOU REMEMBER COMPANY’S ADVERTISEMENTS

TABLE NO: 4.4 How well do you remember company’s advertisements

Sl No	Opinion	No. Of respondents	(%)
1	Very well	35	35
2	Somewhat	45	45
3	A few details	12	12
4	Not at all	8	8

CHART 4.4 How well do you remember company’s advertisements



ANALYSIS:

The sample data shows that people 3 the5% respondents are very well about the advertisements. Almost 45% people opined that they have somewhat understanding regarding the about the product being advertised in various forms of advertisement, where 20% people strongly disagrees the statement.

INTERPRETATION:

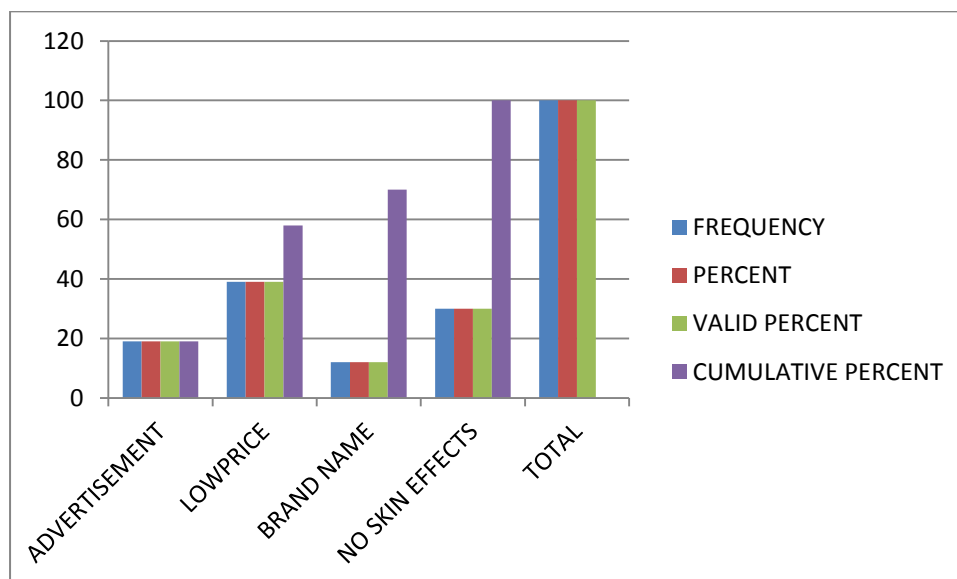
As per the above chart, the customers who had an impact on the company’s advertisement had somewhat okay reaction has been at the maximum limit of 45.

PREFERENCES OF PEOPLE TO BUY CHANDRIKA SOAP:

TABLE NO: 4.5 Preferences of People To Buy Chandrika Soap:

VALID	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
ADVERTISEMENT	19	19	19	19
LOWPRICE	39	39	39	58
BRAND NAME	12	12	12	70
NO SKIN EFFECTS	30	30	30	100
TOTAL	100	100	100	

CHART NO: 4.5 Preferences of People To Buy Chandrika Soap



ANALYSIS:

- 19 respondents like to buy Chandrika Soap because of advertisement.
- 39 respondents like to buy Chandrika Soap because of Low price.
- 12 respondents like to buy Chandrika Soap because of Brand name.
- 30 respondents like to buy Chandrika Soap because of No Skin Effect.

INTERPRETATION:

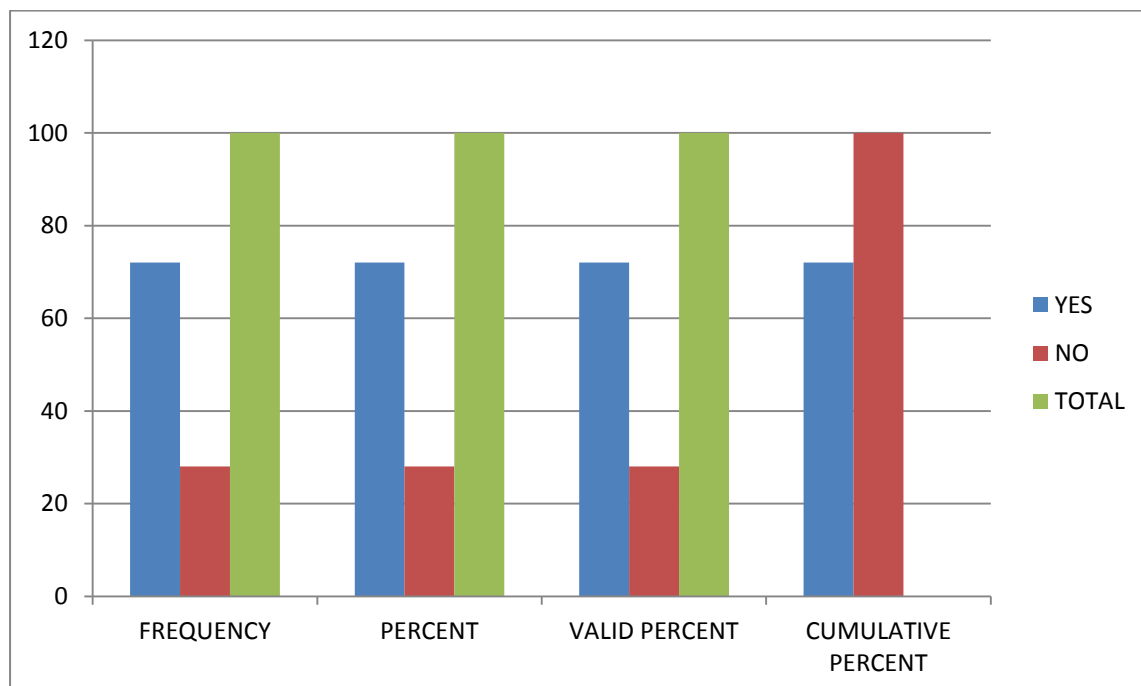
As per the above chart, most of the respondents prefer low price products of Chandrika soaps which has been the maximum limit of 39.

AWARENESS TOWARDS DEALERS OF CHANDRIKA SOAP IN BANGALORE

TABLE NO: 4.6 Awareness towards Dealers of Chandrika Soap in Bangalore

VALID	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE FREQUENCY
YES	72	72	72	72
NO	28	28	28	100
TOTAL	100	100	100	

CHART NO: 4.6 Awareness towards Dealers of Chandrika Soap in Bangalore



ANALYSIS:

- The chart reveals that 72 respondents are aware of others dealers and distributors of Chandrika Soaps in Bengaluru and 28 are not aware. This means that awareness level of Chandrika Soaps in Bengaluru is high but there is scope for further improvement.

INTERPRETATION:

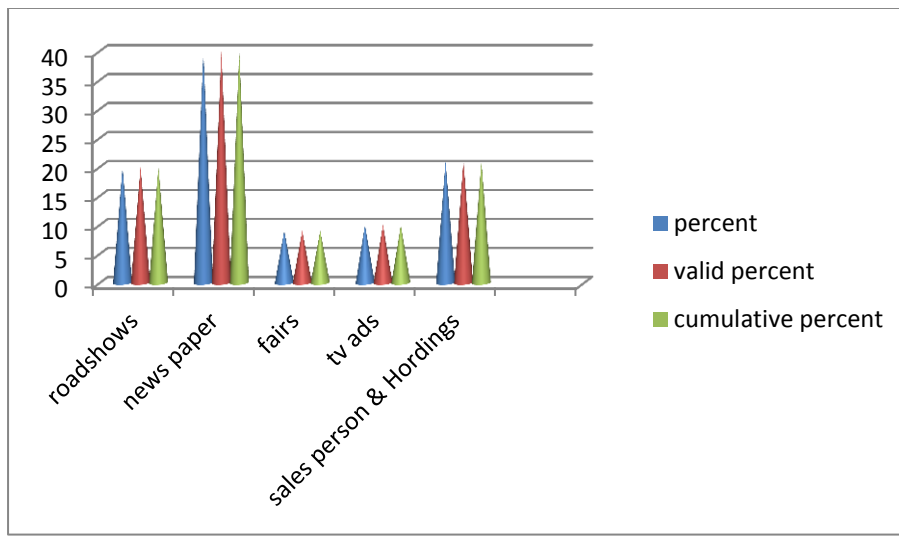
As per the above chart, most of the respondents said yes that they had awareness about dealers of Chandrika soaps in Bangalore.

ADVERTISEMENT MEDIUM USED TO IDENTIFY THE DEALERS

TABLE NO: 4.7 Advertisement Medium Used To Identify the Dealers

VALID	RESPONDENTS	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
ROADSHOWS	20	20	20	20
NEWS PAPER	40	40	40	60
FAIRS	9	9	9	69
TV ADS	10	10	10	79
SALES PERSON & HORDINGS	21	21	21	100
TOTAL	100	100	100	

CHART NO: 4.7 Advertisement Medium Used To Identify the Dealers



ANALYSIS:

- 20 respondents said that they knew the dealers through the Road shows.
- 40 respondents said that they knew the dealers through the Newspaper.
- 9 respondents said that they knew the dealers through the Fairs.
- 10 respondents said that they knew the dealers through the TV ads.
- 21 respondents said that they knew the dealers through the Sales person respondents and hording.

INTERPRETATION:

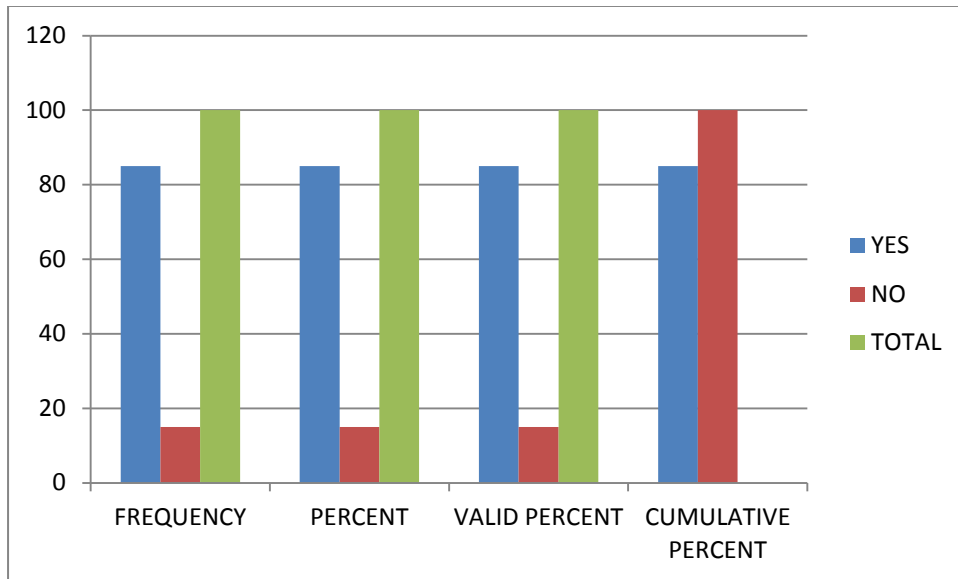
As per the above chart, most of the respondents use newspaper for the advertisement medium to identify the dealers.

NUMBER OF PEOPLE WATCHING ADVERTISEMENTS:

TABLE NO: 4.8 Number of People Watching Chandrika's Advertisements:

VALID	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
YES	85	85	85	85
NO	15	15	15	100
TOTAL	100	100	100	

CHART NO: 4.8 Number of People Watching Chandrika’s Advertisements



ANALYSIS:

- The chart shows that 85 respondents like to read /watch the advertisement, and 15 not likes to read /watch the advertisement.

INTERPRETATION:

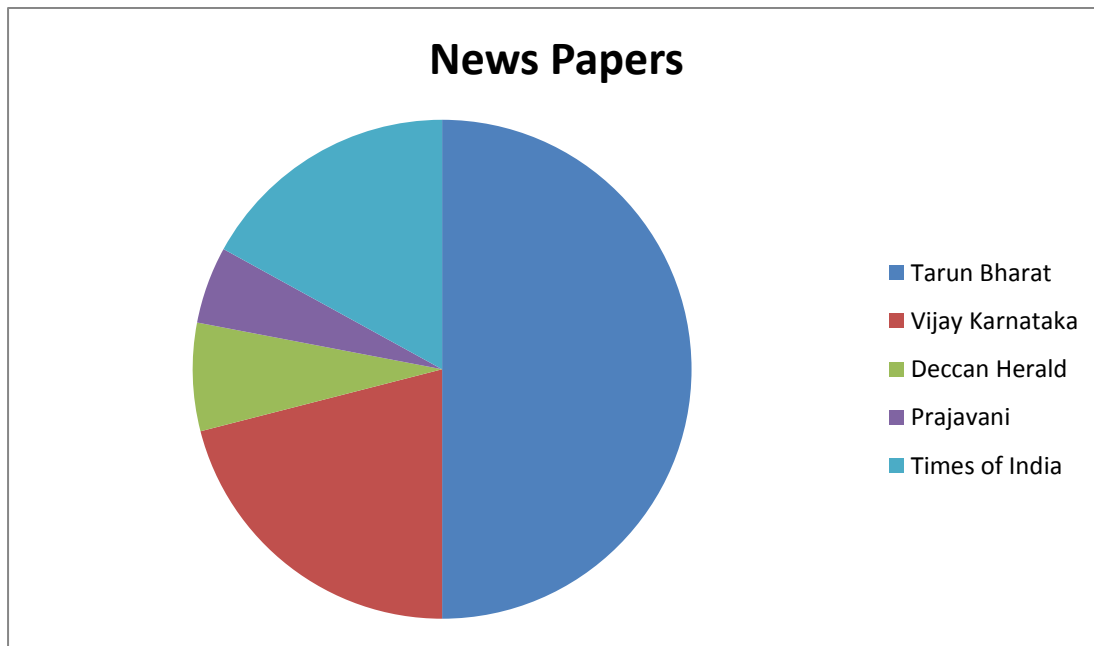
As per the above chart, most of the respondents like to read/watch the advertisement has reached to the maximum limit of 85.

Preferred News Papers by Respondents:

TABLE NO: 4.9 Which Newspaper brand do you read:

VALID	RESPONDENS	PERCENT
TARUN BHARAT	50	50
VIJAYA KARNATAKA	21	21
DECCAN HERALD	7	7
PRAJAVANI	5	5
TIMES OF INDIA	17	17
TOTAL	100	100

CHART NO 4.9 Which Newspaper brand do you read



ANALYSIS:

- 50 respondents prefer to read Tarun Bharat.
- 21 respondents prefer to read Vijay Karnataka.
- 7 respondents prefer to read Deccan Herald.
- 5 respondents prefer to read Prajawani.
- 17 respondents prefer to read The Times of India.

INTERPRETATION:

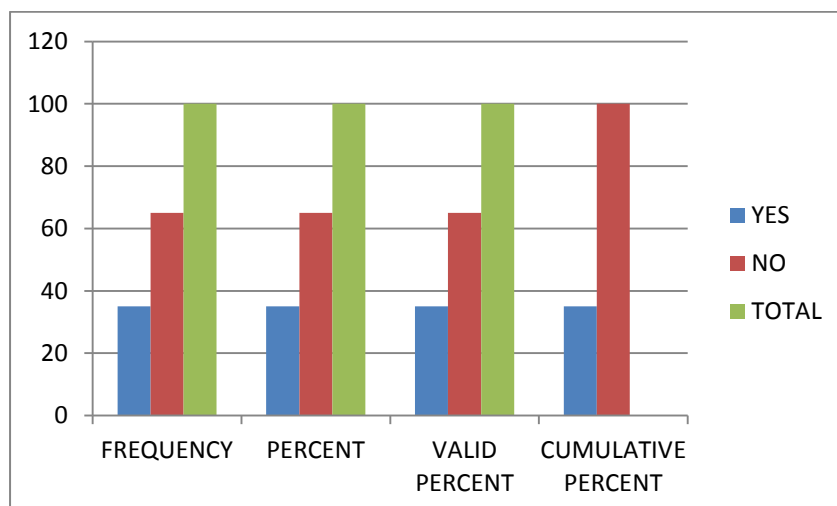
As per the above chart, most of the respondents say that they prefer to read Tarun Bharat which has been at the maximum limit of 50.

ADVERTISEMENT OF CHANDRIKA SOAP SHOWN IN PREFERRED NEWS PAPERS OF RESPONDENTS

TABLE NO 4.10 Advertisement of Chandrika Soap Shown In Preferred News Papers of Respondents

VALID	RESPONDENTS	PERCENT
YES	35	35
NO	65	65
TOTAL	100	100

CHART NO 4.10 Advertisement of Chandrika Soap Shown In Preferred News Papers of Respondents



ANALYSIS:

- The chart shows that 65 respondents have not seen any ads **Chandrika soaps** in newspaper.
- 35 respondents have seen the ads.

INTERPRETATION:

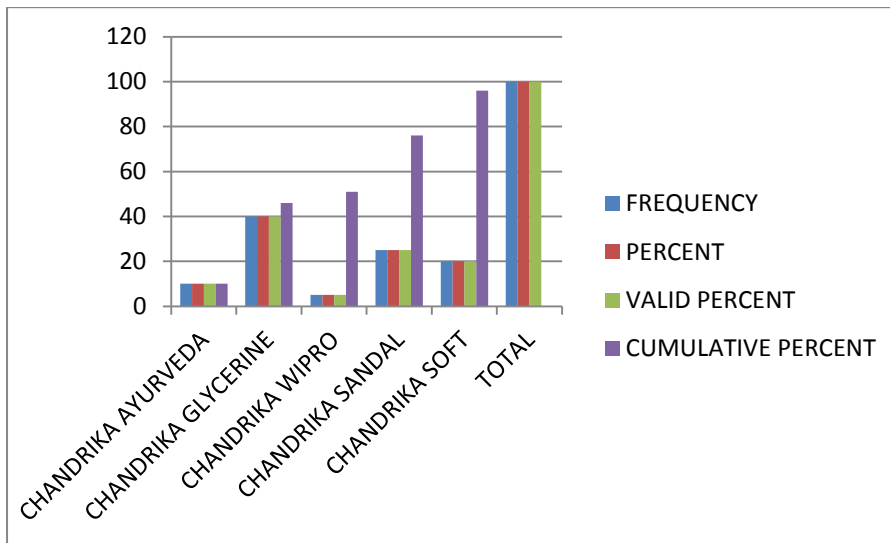
As per the above chart, most of the respondents have not seen any ads of Chandrika soaps in newspaper.

PEOPLE PREFERENCE FOR ADVERTISEMENTS TOWARDS VARIETIES OF CHANDRIKA SOAPS:

TABLE NO 4.11: People Preference For Advertisements Towards Varieties of Chandrika Soaps:

VALID	RESPONDEND S	PERCENT
CHANDRIKA AYURVEDA	10	10
CHANDRIKA GLYCERINE	40	40
CHANDRIKA WIPRO	5	5
CHANDRIKA SANDAL	25	25
CHANDRIKA SOFT	20	20
TOTAL	100	100

CHART NO: 4.11 People Preference For Advertisements Towards Varieties of Chandrika Soaps



ANALYSIS:

- 10 respondents like the advertisements of Chandrika Ayurveda.
- 40 respondents like the advertisements of Chandrika Glycerine.
- 5 respondents like the advertisements of Chandrika Wipro.
- 25 respondents like the advertisements of Chandrika Sandal.
- 20 respondents like the advertisements of Chandrika Soft.

INTERPRETATION:

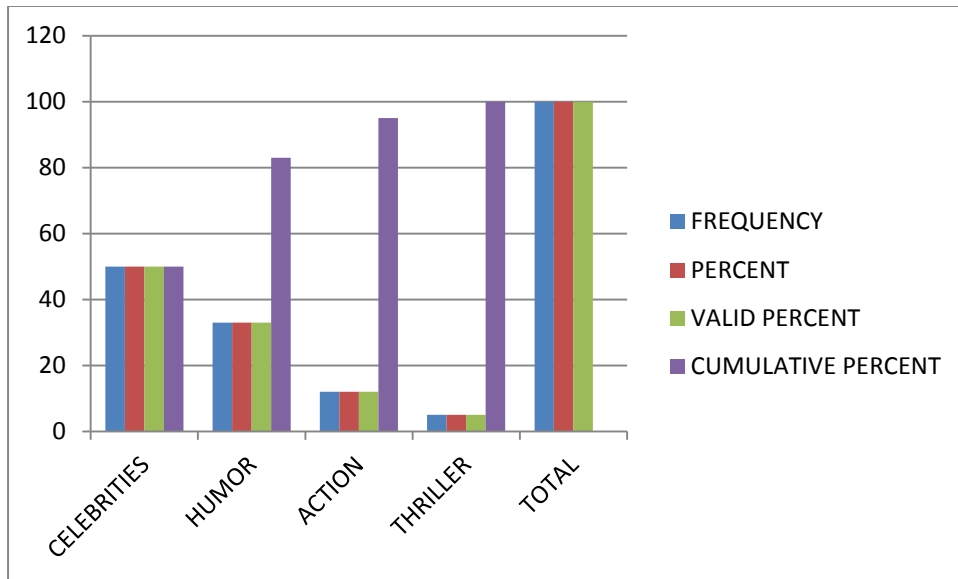
As per the above chart, most of the respondents say that they like the advertisements of Chandrika Glycerine.

PREFERENCE FOR SOAP ADVERTISEMENTS TOWARDS ITS FEATURE

TABLE NO 4.12: Which type of advertisement do you prefer

VALID	RESPONDENDS	PERCENT
CELEBRITIES	50	50
HUMOR	33	33
ACTION	12	12
THRILLER	5	5
TOTAL	100	100

CHART NO: 12 Which type of advertisement do you prefer



ANALYSIS:

- 50 respondents liked the advertisements because of celebrities.
- 33 respondents liked the advertisements because of Humour.
- 12 respondents liked advertisements because of Action.
- 5 respondents liked the advertisements because of Thriller.

INTERPRETATION:

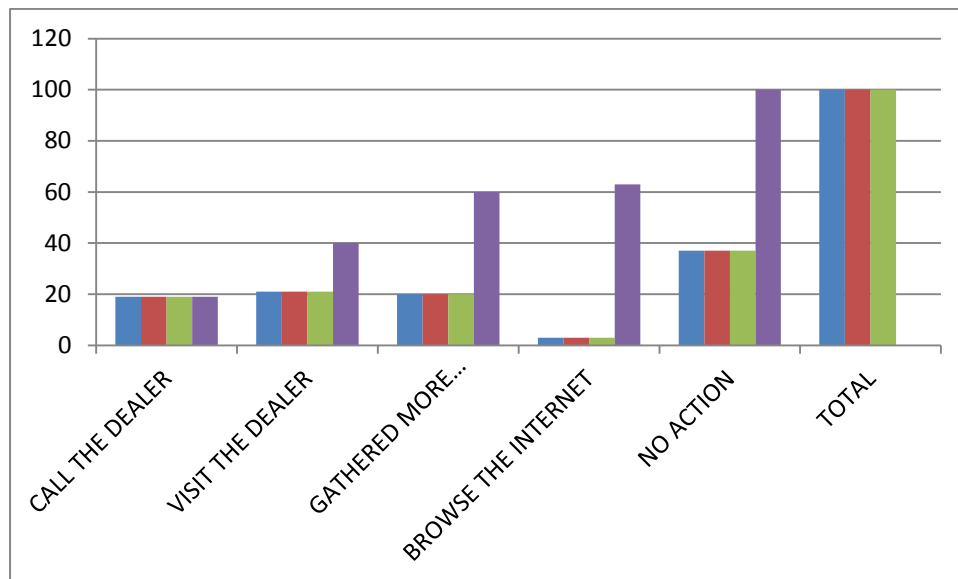
As per the above chart, most of the respondents said that they like advertisements because of celebrities.

REACTIONS OF RESPONDENTS AFTER WATCHING ADS

TABLE NO 4.13: Reactions Of Respondents After Watching Ads

VALID	RESPONDENTS	PERCENT
CALL THE DEALER	19	19
VISIT THE DEALER	21	21
GATHERED MORE INFORMATION FROM FRIENDS/ OTHER	20	20
BROWSE THE INTERNET	3	3
NO ACTION	37	37
TOTAL	100	100

CHART NO: 13 Which type of advertisement do you prefer



ANALYSIS:

- 14 respondents preferred to call the dealer.
- 21 respondents preferred to visit the dealer.
- 20 respondents preferred to gathered more information from friends/others.
- 3 respondents preferred to browse the internet
- 37 respondents did not take any Action.

INTERPRETATION:

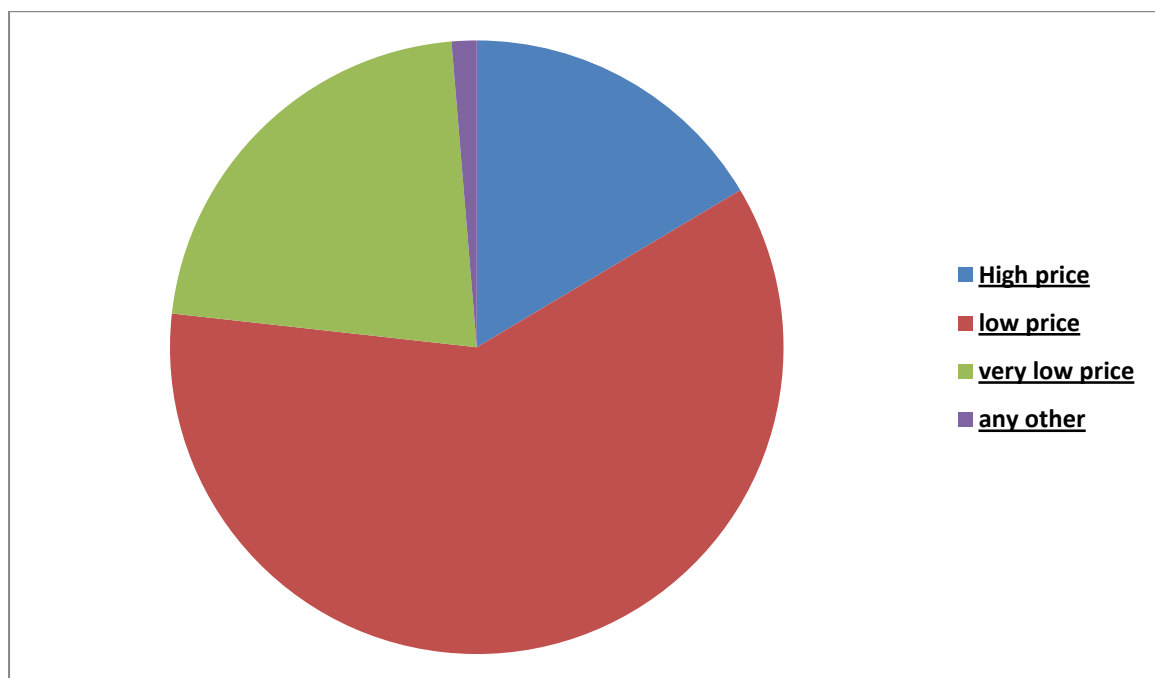
As per the above chart, most of the respondents prefer to visit the dealer which is 21.

CUSTOMERS PERCEPTION TOWARDS PRICING:

TABLE NO 4.14: Customers Perception Towards Pricing:

Sl No	Impression	No. of respondents	(%)
1	High price	15	15
2	Low Price	55	55
3	Very Low price	20	20
4	Any other	10	10

CHART NO: 4.14 Customers Perception Towards Pricing



ANALYSIS:

- The results shows that most of the people consider it to be a low priced product and even very low price product by a small group of people

INTERPRETATION:

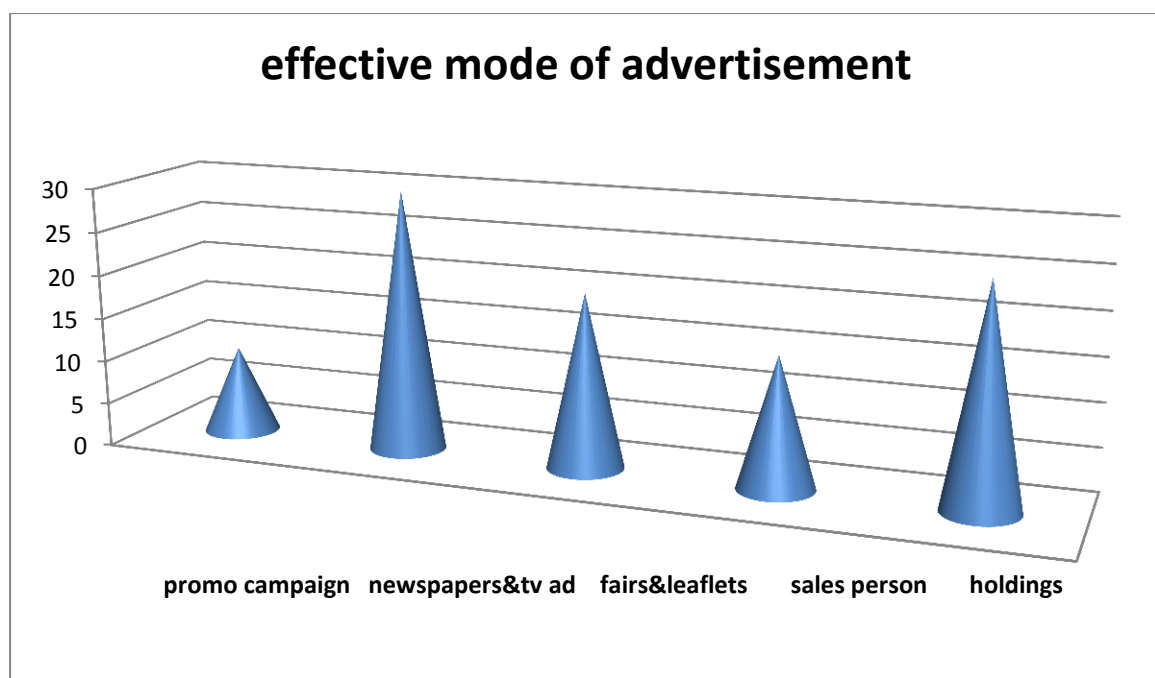
As per the above chart, most of the respondent's perception towards pricing is low price which has maximum limit of 55.

EFFECTIVE MODE of ADVERTISEMENT TO BE USED IN BANGALORE

TABLE NO 4.15 Effective Mode of Advertisement to Be Used In Bangalore

SL No	Opinions	No. of Respondents	(%)
1	Promotional campaign	10	10
2	Newspaper & TV Ads	30	30
3	Fairs & leaflets	20	20
4	Sales person	15	15
5	Holdings	25	25
	Total	100	100

CHART NO: 4.15 Effective Mode of Advertisement to Be Used In Bangalore



ANALYSIS:

- 10 respondents prefer promotional campaign.
- 30 respondents prefer through newspapers & television ads.
- 20 respondents prefer fairs & leaflets.
- 15 respondents prefer sales person.
- 25 respondents prefer holdings.

INTERPRETATION:

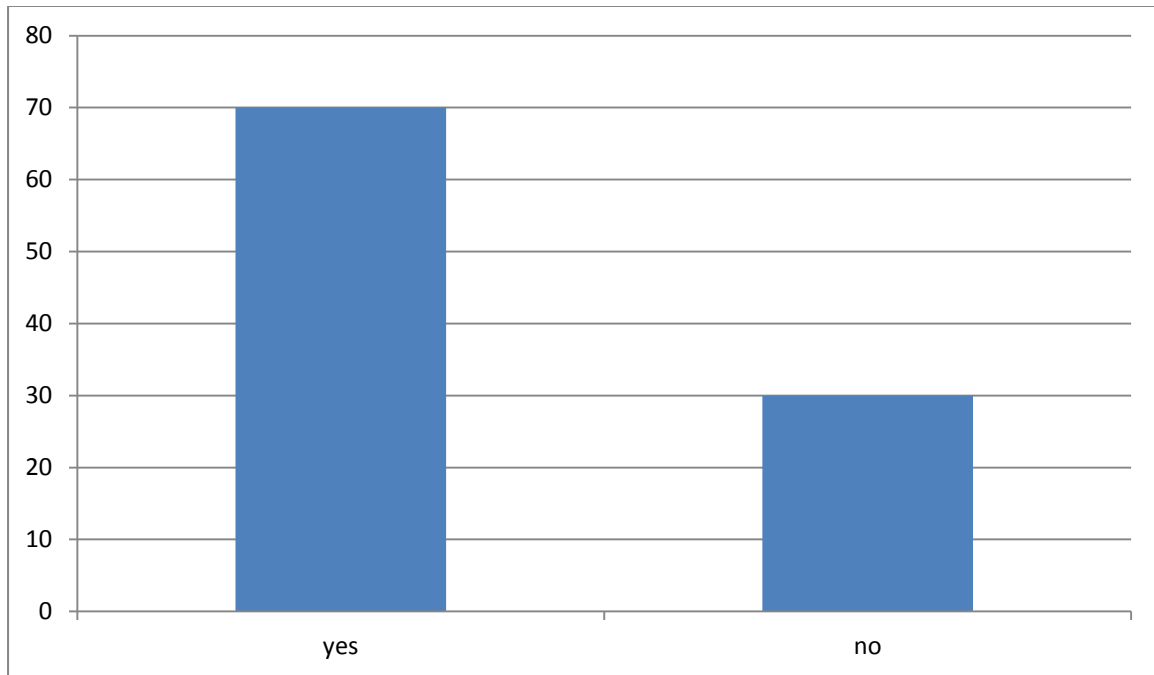
As per the above chart, most of the respondents prefer newspapers & tv ads which has been the maximum at 30.

CUSTOMERS WILLINGNESS TO BUY CHANDRIKA SOAP

TABLE NO 4.16: Customers Willingness to Buy Chandrika Soap

VALID	FREQUENCY	PERCENT
YES	70	70
NO	30	30
TOTAL	100	100

CHART NO: 4.16 Customers Willingness to Buy Chandrika Soap



ANALYSIS:

- The chart shows that 70 respondents are willing to buy the Chandrika soap.
- 30 respondents are not willing to buy.

INTERPRETATION:

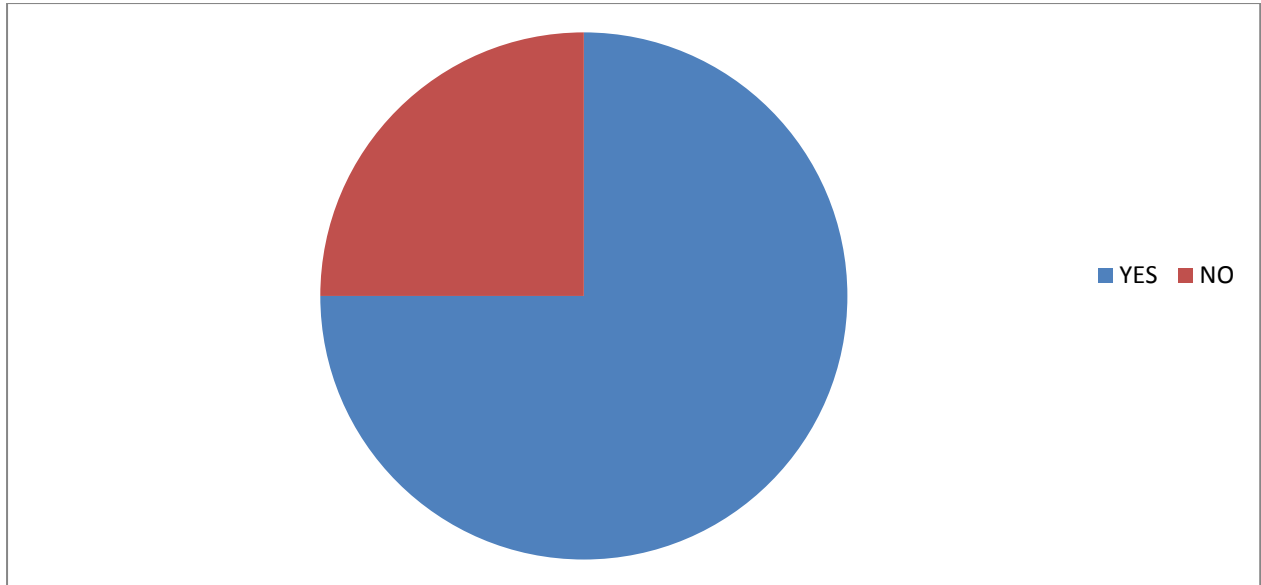
As per the above chart, most of the respondents are willing to buy Chandrika soap.

PERCENTAGE OF CUSTOMERS WILLING TO RECOMMEND CHANDRIKA SOAP TO OTHERS:

TABLE NO 4.17 Percentage Of Customers Willing To Recommend Chandrika Soap To Others:

VALID	RESPONDENDS	PERCENT
YES	75	75
NO	25	25
TOTAL	100	100

CHART NO: 4.17 Percentage Of Customers Willing To Recommend Chandrika Soap To Others



ANALYSIS:

- Above chart displays that among the 100 respondents 75% of the people recommend Chandrika soap to others
- 25% prefer some other brands to their dear and near.

INTERPRETATION:

As per the above chart, most of the respondents recommend Chandrika soap to others which is 75%.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- The criteria on the premise of which respondents purchased Chandrika Soap is low cost as said by 39% of respondent, taken after by No skin impact is 30%.
- Most of the people remember the advertisement of Chandrika soaps. Among them 35% remember the ad very well and 45% remember the ad somewhat.
- 72% respondents said they know about different merchants/wholesalers of Chandrika Soaps, 28% respondents don't know
- Sources through which respondents came to think about Chandrika Soaps
 1. Road demonstrates 20%
 2. Newspaper 40%
 3. Fairs 9%
 4. TV promotions 10%
 5. Sales individual 14%
 6. Hoardings 7%
- 85% respondents watch/read promotions ordinary and 15% respondents don't watch/read advertisements regular.
- 50% respondents lean toward perusing Tarun Bharat and 21% respondents favour perusing Vijay Karnataka, 17% respondents incline toward perusing The Times of India
- 65% respondents has not run over Bengaluru Soaps advertisements in newspaper and 35% run over promotions in news paper
- 40% respondents like Chandrika Ayurveda and 25% respondents like Chandrika glycerine taken after by 20% respondents like chandrika delicate.
- 50% of the respondents want the celebrities and big stars to appear in the advertisement and 33% respondents wants humour in the advertisement.
- After viewing the advertisement 19% of the respondents wanted to called the merchant, 20% of the respondents liked to assembled more data from companions/others, 37% respondents has not made any move.

- 14% of the respondents feel that the street shows would be more compelling in Bengaluru for the offer of bicycles, 28% of the respondents say daily paper would be more viable, 7% of the respondents say TV promotions would be more effective, 20% of the respondents feel hoardings are more viable

5.2 SUGGESTIONS

- Newspaper is the media through which the greater part of the client could think about CHANDRIKA SOAPS. So, organization ought to accentuate on this mean of ad to make mindfulness.
- To make advertisements viable organization ought to utilize big names in promotions and there ought to be activity and excitement in advertisements that draws in watcher.
- Company can consider introducing accumulating in prime areas for the deceptibility.
- The organization ought to spend more on ad that is daily paper, hoardings, street appears, nearby TV spot systems. The organization ought to attempt to draw in the consideration of the client towards the ad.
- CHANDRIKA SOAPS can in any case enhance the quality offered to the client.

5.3 CONCLUSION

Chandrika soap is moderately popular in southern portion of India. The company offers the product with adequate quality. From the study, we can understand that the newspaper advertisements are the most affective mode of promotion for Chandrika soap. 40% of the respondents use newspaper as a medium to identify the brand. So, the company should focus more on newspaper advertisement than other mode of advertisement. One of the biggest problems is that they are not using big stars and celebrities in their advertisement and the interesting fact is that most of the respondents want celebrities in the ad. So, the company must look forward to bring up a big star as their brand ambassador to appear in their ad.

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Websites

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ANNEXURE:

QUESTIONNAIRE

Dear Sir / Madam,

“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON CHANDRIKA SOAPS”.

1) I understood the product being advertise

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

2) How well do you remember company’s advertisements

Very well

Somewhat

A few details

Not at all

3] Would like to buy Chandrika Soap because of

a) Advertisement

b) Low price

c) Brand Name

d) No skin effect

4] Are you aware of any other Dealers of Chandrika Soap in Bengaluru?

Yes

No

If Yes, which

5] Through which source of advertisement did you know about chandrika dealers?

a) Road shows

b) News paper

c) Fairs

d) TV ads

e) Sales person & Howards

6] Do You watch /read advertisement?

Yes

No

7] Which newspaper you prefer reading?

a) Tarun Bharat

b) Vijay Karnataka

c) Deccan Herald

d) Prajawani

e) The Times of India

8] Have you come across any ads of Chandrika Soaps in newspaper which you read?

Yes No

If yes which Chandrika Soap did you see in the advertisement?

9] Which ad of Soaps do you like in TV?

- a) Chandrika glycerine
- b) Chandrika Ayurvedic
- c) Chandrika Sandalwood
- d) Chandrika Facewash

10] I like ad of above, because of

- a) Celebrities
- b) Humour
- c) Action
- d) Thriller

11] After watching the ads what were your reactions

- a) Called the dealer
- b) Visit the dealer
- c) Gathered more information from friends/ others
- d) Browse the internet
- e) No action

12] Customers perceptions towards Chandrika soap's pricing

- a) HIGH PRICE
- b) LOWPRICE
- c) VERY LOW PRICE
- d) ANY OTHER

13] Suggest a mode of advertisement would be more effective in Bangalore city for sale of Soaps.

- a. Road shows
- b. Newspaper
- c. Fairs
- d. TV Ads&Leaflets
- e. Sales Persons&Hoardings

14] In future if you would like to buy Chandrika Soap

Yes No

15] Would you recommend Chandrika soap to others?

Yes No

Your valuable suggestions

.....
.....

Signature



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT (17MBAPR407)-WEEKLY REPORT

NAME OF THE STUDENT: Aazim Rafeeq

INTERNAL GUIDE: Prof. Suhas Patel

USN: 1AZ17MBA01

COMPANY NAME: CHANDRIKA SOAP AYURVEDIC PVT. LTD

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2018	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		



College Seal

HOD Signature

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