

EXECUTIVE SUMMARY

I have done my project in one of the growing manufacturing organization, This company established in 1982 and it is serving more than 37 years. That is ‘**Coco kernel products Tiptur**’ In today’s business situation, the real asset of the company is its products and brand name in the society. if the company want to survive and good name for the long time, then it is very important to keep their marketing and promotion activity is brighten and motivated through “Branding and Packaging’ of various products systematic packaging of products and its brand name. Today many manufacturing industries and companies are have to focuses on this branding and packaging concept, From this concept manufacturing of desiccated coconut powder industries are giving a more competitive in the field of manufacturers and it is a like a weapon for doing an business. Branding and Packaging thus has become a topic of huge interested and necessary in recent years. In the face of ever increases the competition, companies feel it is significant to pushes the sales of the products in the huge market. More and significant revenue and profit gain can be made from thriving Branding and packaging activities that develop market identity and help to reach customers enormously and superior.

The whole project intends to study “Banding and Packaging by Coco kernel products Tiptur”. Branding and packaging technique used by Akshya agro processing company to push the products motivated through the technique of unique Brand name and packaging system. This study attempts to measures the success level of company by impact of Branding and packaging concept and it effects on sales conversion rate of its product.

For this study purpose, various manufacturing and suppliers companies under different production scale are surveyed and the data analysis is revealed that, Branding and packaging is playing a major and vital role in increases the reaching level product information to the consumers and it increases the company identity conscious rate. Respondents also feel that there is an increases in sales and identity from the unique concept of branding and packaging system. The more percentage of respondents are kindly to state that they have a good and more support from the company side also, the analysis clarifies that Branding and packaging increases trend of association of different manufacturing company. Lastly more importance and focuses should be given to Branding and packaging activity is ever evolving.