

EXECUTIVE SUMMARY

This project report summarizes findings of the project, “Mysore Sales International Limited” Bangalore.

The main goal of this task is to understand the value of Product Strategies and to comprehend whether or not advertising techniques has an impact on positive sales. The learn about on how the product strategy, advertising and marketing techniques has an influence used to be carried out at Class 1 packaged drinking water MSIL Ltd, which is a wholly owned subsidiary of Mysore Sales International Ltd. The survey blanketed positive parameters such as knowing the business, market share of the organization and techniques applied by way of the organization. The learn about ordinarily examined the advertising and marketing techniques, product strategy and the influence of it on sales. All applicable conceptual statistics and literature reviews on Product strategies helps in understanding the want and significance of Marketing strategies. A perfect lookup design was once undertaken with structured questionnaire, and a survey of one hundred sample size was conducted with respect to its working environment and export business. The Data is analysed and interpreted in the respondents of the customers.