

## **Executive summary**

The study on “promotional strategies with reference to Karle Infra Private Limited”

The main objective of every business is earning profit more and increasing its sales revenue with developing its business in organisation. It is possible when business represents widely in market. For this action the information should reach every customer, through promotion strategies and offers with effective presentation. Now every business is going to conduct advertisement and attract the target audience

The research title “promotional strategies with reference to Karle Infra Private Limited” benefits us to know the effectiveness of promotion strategy on the customers. The study on promotional strategies was useful to conduct promotional activities and it is helpful to analyse how to get customers attention.

The research was conducted as per the steps of marketing research and well subjective to meet its objective, primary research was conducted for that. It is done by using survey research method for collecting data from customers. Questionnaire was the instrument used for the data collection for this research. The target respondents were selected randomly from the existing data source of customers of KPL, with the sample size of 150 for the study of effectiveness of promotion of the company.

As per the study, utmost of the customers were aware and attracted towards the promotion strategy.