

EXECUTIVE SUMMARY

The objective of every company is to generate sales profit which brings revenue to the company. The advertisement is essential for every company. Promotion is one of the components of marketing mix. Promotion choices are brought with different choices like discovering target group and determining goal. Planning for promotion which information in regarding product or service is being communicated with customer to come to change this change state of mind and behaviour. The advertiser was worried about the viable range of promotion mix to expand sales and shares. This study explains the promotion strategy to conduct various strategies adopted by company. Analyses impact advertising strategy on the consumer buying decision. It is useful to analyze the customer towards the company to buy the product.