

Executive Summary

Customer affinity plays a very important role in the growth of the business. That is every organization has to study the customers needs and wants and also their expectation that which features of our company product will satisfy them. These all care should be taken know the marketing needs. Customers affinity is a very important tool in the overall development of a company and its impact on sales and to be a competitive. Due to competition the primary work of any company is to attract customers and maintaining their relationship with the firm.

The study focuses on the customer affinity study helps towards the sales by the organization and to create the awareness among the customers. This study also suggests how cjjkkamagaluru plantation coffee can further improve in their business. This will specifically explains that what kind of customers affinity will affect the customers to buy the products and increase the sales. This study also focuses on the strength and weakness of the company and even opportunities and threats to the company which will really help in making a good strategy and improve the customer affinity and sales promotion according to that.

Information is collected through primary and secondary data from various website. The primary data is collected through 100 customers of the company by using questionnaire. Secondary data is collected through referring various, books, articles, and through internet. Based on the findings majority of the customers are satisfied by the company's marketing customer affinity and sales promotion. Many of the respondents are said that add products to the products line will be the more important for the sales promotions.