

A PROJECT REPORT
on the Topic
**“A Study on Impact of Advertisement on Duroflex product at Duroflex
Private Ltd”**

By
Mr. ShaiKZabi
USN: ICR18MBA42

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
in partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE
Mrs. Kokila
Ass Proffessor of
Management Studies
CMRIT

EXTERNAL GUIDE
Ms. Suma
HR Manager
Duroflex Private Ltd



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli,

BENGALURU-560037

June-july 2020

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June – July 2020



Date: 21-02-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr Shaik Zabi, Reg: ICR18MBA42 student of MBA from CMR Institute of Technology has successfully completed his project titled "A study conducted on Advertisement Impact On Duraflex Products" in our organisation during 6th January 2020 till 14th February 2020.

His character and conduct was good during the period of study .

We wish him all the best for his future endeavours.

Thanking You

Mrs. Suma
HR Manager

A handwritten signature in black ink, appearing to read "Suma", written over a blue rectangular stamp.



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Bangalore 560068,
Karnataka

CERTIFICATE

This is to certify that **Mr. SHAIK ZABI** bearing USN **ICR18MBA42** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“ADVERTISMENT IMPACT ON DUROFLEX PRODUCTS”** is prepared by him under the guidance of **Mrs. Kokila M S**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

M.P. K L C

Signature of Internal Guide

Deborah
23/6/20

Signature of HoD

**Head of the Department
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Sanjay Jain
Signature of Principal
Principal

**CMR Institute of Technology
 Bangalore - 560037**

Evaluators

1) Name of external evaluator

Signature with Date

2) Name of internal evaluator

DECLARATION

I, Mr. Shaik Zabi, hereby declare that the Project report entitled "A Study on Impact of Advertisement on Duroflex product at Duroflex Private Ltd" prepared by me under the guidance of Prof. Kokila, faculty of MBA Department, CMR Institute of Technology and external assistance by Ms. Suma, HR Manager, Duroflex Private Ltd. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place:



Mr. Shaik Zabi

Date:

USN:1CR18MBA42

ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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It gives me immense pleasure to record my thanks to my Internal Guide, **Prof. Kokila**, CMR Institute of Technology, Bangalore, for his valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External Guide, **Ms. Suma, HR Manager, Duroflex Private Ltd** which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

Mr. Shaik Zabi

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EXECUTIVE SUMMARY

Ventures are the guiding lights to an economy's growth, and are usually based on the nation's base. To a large degree a nation's progress and growth relies on industrializing its economy. India is fundamentally an agribusiness, India has provided mechanical advancement sense across five-year project arrangements. The administration took the biggest move toward industrialization growth. Streets, rivers, burrow and so on, for startersThe base is the basic necessity for the transport or production of goods, street assumes an imperative job in the light of this current perspective

In India's scenario advertising plays a major business. It has become a full-fledged business and there is a large no of the international advertising company operating in India.

Duroflex, as a similar issue, produces specialized equipment for the rubberized coir industry. Duroflex goods are recognized for their reliable and good price and the business gives importance to strict quality management throughout their service. Which are applicable to the production and distribution of raw materials, the supplier of finished goods and the inspection of raw materials against high specifications. The organization is mainly involved in the manufacture and sale of mattresses to the customer. The business has also given priority to the manufacture and manufacturing and advancement of plant and equipment technologies and the launch of new goods.

CHAPTER-1

INTRODUCTION

INTRODUCTION

Businesses are filling enrichments for the development of the cheap and the back of the world. The growth and progression of a region, primarily based on the enterprises of its expenditure, is essentially a cultivating province. It is after independence that India has given priority to the production of mechanical change through a five-year long-standing system of governance that has taken the lead in the growth of industrialisation. For any country, small or big, developed or established, there is a need for broad structure offices, such as streets, burrows, etc., the foundation is an important necessity for the transport or production of goods.

The sleeping cushion firm:

The business has set out to be a diverse form of sleeping pillow retailer, focusing on creating one of the kind shopping experiences for the client with an comprehensive range of quality, brand title bedding, competitive bedding, competitive assessment and well-trained associates. Mattress Firm proposed a new shop design a long time back, opened a few empty Super-Centers advertising a more notable alternative from the finest bedding manufacturers, introduced on the same day the Rudy Carpet conveyor and made the Company Organize, an impressive in-store tv organization with programming to show customers almost rest and the way to pick the correct sleeping pillow for their specific needs. If the consumer has wheezing issues, back discomfort or a decent nuisance going snoozing, the sleeping pillow Company already has further options to making relaxation solutions for its clients.

Sleeping pillow Business is currently operating on more than 1100 areas in 29 states with continues to expand. What began in 1986 became one of the world's largest and most successful bedding companies.

A bed may be a piece of furniture where an person may sit or lean, the bed was considered the most significant essential piece of furniture inside the house and a kind of representation of prestige for many cultures and for several centuries. In ancient Egypt beds were used as more than a rest spot, beds were used for dinner and social events.

"The most punctual beds were shallow chests in which the pillow was placed and the central aspire was constructed of ropes on a delicate basis stretching over a wooden base, according to A Brief History of Beds"

OBJECTIVE OF MATRESS FIRM:

- Providing metropolitan and regional customers with high-quality mattress.
- Focusing on customer expectations and addressing those needs.
- All friendly feeling
- Future output Adopting emerging patterns.

INTRODUCTION TO MATRESS:

You lie in bed for around a third of a day. If it's time to sleep or to yell and switch – a portion of your mattress depends.

Michael Decker, Psychiatrist, R.N., Associate Professor of Georgia State College and Founder of the American Foundation of Rest Medicine: "A sleeping coil will influence the person's rest."

One reason your sleeping pad influences the rest has to do with the structure of small blood vessels, or capillaries, which flows beneath the neck. You can't match the remainder of one perfect night. And investigation manages to render all the difference by choosing the correct bed or sleeping pad-you can get over 40 minutes of extra rest every night! Our large range of beds and sleeping cushions here at Argos makes it convenient for you to find reasonably the mix you want. We've had the most from single, double and lord projecting bed sketches, sofas, guest beds and a complete range of sleeping pads. A bed is somewhere more than appropriate to rest. It can be an awesome hub for your house, an simple range of ability or somewhere for kids to play. These sleeping covers are constructed of a kind of calming weight substance originally developed for NASA.

The heat from the body forms the cloth as long as you sit on the sleeping pad, by which stage it adapts easily to each contour of the body to insure that the weight is evenly distributed. Don't wake up with a sore body in the morning.

THE MATTRESS

A Short Overview of Sleeping Cushion Manufacturing shows us that "The usual bed of 1600 in its simplest form was a wooden form with a rope or calfskin bolster. The sleeping cushion was a 'pack' with fragile padding, the most often made with straw and, in some instances, a fleece that was wrapped in thin, inexpensive linen. In the mid-18th century, the cover had to be constructed of durable cloth or cotton, a sleeping sheet.

FEATURE OF GOOD MATTRESS

- The sleeping pillow will give anatomical adjustment to the back. A broad sleeping pad does not send you back torments as the spine is genuinely strengthened and reinforced while you relax. Firmer sleeping pillow is approved to provide a much safer cover, as it allows a difference to hold you safe. What is more important, though, is the solid or delicate
- Physicians prescribe a average of 8 hours of healthy sleep such that Duroflex allows heat absorbing technology (sweat less night) and stress-free night.
- The sleeping pad could comfortably support your back so that you could just lie down better. The sleeping pad must strengthen your regular sleeping position. Most of the mattresses work for the side sleeper, while others work for the back sleeper. Great route "The most perfect way to typically plan to check our sleeping pillow to get going some time lately, so that you can only look at the kind of back it offers to the kind of rest place you 're in most of the time.

MATTRESS IMPORTANCE:

You sleep about a portion of your time in bed. When you accept the fact, selecting a big sleeping pillow will take on a little more significance. The choice of sleeping pad is indeed notable because it eventually influences the well-being. The leading mattress should have a sufficient return in order to relieve and prevent back or joint pain.

It's all going to be easy, and you're only going to have several nice nights of rest. Exceptionally, the preference becomes human, because the ideas of the return and the comfort change through the person.

MATTRESS TYPES:

1. **COIR MATTRESS:** Body balance with modern technologies is particularly recommended for the elderly.
2. **FLEXIBLE MATTRESS:** The flexible mattress is intended with hospital beds.
3. **AIR MATTRESS:** the air mattress, apart from the camping range, is a brand like the Rest Total. Whereas these are incentives, and thus more costly, they score extremely well.
4. **INNERSPRING MATTRESS:** most likely to be something you have grown with. There are different brands of innerspring sleeping pads, ranging from poor to stunning quality.
5. **WATER AND MATTRESS:** While not as well-known as in the past decades, a few individuals swear by water bed mattresses.

ADVERTISING:

The age of development is a period of rivalry. In order to avoid this pressure manufacturers, they have to worry of unused and new work for their products or they have to figure out unused customers for their goods. Creation of demands to state things more explicitly is as important as current demand for assembly. Promotion is what is more important for request development. Promotions may do ponders on the off possibility they are not handled properly. The apparent medicinal individuals were the key to show the promotion appears to be doing.

PROFILE OF BUSINESS

In Europe about 1950 the Rubberized fiber sector became dominated toward rubberized horsehair and rubberized dog hair. This coir fiber was later embraced. By 1964 the industry had focused in India. The maker of rubberized coir goods has been founded by Rupchanda Mathew in a small factory at alleppey, Hosur & Hyderabad & a large distribution network of business sales offices depots & over 1500 stock lists throughout India.

BACKGROUND OF THE STUDY:

The Rubberized fiber industry began with rubberized horsehair and rubberized dog hair around 1950 in Europe. This was eventually modified to coir fiber. By 1963 the industry had arisen in India. Mr P C Mathew has been a leader in the manufacture of rubberised coir goods in a remote Alleppey plant. From its modest roots in Alleppey, Duroflex now has three production units in Alleppey, Hosur and Hyderabad and a large distribution agency of selling offices / depots for corporations and over 1,500 stockholders in India

Duroflex (P) Ltd., Hosur is one of the group 's three production units and the largest producer of rubberized coir goods in India. The company's primary commodity is rubberised coir pillow, which is used by homes, clinics, and bulk customers. The firm also produces rubberised coir consumer goods for insulation, air filtration, bus and train benches, and underlay carpets. Development of polyurethane foam for own use in Hosur facility, natural rubber latex foam for own use and export in Alleppey was also launched in 1991. Commercial production of polyurethane foam began in our new plant – Kaanapali – Hosur from April – 05.

In fact, Duroflex has a similar problem that produces devices for the rubberized coir industry. Duroflex goods are recognized for their stable and consistent consistency and need a stringent quality management of their activities. They are linked to the procurement and processing of raw materials, the manufacturing of finished products and the examination of them for detailed benchmarks. Essentially, the business is locked in producing and showing sleeping pads to the purchaser. In addition, the business has granted priority to the item and is planning for development , improvement of plant and equipment, developing joint exhibition of unused products.

Plant and equipment development, creating additional exhibition of unused items. The firm is locked in shipping its products to Europe , Middle East and Far East via its subsidiary business Duroflex Trades Pvt. Uh, Ltd. In addition , the organization is seeking to ask about and develop its R&D Middle operations at Kakaralli-Hosur. In order to thrive and succeed within the customer-driven marketplace, Duroflex (P) Ltd., Hosur has developed a Quality Control System assembling the specifications of the universal norm. Duroflex (P) Ltd. has developed the Quality Management Frameworks for Hyderabad and Alleppey Units. The goal of the business is to provide rubberized coir goods, which satisfy the ever-increasing demands of the Clients at reasonable prices, by continuous improvements in handling and the deployment of 'State-of-the-art-technologies.

COMPANIES GROUP:

Relaxation and relief products, traditional objects, natural things, healthy strength and exchange. Nowadays, the Duroflex benefits from a wide variety of behaviors. Although our core remains a place of rest and comfort, we are now appealing to companies that would have the opportunity tomorrow to stop lead exercises. Significant among them are speculations in the area of economic vitality outlets, which we agree should see spectacular activity in the coming days. The development of 100% traditional environmental and vitality-conscious consumers is too much of the group 's wellbeing.

DUROFLEX PVT.LTD:

Finished after a long time, Duroflex has switched from a sleeping pad production plant to a storage business with a wide variety of mats, mats, spring mattress sheets, polyurethane foam and high-tech comfort frames. Such products are commonly utilized in households both in the housing and healthcare sectors. Duroflex has 8 manufacturing facilities in Kerala, Tamilnadu and Andhra Pradesh, which are ISO 9001:2000 accredited by the American standard association (AQA) Duroflex has 60 stores and more than 3000 wholesalers throughout India.

COCOLATEX PVT. LTD:

Coco latex, an export-oriented company, specializes in 100% traditional and eco-friendly mattresses. Built exclusively from 100% of the signature elastic and natural coconut fibers, coconut latex goods are in high demand within the world – the experienced markets in Europe. Coco latex processing and R&D centers are situated in Kerala only to get to the signature fixings. Coco latex's own manufacturing offices in the munnilave, palaces are where latex froths are made.

NATURE OF THE BUSINESS CARRIED:

PROCESSES:

After the time when we started planting along the banks of the canal in Allepey, we made a concerted effort to ensure that nature, the climate and the society are our needs. We have a persistent promise (a long time before natural offices have come on the scene) that our production types are environmentally sustainable. Apart from this, we have engaged constantly with the civic community: offering jobs to local residents, making fair acquisitions and the like. We are the main company to carry out ISO certifications within the sleeping pad industry.

PRODUCTION:

Growth, creativity and efficiency have been main drivers since our exceptional launch. From procurement to conveyance, we guarantee that our instructions are held up at any phase of the way. We've been the incredibly strongest producer of coconut fiber. Typically heated in a hot chamber to enable traditional spinning, stiffness, and enhanced bounce. Around that level, the twisted coir ropes were opened carded and turned into sheets with a that, springy framework. The sheets are showered with a standard elastic latex to render fur. The wools are washed, sliced, packed, hot-pressed and vulcanized.

VISION, MISSION AND QUALITY POLICY:

VISION:

“Our vision to increase productivity for all range of people with more comfortable, durable at affordable price and less demanding to preserve than those that were already available”.

MISSION:

“Duroflex seeks to achieve these value goals through a focused pursuit of outstanding quality in both the ends that we target and the means that we adopt”.

QUALITY POLICY :

The Managing Director has developed a quality policy that is relevant to the function of the DLPH, which requires a dedication to standards and a continual improvement in the performance of the quality control program, which offers a basis for defining and evaluating quality policy goals. Quality management is articulated inside the organization and educational exercises that are likely to be held to clarify the same to all staff. The DLPH selection strategy is as follows.

Our quality philosophy is to provide high-quality , high-quality , high-cost rubberized coir products, comply with implicit customer specifications and regulatory requirements through proactive and cost-effective application" Do it right the first try" strategy.

We shall create, enforce and continually develop our quality control program in order to provide our customers with quality assurance of goods.

PRODUCTS PROFILE

RUBBERIZED COIR MATTRESS:

Rubberized coir mattresses are a combination of renewable products such as coconut fiber and natural rubber. The grouping produces a surface that offers natural warmth, solid protection, enables air movement and is non-absorbent.

- DURO FOAM,
- STRENGTH,
- BACK MAGIC,
- DREAM ON,
- PREMIUM SPECIAL,
- BLISS,
- CROWN-REGULAR,
- GOLDEN PLUS,

SPRING MATTRESSES:

Spring mattresses, all over the country, are becoming associated with comfort. It is meant to offer a variety of high-end spring mattresses to this consumer who needs the greater comfort that Duroflex manufacturers sprinted.

BONNEL SPRING:

- DELUXE,
- EVOKE
- ENDURE
- SUPER DELUXE,
- DELUXE PILLOW TOP

AREA OF OPEARTION

- The territorial activities of the Duroflex PVT LTD Hosur.
- The INDIA works, such as Kerala, Tamilnadu and Hyderabad.

INFRASTRUCTURAL FACILITIES

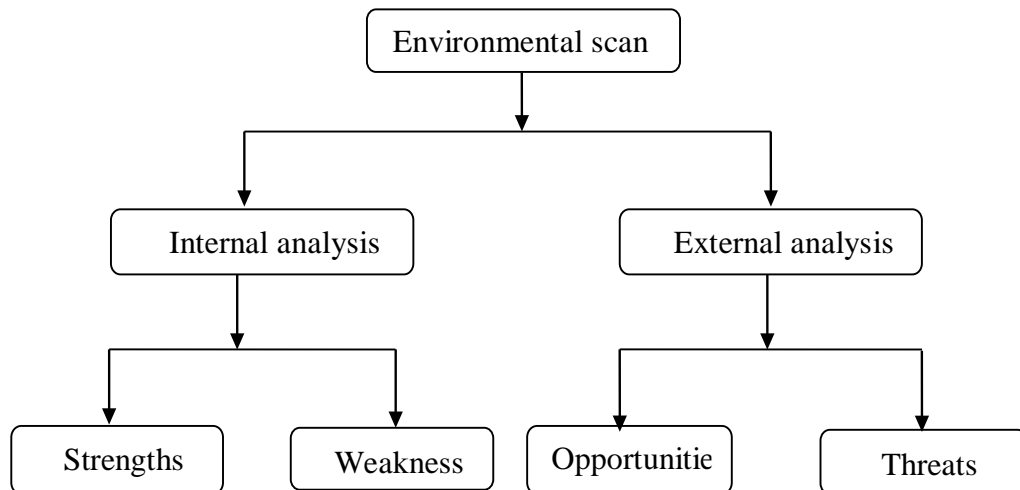
Infrastructure including buildings, work areas, related services and procedure management (hardware and software) as well as secondary service resources such as advertisement facilities required to meet the product 's requirements has been developed, supported and maintained by the DLPH. In the event of any changes in processes resulting in additional infrastructure requirements, the same shall be given. The appointed supervisor controls infrastructure maintenance.

COMPETITORS INFORMATION

- KURLON MATTRESS
- SLEEP WELL MATTRESS
- PEPS MATTRESS
- RESTOLEX MATTRESS
- MM FOAM MATTRESS
- NILKAMAL MATTRESS

SWOT ANALYSIS

The internal and exterior representation is a significant part of the expected phase of planning. The environment in the protected container constantly affects anonymity as strength or vulnerability, which is hidden as chance or danger outside of safety. An SWOT analysis discusses such a review of the expected environment. The following illustration shows how a swot analysis is an environment.



A useful resource for business remained the investigative SWOT (strength, vulnerability, possibilities and threats). The SWOT system is regarded as a decision taking tool for modern professional learning programs.

STRENGTHS:

Power is often liable for an endeavor or a function that has seen increased appeal. It indicates the firm abilities and capacities are graded.

- Healthy services for utilities,
- Products of high consistency,
- Implementation of acceptable and pre-planned working period plans,
- Capability of large-scale production,
- Investment strength,
- Affordable pricing and minimal cycle time for production.

WEAKNESS:

A deficit is a limitation or deficiency in resources , facilities and capability viewed as such. This includes recognizing vulnerability in the business and lack of capital.

- Failure to recognize the framework (international standards).
- The plant capacity is not used in its entirety,
- Losing skilled and well-established work;
- The company isn't fully suited for all goods of renewable technologies.

OPPORTUNITIES:

Chance in the environment of the business is an necessary satisfactory situation. It includes finding business prospects for businesses.

- Modern template to meet today's pattern
- Use of the highest degree of ability
- Developing country retail market
- Strategic procurement

THREATS:

A risk in the environment of the business is a big negative situation. The company's current or expected potential positions are mostly poor.

- Economic strength
- Production prices rise
- Rising raw material costs

ACHIVEMENTS/AWARDS

- We are the first organization in the mattress business to earn ISO certifications.
- In addition to the fact that a device that transmits the Duroflex stamp is a really successful product just prior to ISO certifications.
- Duroflex is a licensed organization under ISO 9001-2000. The American Standard Attachment has tested this endorsement for Duroflex.
- We are likewise representatives of the ISPA, which modernizes the division of newest development in quality and technology.

FUTURE GROWTH AND PROSPECTS

FUTURE GWOTH:

- DLPH is a multi-tech company which offers high-quality products for different budget fields, such as mattresses.
- DLPH is known to be the first of India's fast-growing mate firms.
- The nationwide DLPH bidding program allows consumers to access a broad variety of goods and services by qualified entry.

FUTURE PROSPECTS:

- The DLPH will continuously improve the laboratory grounds to offer world class goods with the addition of national skill equipment.
- Professional educational systems to reach the fair minimum requirements for workers.

CHAPTER- 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

THEORETICAL BACKGROUND OF STUDY:

ADVERTISEMENT:

American advertising plans provide strong exposure as any pay non-personal forms of fitness, and a marketed advocate collect concepts, products and services.

IMPACT OF ADVERTISING:

Publicity has been a environment that covers us, almost exclusively in the time. If you add up the amount of advertisements you get all day long, the interest of the total stretches a great deal. Several times ads are without goods that cultures don't really want "advertising is an ethical force, like electricity, not only lightness, but electronics. It is dependent on how it is used for creation, "Williambernach thought.

FUNCTIONS OF ADVERTISING:

- **ATTENTION:** The first advertisement purpose is to catch the reader's interest. Attention can be taken in commercial language through short punch lines. Using beautiful images.
- **INTEREST:** Interest may be generated by an advertiser by narrating, referencing or sprinkling humor, a dramatic scenario. Cartoons and photographs are used to create curiosity in the diagrams.
- **DESIRE:** In this stage, advertisement is conditional on the company being purchased by potential consumers. The author notes that the subject is liable for the assumption that if he / she lacks the product for use, he / she fails.

TYPES OF ADVERTISEMENT

- NEWSPAPER
- TELEVISION
- MAGAZINE
- RADIO
- ONLINE
- BILLBOARD

REVIEW OF LITERATURE

- **Gillian (1996)**
Looks at it as "meaning" attracting someone's attention to someone, knowledge or schooling.
- **In this ma Gillian (1997)**
Views it as "means" to call attention to the benefits and limitations of this open-air marketing system.
- **Smith and Swinyard (1998)**
Concludes that the attitude of the customer is established by promotional instruments against different brands. Furthermore, this shaped mindset persists until the final good or service buying decision. The primary purpose of marketing is to draw the consumer's interest and create a favorable approach to the company.
- **According to Chauvin and Hirschey (1999)**
The cost paid for ads has a beneficial impact on the market valuation of the product. In fact, they indicated that commercial spending should be used as an opportunity with a beneficial effect on the potential cash or profit inflows of the business.
- **Abhilash Mehta (2000)**
According to Abhilash Mehta, the way a respondent responds to some advertising also affects attitudinal facets of popularity, enhancing the expectations of certain observers. To order to be successful, it's something that customers would want to see, support and consider helpful to keeping items and resources up to date.

- **Tuflinger (2011)**

"Publicity" implies the non-personal exchange of info, as a rule paid for and sometimes marked by respected sponsorship in each newspaper, about objects, public administrations or thoughts. That is too much for the double talk scholastic. Taking this independent definition and see what it says.

- **Newhaven and Raffaele (2012)**

Defines interaction as "a communication that is self-reflecting, feeding, and reacting to the past."

- **Lee & Johnson, (2013)**

Research has shown that commercial theaters play a crucial role in marketing the drug. This often affects the view of individuals residing in community. Advertising also serves to change the actions of culture and its basic needs.

- **As per Plummer, (2014)**

Study concludes that the consumer personality and advertising message here are lasting associations. Publicity tends to influence the consumer's choice with accurate marketing details during the purchasing of the drug. It also affects your product buying decision.

- **Taylor (2015)**

The publicity tells people briefly that it inspires them to buy a product or service that ads are non-personal messages which still are addressed to customers or board viewers. It is not a problem.

- **Young (2016)**

He explained that in an attempt to supervise and pick up clusters of the viewer's opinions, advertisers are creating a promotional minute that can reverberate with the target markets and drive individuals to catch the advertised object or profit from it.

- **Holmes and Strutton (2017)**

Celebrities consider the love they regularly receive by outdoor sales as a part of the community and do not mind the marketing of such deals. It has improved because things have come to an close.

- **Hussainy, et al. (2016)**

Research predicts that no company will become a leader until they spend enormous amounts on their promotional work. The organization will strive to spend investments in both advertising instruments and channels for the development of a large market share, such as television, publishing, digital and outdoor services.

- **Lopez and Bassell (2017)**

Outside ads, not only because of its cost productivity, is going to grow and evolve over the next decades, but also because it tends to be the ultimate place that customers that are increasingly difficult will come from.

CHAPTER-3

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

There is a strong competition in today's modern world to sell their products & services, so that their profits can be increased in comparison with their competitors. In order to achieve this, companies adopt different advertising programs to raise their awareness and tend to raise their sales dramatically. Our intention is to create a forum to increase the company's revenues by advertisement.

NEED FOR THE STUDY:

You have to announce your goods or services to the public. Marketing also serves you sell products, services, and innovations and lets you accomplish salutary / business objectives. The organization is aware of its name and making the latest goods identified.

OBJECTIVES OF THE STUDY:

- Recognizing the company's different promotional strategies.
- To assess the degree of knowledge of the goods of the organization.
- Exploring growing business promotional strategies.
- Advocating suggests that ads should create consumer loyalty.

SCOPE OF THE STUDY:

The training is taught in Hosur. The research mainly addresses the sensitization of Duroflex items of people by different promotional techniques and the gathering of knowledge through utilizing questionnaires and interviews.

RESEARCH METHODOLOGY:

For specific details about an exact subject the word study can be described as "a scientific and methodical exploration. A search is an warning or a finished hunting review for initial facts of knowledge section. This growing the global supply in commercial know-how.

UNIT OF DATA COLLECTION:

The Research Units are tested in various regions of Bangalore.

DIRECT RESEARCH:

Both primary and secondary sources collect the data.

PRIMARY DATA:

The key statistics was first recorded data, known as first-hand results. The collected data are collected using the various primary data collection methods, such as observation, interviews and questionnaires.

SECONDARY DATA:

Secondary records are the previously accessible results. It could be worth more than the researcher who has it available to several people.

SECONDARY SOURCES:

- Company documents,
- Journals,
- Articles,
- Internet,
- Newspapers.

SAMPLING:

A survey ensures that groups of an informed audience are identified (e.g. people, organizations) to enable one to generalize our findings to the community they were chosen from by analysing the study.

The constraint is distance. Space.

- Duroflex goods were restricted to the analysis.
- consumer answer dependent on hypothesis.

CHAPTER SCHEME

- **Chapter 1:** Introduction,
- **Chapter 2:** Conceptual background and literature review,
- **Chapter 3:** Research design,
- **Chapter 4:** Data analysis and interpretation,
- **Chapter 5:** Findings, suggestions and conclusion

CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

4.1 TABLE

THE TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS AGE.

Age Group	No of Respondents	% of Respondents
UNDER 25	42	42%
25-35	31	31%
35-45	22	22%
45-55	5	5%
TOTAL	100	100%

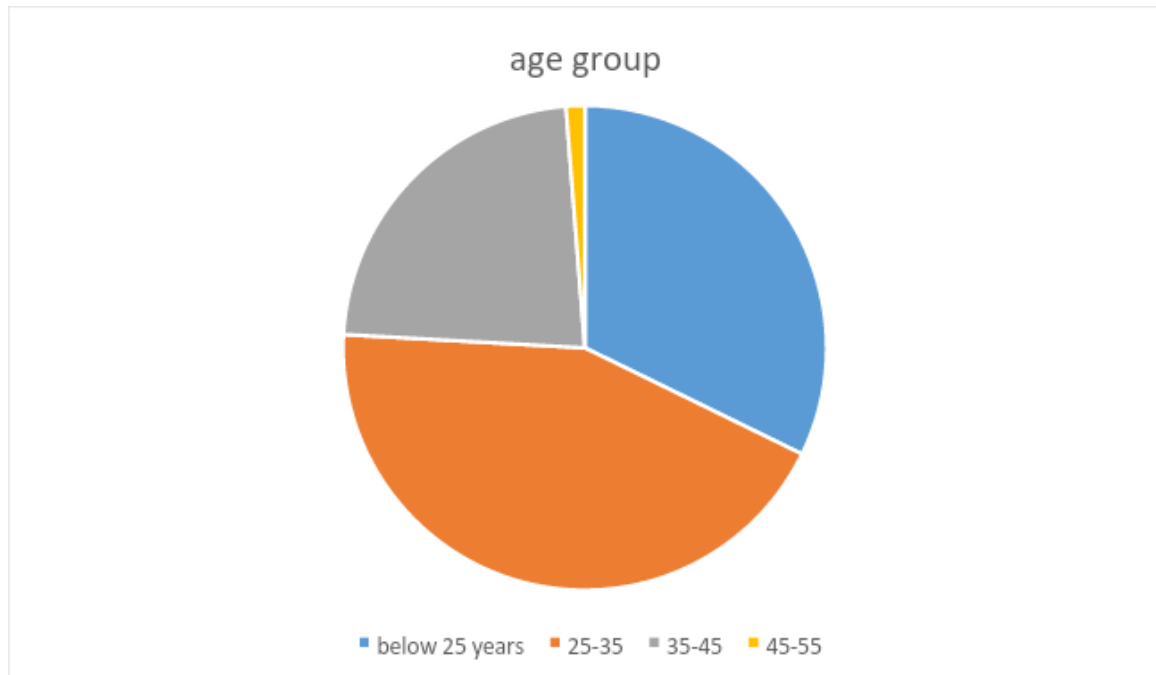
Analysis

The required 100 percent of respondents can be evaluated after the overhead table.

- 42% of respondents are in the age group below the age of 25.
- 31 per cent of respondents are in the 25–35 age range.
- 22 percent of respondents are in the 35–45 age range.
- 5 percent of the respondent is in age group 45-55.

4.1 CHART

THE CHART SHOWING THE CLASSIFICATION OF RESPONDENTS AGE.



INTERPRETATIONS:

Most of the customers of the product are between 25 and 35 years of age. The contribution made by people over 35-45 years of age is higher compared to those over 45-55 years of age.

4.2 TABLE

THE TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON GENDER

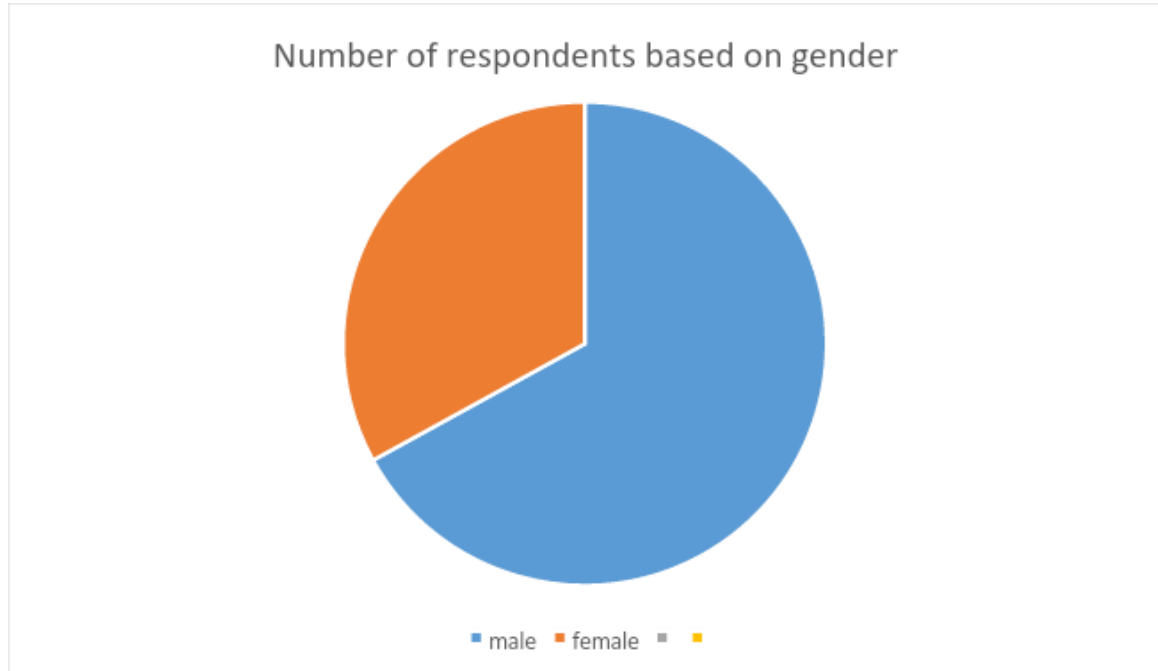
Gender	No of Respondents	% of Respondents
Male	67	67%
Female	33	33%
Total	100	100%

Analysis

From the above table, 67 per cent of respondents were male and 33 per cent female.

4.2 CHART

THE CHART SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON GENDER



INTERPRETATION:-

The following:

It was found that out of 100 respondents, most of the respondents were male.

4.3 TABLE

THE TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON OCCUPATION.

Occupation	No of Respondents	% of Respondents
Students	22	22%
Employed	29	29%
Business	12	12%
Self employed	15	15%
Housewife	15	15%
Other	7	7%
Total	100	100%

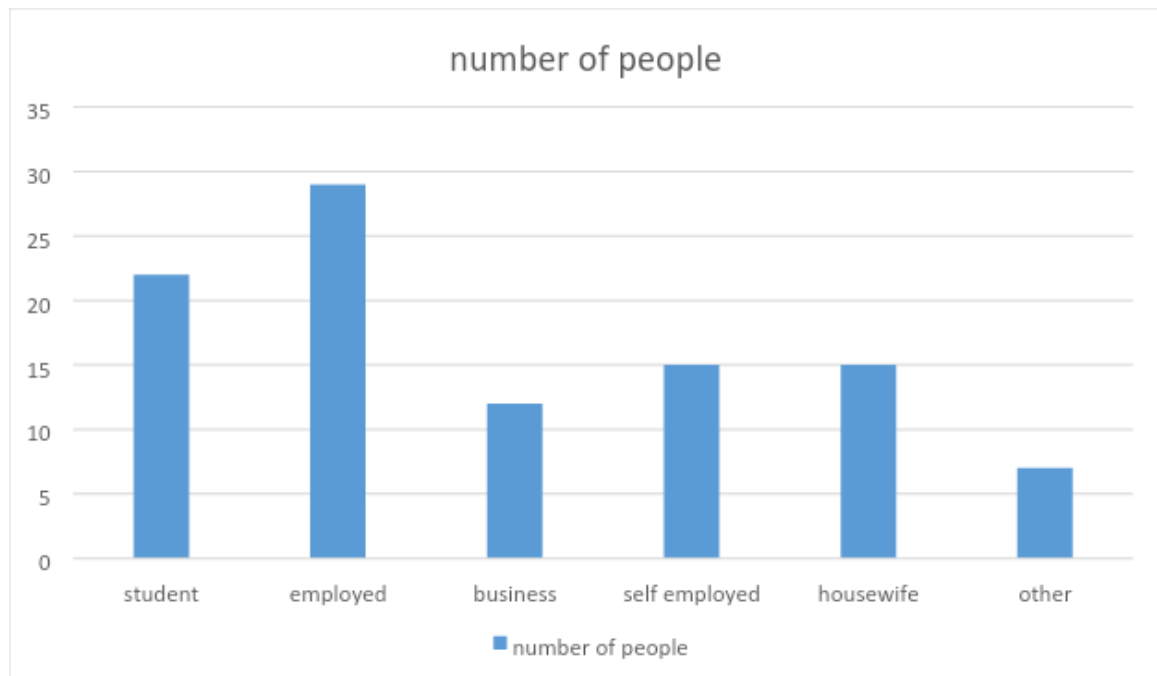
Analysis

After an overhead table, it can be evaluated that out of 100% of the respondents,

- 22 % of respondents remain students
- 29% of respondents are working
- 12 % of the respondents are Businessman
- 15 % of respondents are self-employed
- 15 % of respondents are housewife
- 7 % of respondents are from another group

4.3 CHART

THE CHART SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON OCCUPATION.



INTERPRETMENT:

Since the overhead table, it can also be noted that most of the respondents using the items are Workers, i.e. 29 respondents. Therefore, the corporation has to rely on other clients, such as industry and others.

4.4 TABLE

THE TABLE SHOWING THE NUMBER OF PEOPLE WATCHING ADVERTISEMENTS DAILY CUSTOMERS.

Awareness	Respondents	% of respondents
Yes	59	59%
No	41	41%
Total	100	100%

Analysis

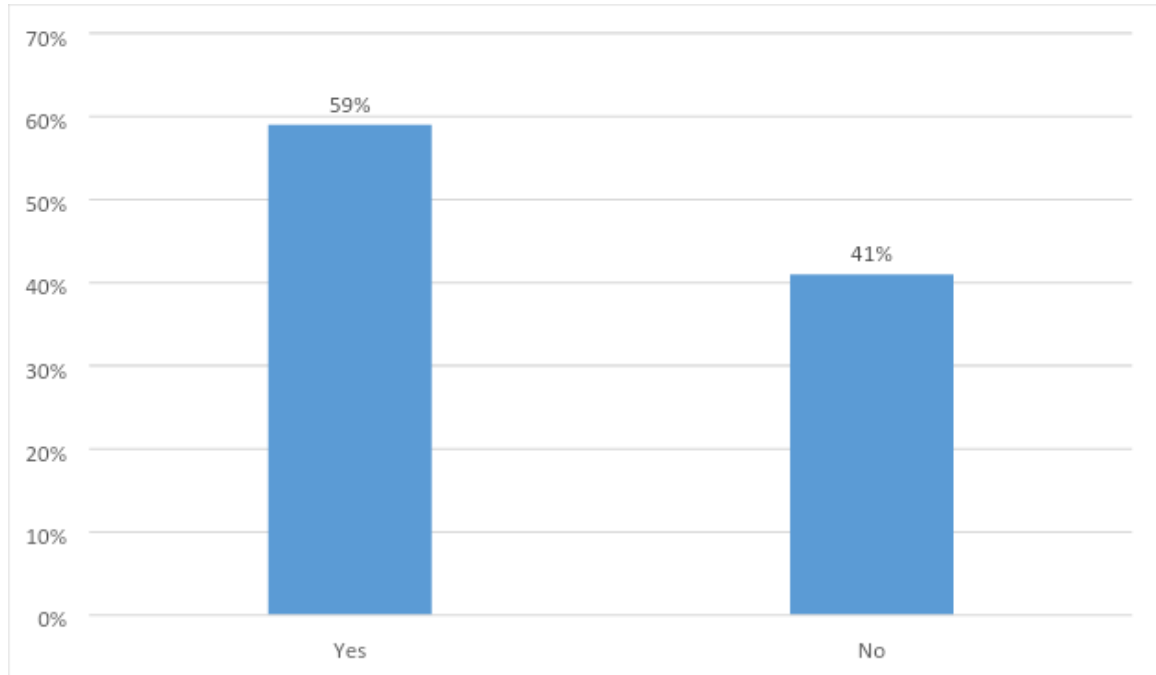
It's noticed out,

59 % of respondents are aware of the regular advertising for Duroflex goods.

The remaining 41 % of respondents was not aware of Duroflex goods on a regular basis. Therefore, the organization has to become more conscious of its ads.

4.4 CHART

THE CHART SHOWING THE NUMBER OF PEOPLE WATCHING ADVERTISEMENTS DAILY



INTERPRETATION:

This is discovered that, out of 100 respondents, 59 per cent of respondents are ignorant of the day-to-day ads of Duroflex goods, but the business also has to work on building awareness about the commercial and the name on the market. And that they will be able to deal directly with their rivals and earn adequate profits.

4.5 TABLE

THE TABLE SHOWING THE EFFECTIVE MODE OF ADVERTISING ACCORDING TO RESPONDENTS.

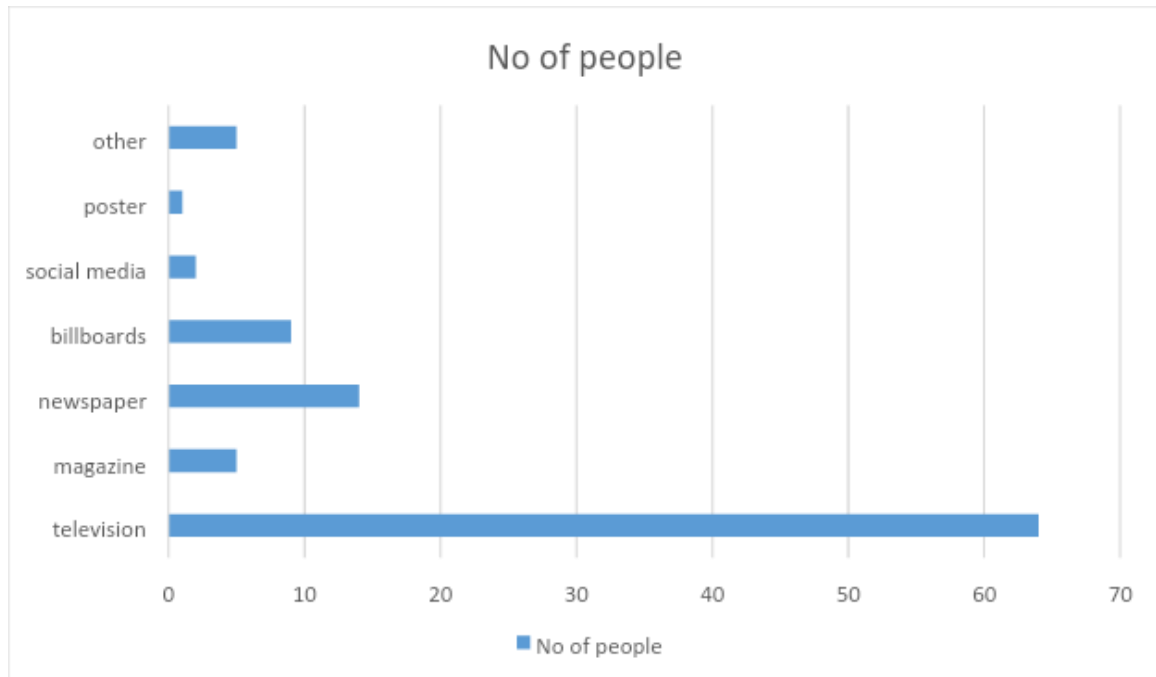
	no of respondents	% of respondents
TELEVISION	64	64%
NEWSPAPER	14	14%
MAGAZINE	5	5%
BILLBOARD	9	9%
SOCIAL MEDIA	2	2%
POSTER	1	1%
OTHER	5	5%
TOTAL	100	100%

Analysis

- 100 percent of respondents from the following table
- 64% of respondents are primarily affected by TV ads.
- 14 % of respondents came from the media
- 5 % of respondents came from publications
- 9 percent of respondents are on a billboard
- 2% of respondents came from social media
- 5 % of respondents are from other outlets

4.5 CHART

THE CHARTSHOWING THE EFFECTIVE MODE OF ADVERTISING ACCORDINGTO RESPONDENTS



INTERPRETATIONS:

- After the overhead map indicates that 100 of the respondents are available,
- 64% of the respondents are primarily influenced by tv ads
- 14 percent of the respondent is a journalist
- 5 % of the respondents are magazines
- 9 percent of the respondent is billboard
- 2 % of the respondents are social media

4.6 TABLE

THE TABLE SHOWING THE CUSTOMERS RESPONSE TOWARDS VARIOUS MODES OF BUYING THE PRODUCTS.

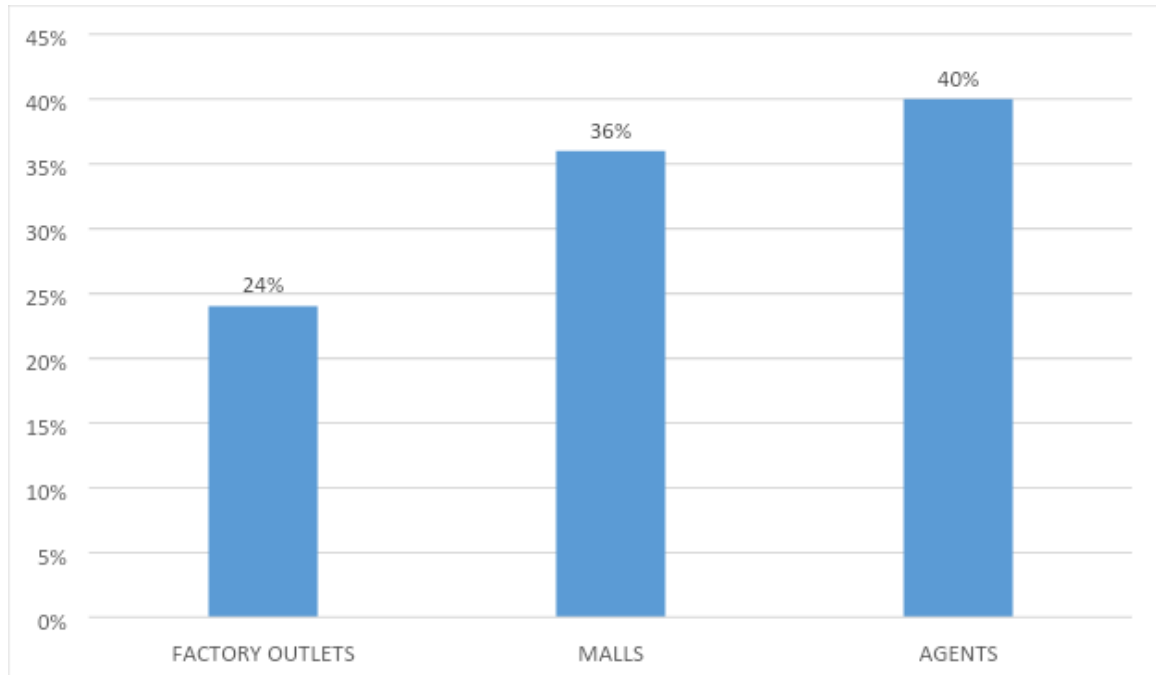
Customer Response	No. of respondents	% of Respondents
Factory outlets	24	24%
Agents	36	36%
Malls & shops	40	40%
total	100	100%

Analysis

- Valid from the overhead table of 100% of respondents
- 24 per cent of respondents purchase goods from factory shops
- 36 % of respondents buy from brokers
- 40 % of the respondents buy from the supermarket.

4.6 CHART

THE CHART SHOWING THE CUSTOMERS RESPONSE TOWARDS VARIOUS MODES OF BUYING THE PRODUCTS.



INTERPRETATIONS:

From the aforementioned map out of 100 respondents, it is seen that most of the consumers specifically buy the drug through agents. The proportion of shoppers in retail shops is comparatively low and the amount of purchases from shopping centers is high. Through means of this report, the organization will aim to boost its sales in its stores and increase its emphasis on factory outlets.

4.7 TABLE

THE TABLE SHOWING THE CUSTOMER USAGE OF THE PRODUCTS.

Usage	No of Respondents	% of Respondents
Comfort	40	40%
Un-comfort	20	20%
Normal	40	40%
Total	100	100%

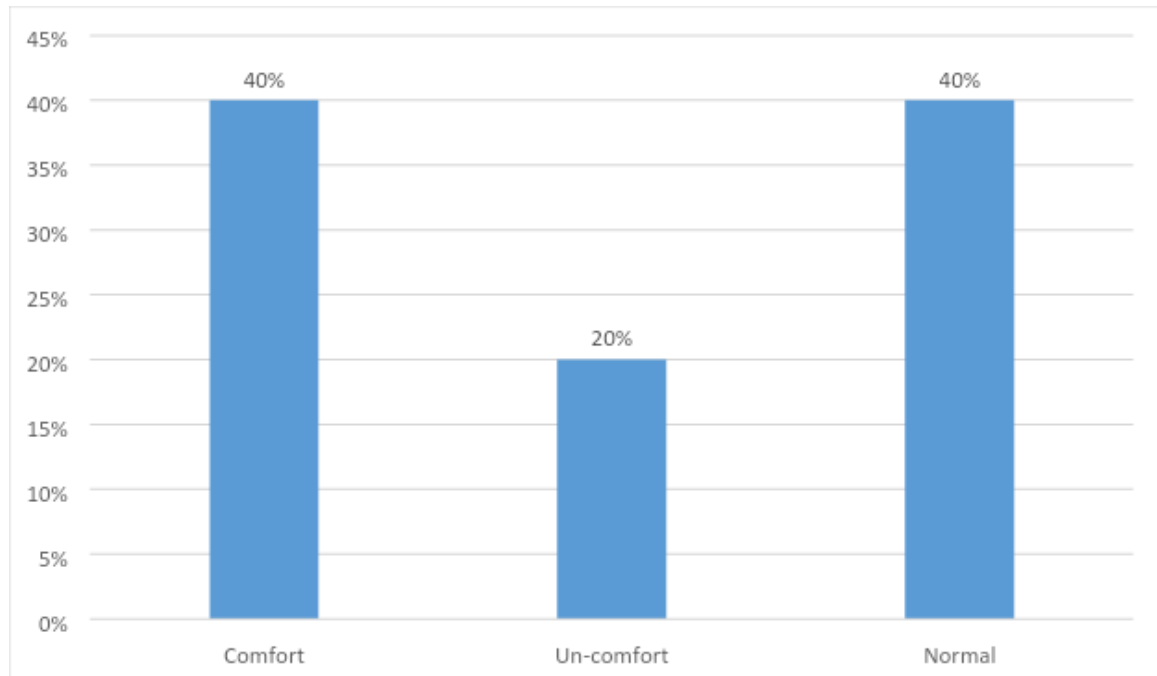
Analysis

The overhead table open to 100 percent of respondents

- 40 % of respondents believe the goods are relaxed
- About 40 per cent of respondents believe that the product selection is appropriate for use.

4.7 CHART

THE CHART SHOWING THE CUSTOMER USAGE OF THE PRODUCTS.



INTERPRETATIONS:

From the above figure, we can view that out of 100 respondents, from looking at the above map, we can see that the product attracts consumers where 40 per cent felt relaxed and another 40 per cent felt natural, but 20 per cent of respondents thought that the product was not relaxed because it could be used for the first time or transferred from other products.

4.8 TABLE

THE TABLE SHOWING THE CUSTOMER INTEREST TOWARDS DUROFLEX PRODUCTS.

Customer Interest	no of respondents	% of respondents
Yes	52	52%
No	48	48%
total	100	100%

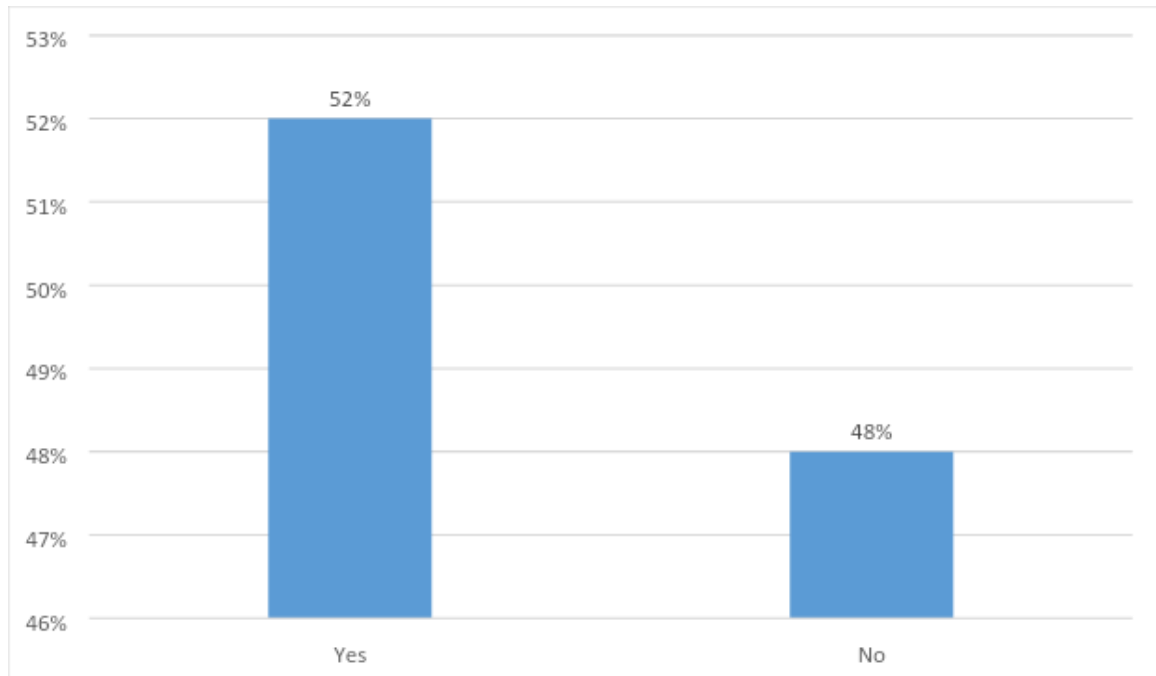
Analysis

The overhead table indicates that 100 percent of respondents are eligible.

- 52 % of respondents are interested to hear more about Duroflex goods
- 48 % of respondents do not want to hear anything about the goods.

4.8 CHART

THE CHART SHOWING THE CUSTOMER INTEREST TOWARDS DUROFLEX PRODUCTS.



INTERPRETATIONS:

The overhead graph shows that 100 respondents are available,

- 52 per cent of respondents are involved in Duroflex goods,
- The remaining 48 per cent of respondents did not want to hear anything about the goods.
- This may be because of advertising, the power of current clients or their own experience.

4.9 TABLE

THE TABLE SHOWS CUSTOMERS FEEDBACK OF THE DUROFLEX PRODUCTS.

Customer Feedback	no of respondents	% of respondents
Very good	24	24%
good	30	30%
Average	20	20%
Below Average	12	26%
Total	100	100%

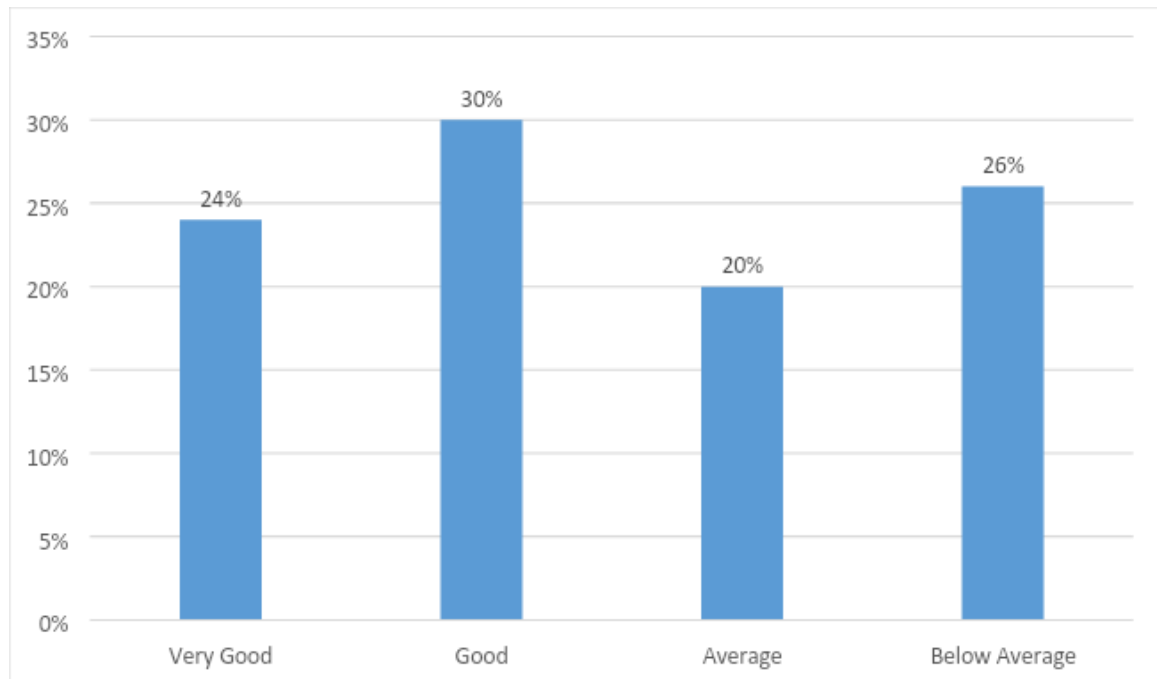
Analysis

From the table above,

- 24 percent of the input from the respondent is very strong
- 30% of the input from the respondent is strong
- 20% of the respondent's input is normal

4.9 CHART

THE CHART SHOWS CUSTOMERS FEEDBACK OF THE DUROFLEX PRODUCTS.



INTERPRETATIONS:

The following table indicates that the company analysis is adequate. 24 per cent of respondents feel that the product is really good and 30 per cent feel that it is decent while 20 per cent feel that the average product is acceptable, but 26 per cent of respondents feel that the product is not up to their level because their standards may be different.

4.10 TABLE

THE TABLE SHOWS THE EFFECT OF ADVERTISING ON PURCHASE OF DUROFLEX ADVERTISEMENT

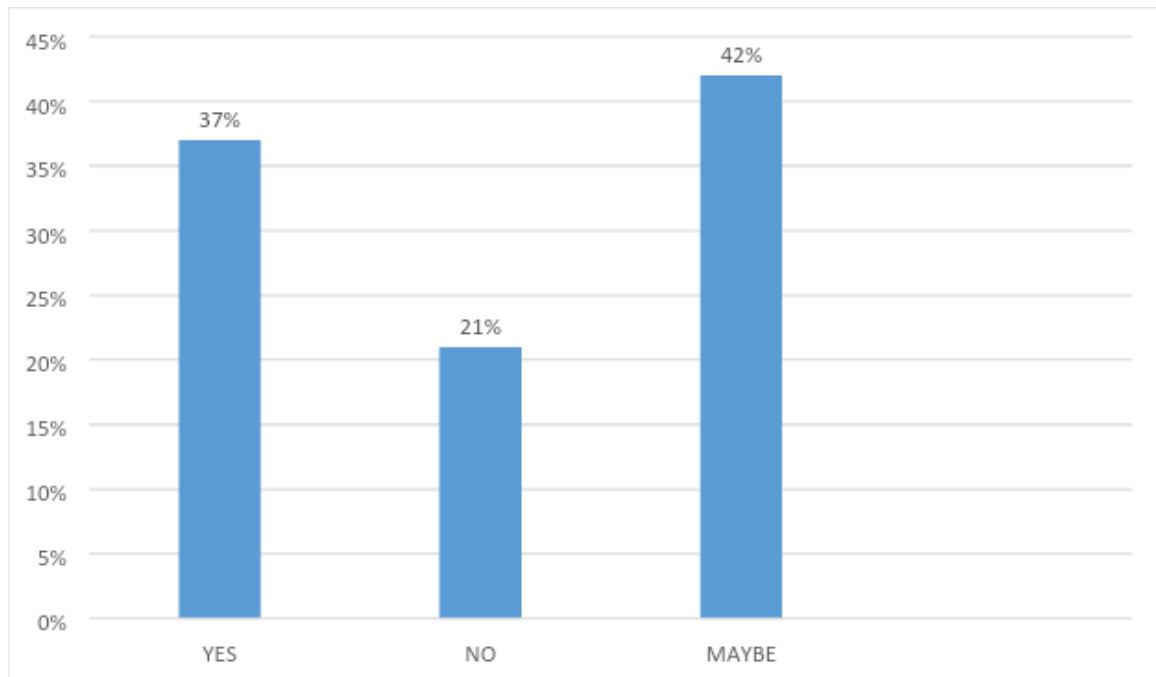
Effect of advertisement	No. of respondents	% of Respondents
YES	37	37%
NO	21	21%
MAYBE	42	42%
Total	100	100%

Analysis

- 37% of respondents are influenced by ads for the purchase of the drug.
- 21 percent of respondents are not influenced by ads on their purchase of the drug.
- 42 % of respondents are willing to be affected by advertising on the purchase of the product.

4.10 CHARTS

THE CHART SHOWS THE EFFECT OF ADVERTISING ON PURCHASE OF DUROFLEX ADVERTISEMENT



INTERPRETATIONS:

From the above map of 100 respondents, we can see from the table that ads relies on their cont act trend is really strong, as it allows the Indian market to draw them. We will note that the eff ect of the commercial is nice 42 per cent of the respondents is affected by the adds.

4.11 TABLE

THE TABLE SHOWING THE CUSTOMERS PERCEPTION ABOUT ADVERTISEMENT OF THE DUROFLEX PRODUCTS.

Customer Perception	No. of respondents	% of Respondents
Good	42	42%
Better	28	28%
Bad	22	22%
Worst	08	08%
total	100	100%

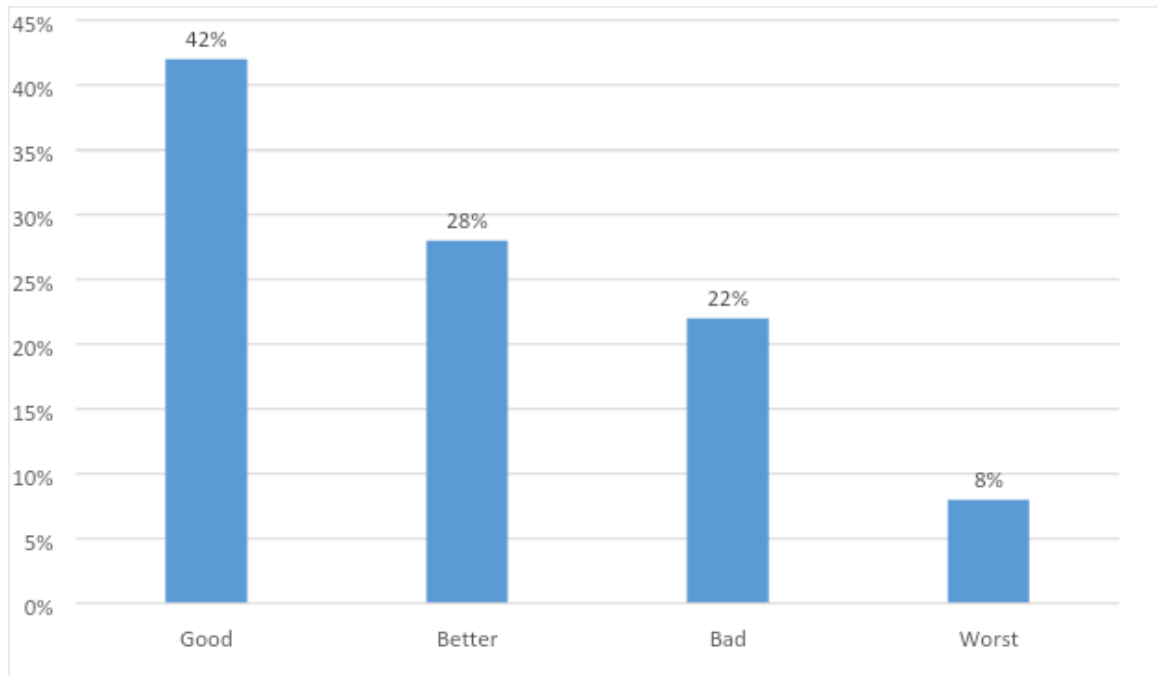
Analysis

The overhead table indicates that out of 100 percent of the respondents

- 28 per cent of the respondent's perception of Duroflex products is bad
- 42% of the respondent 's view of Duroflex items is healthy.

4.11 CHART

THE CHART SHOWING THE CUSTOMERS PERCEPTION ABOUT ADVERTISEMENT OF THE DUROFLEX PRODUCTS.



INTERPRETATIONS:

Of the 100 respondents in the above table,

The bulk of the respondent felt confident about the commercial as it is framed in a more appealing manner so that they can recall it, but in some opinion the commercials will not be spectacular.

4.12 TABLE

THE TABLE SHOWING THE REASONS FOR LIKING OF ADVERTISEMENT.

Reason to like Advertisement	No. of respondents	% of Respondents
The theme	60	60%
Famous personalities	14	14%
Richness	14	14%
Other reasons	12	12%
Total	100	100%

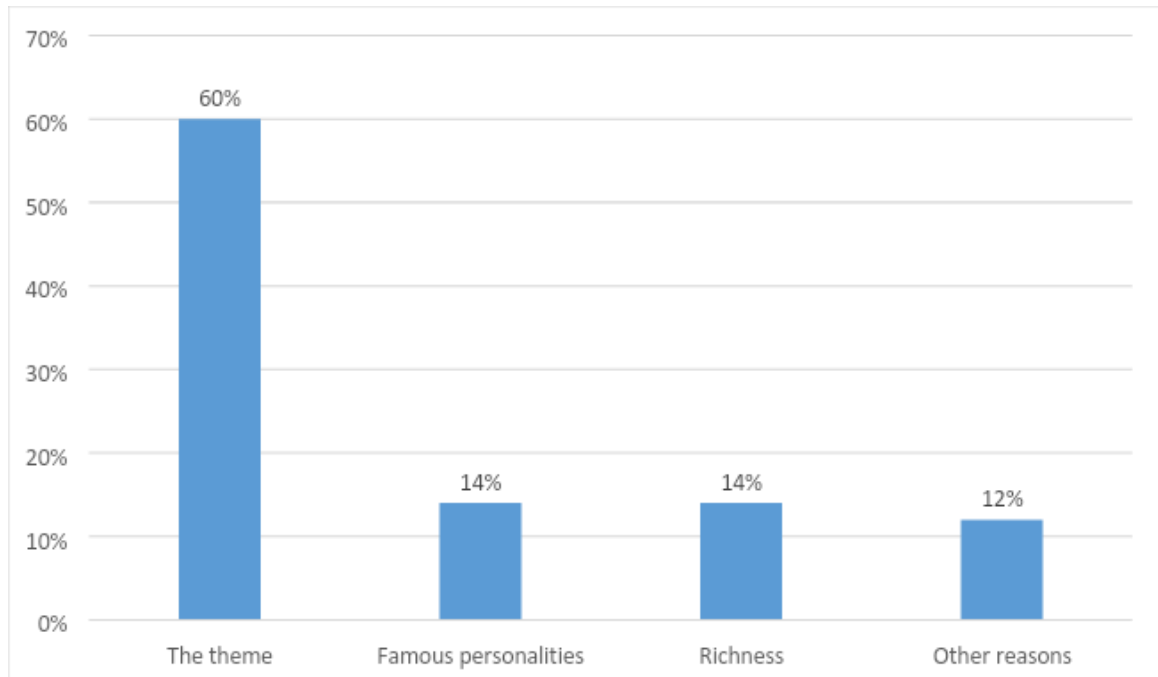
Analysis

Valid from the overhead table of 100% of respondents

- 60 % of respondents prefer ads because of its theme
- 14 per cent of respondents like the advertisement for famous personalities.
- 14 per cent of respondents prefer the commercial because of its strong richness
- 12 per cent of respondents prefer the commercial for certain reasons.

4.12 CHART

THE CHART SHOWING THE REASONS FOR LIKING OF ADVERTISEMENT.



INTERPRETATIONS:

From the above table, out of the 50 respondents, the main appeal of the commercial is their style, they quote that their company is not only relaxing, but reenergizing for the day. They advertise in order to persuade the market that their commodity is better shown by the real events of the day rather than through making changes by certain techniques. So that the flavor of these additions was 60 per cent relative to other factors.

4.13 TABLE

THE TABLE SHOWS IMPORTANCE OF ADVERTISEMENT ON PURCHASING OF DUROFLEX PRODUCTS

Advertisement Effectiveness	no of respondents	% of Respondents
VERY MUCH NECESSARY	37	37%
NECESSARY	44	44%
NOT REQUIRED	19	19%
Total	100	100%

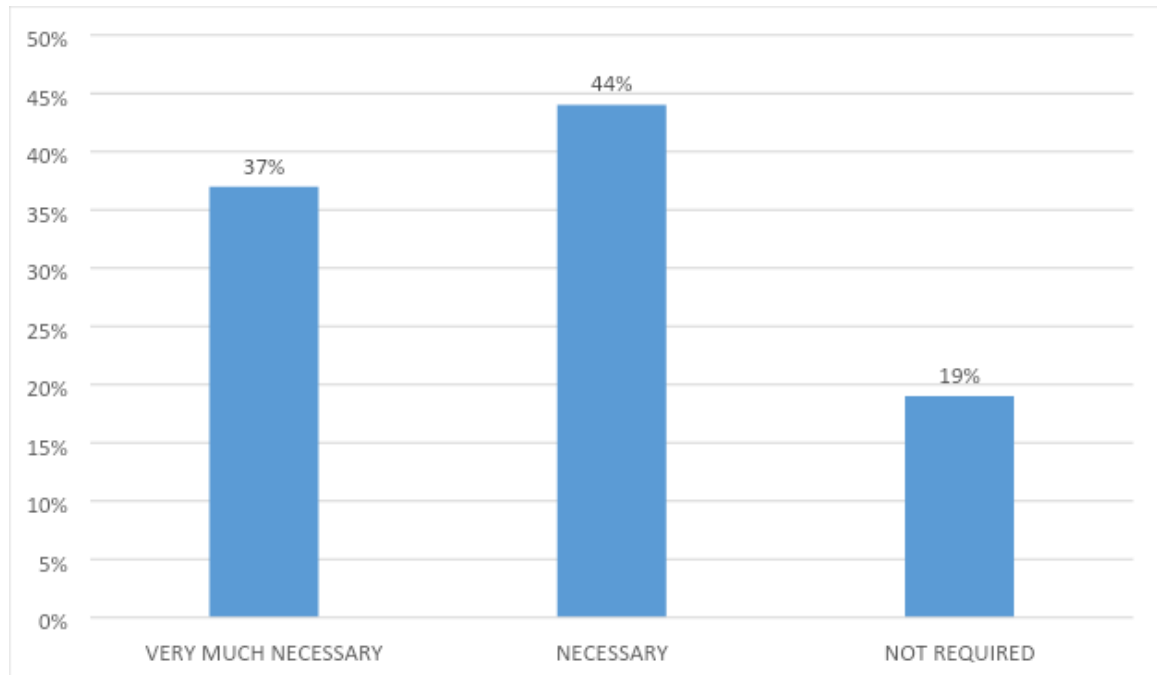
Analysis

The overhead table reveals the

- Maximum percentages of respondents are of the opinion that advertisement is currently required for Duroflex goods.
- The limited respondents remain of the opinion that advertising is needed

4.13 CHART

THE CHART SHOWS EFFECTIVENESS OF ADVERTISEMENT ON PURCHASING OF DUROFLEX PRODUCTS.



INTERPRETATION

Overhead graphs reveal that, out of 100 respondents, in a competitive market, the organization is forced to allow mandatory ads of the goods. Through looking at the aforementioned table, 44 per cent of respondents believe that it is necessary and 37 per cent of respondents believe that it is really important to make changes to their goods, so that the consumer does not neglect that the business is trying to grow the consumer.

4.14 TABLE

THE TABLE SHOWS DIFFERENT MEDIAS OF ADVERTISEMENT.

Importance of advertisement	No. of respondents	% of Respondents
TELEVISION	52	52%
RADIO	2	2%
WORD OF MOUTH	28	28%
EXPERT	18	18%
Total	100	100%

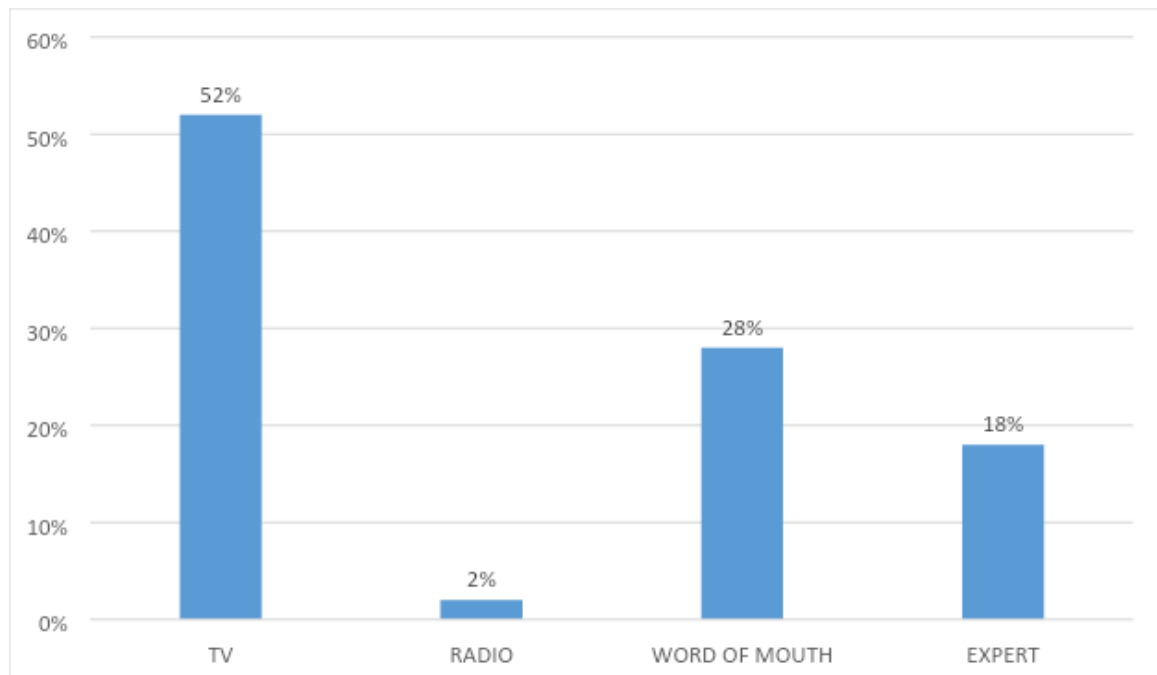
Analysis

The overhead table reveals that

- 52% of respondents are influenced by television
- 2% of the respondent shall be by radio
- 28 percent of the respondent is by word of mouth
- 18 % of the respondents are experts

4.14 CHART

THE CHART SHOWS IMPORTANCE OF ADVERTISEMENT.



INTERPRETATIONS:

The overhead graph indicates that, out of 100 respondents, in a dynamic market, businesses are forced to make compulsory ads of their goods. Through observing the following table, 52 per cent of respondents to television ads and 28 per cent of respondents to advertise their goods through word of mouth 2 per cent of radio advertising, 18 per cent of respondents to expert comments. So that the consumer will not forget about the product and continues to grow the business.

4.15 TABLE

THE TABLE SHOWS THE USAGE OF DIFFERENT APPEALS OF ADVERTISEMENTS

Product Types	No. of respondents	% of Respondents
HUMOUR	21	21%
PERSONAL TOUCH	28	28%
TECHNOLOGY	24	24%
PRODUCT INFO	27	27%
Total	100	100%

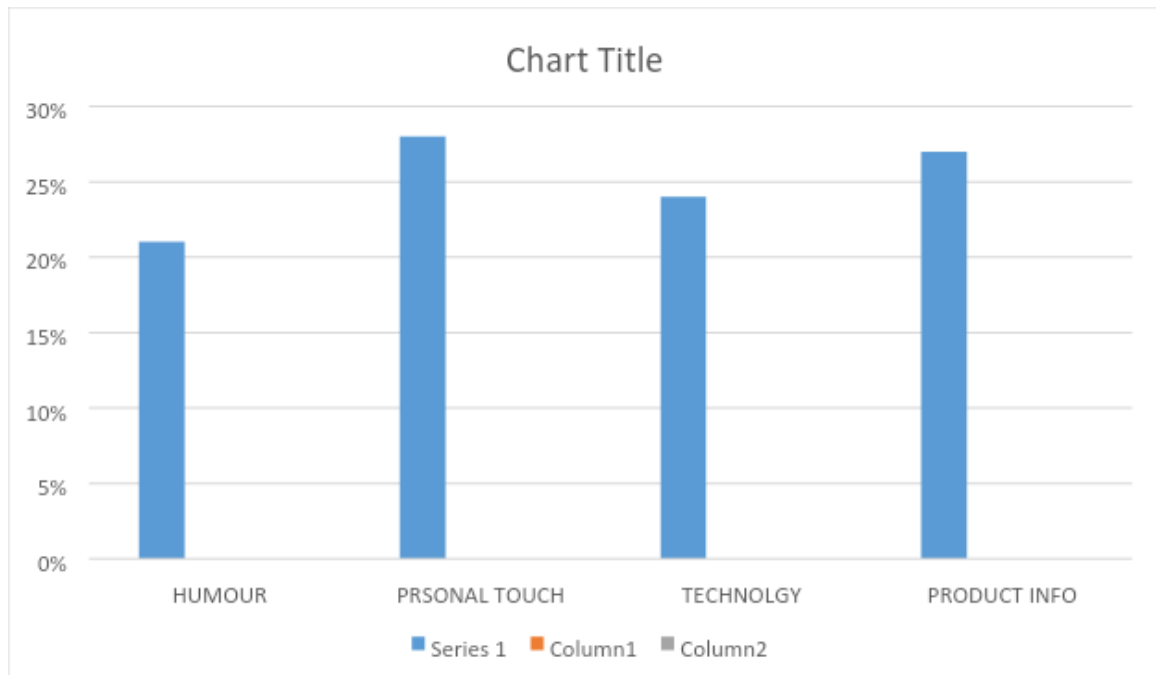
Analysis

The table reveals that

- 21 % of respondents are of the view that the use of satire appeals would be best suited to draw consumers.
- 28 per cent trust in a intimate contact attraction
- 24 per cent of respondents are influenced by the technology appeal
- 27 per cent of respondents of premium product details are best off in ads.

4.15 CHART

THE CHART SHOWS THE USAGE OF DIFFERENT APPEALS OF ADVERTISEMENTS



INTERPRETATIONS:

Of the 100 respondents in the above table,

The company's main business is mattress and its core business, which is why they are strongly focused on it, with 28 per cent of the respondent being influenced by personal touch and being able to view the ads.

- 26 % of respondents are company details
- 24 percent of respondents are technology respondents.
- 21 percent of the respondent is humor.

4.16 TABLE

THE TABLE SHOWS THE TYPE OF OUTDOORS ADVERTISING MUST BE USED TO PROMOTE EFFECTIVELY.

Out Door Advertisement	Respondents	% of Respondents
Bill boards	46	46%
Kiosks	16	16%
Trade show & Events	38	38%
Total	100	100%

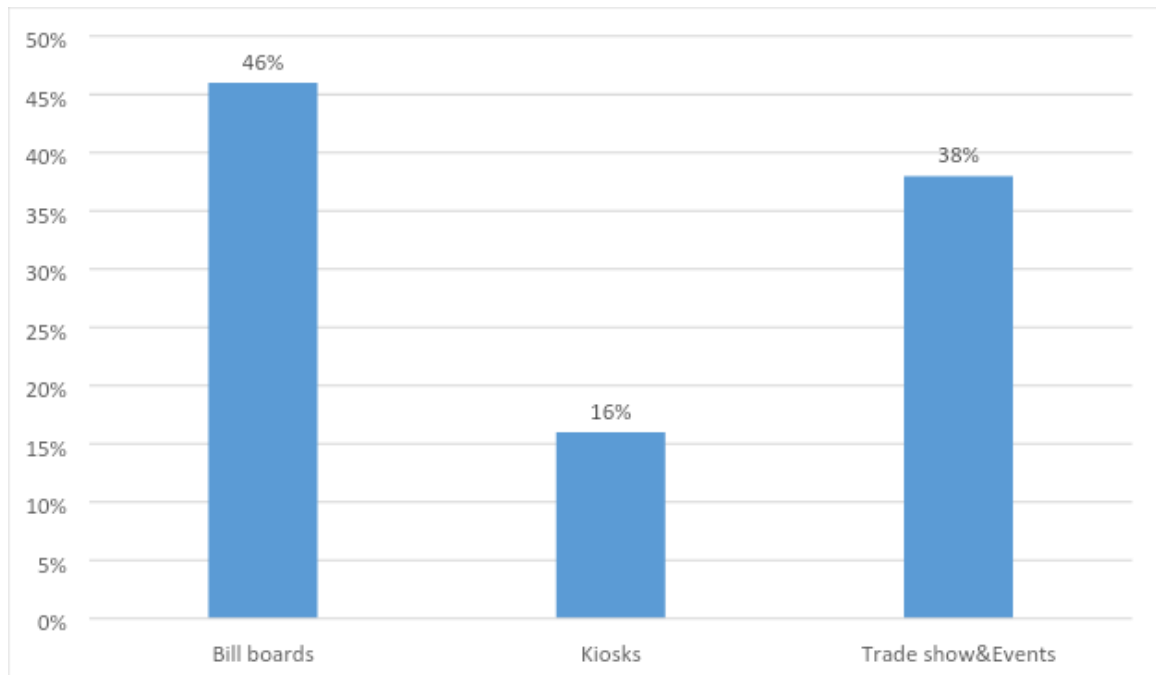
Analysis

In the table above,

- Citizens (46 per cent) agree that bill boards are an important way of delivering information to the public.
- 16 percent of kiosks are outdoor ads with add-ons.
- 38% of trade shows and events to establish a strong partnership and promote their Duroflex drug.

4.16 CHART

THE CHART SHOWS THE TYPE OF OUTDOORS ADVERTISING MUST BE USED TO PROMOTE EFFECTIVELY.



INTERPRETATIONS:

From the above chart, we can see that the company must focus on giving additions through the use of billboards, trade shows and events by not only adding indoor additions, but also by adding outdoor additions to make the individual remember their product. And effect on the purchasing of the drug.

4.17 TABLE

THE TABLE SHOWS THE LACKING THINGS OF ADVERTISEMENT.

Lacking in Advertisement	Respondents	% of Respondents
Information	30	30%
Richness	26	26%
Not reaching	44	44%
total	100	100%

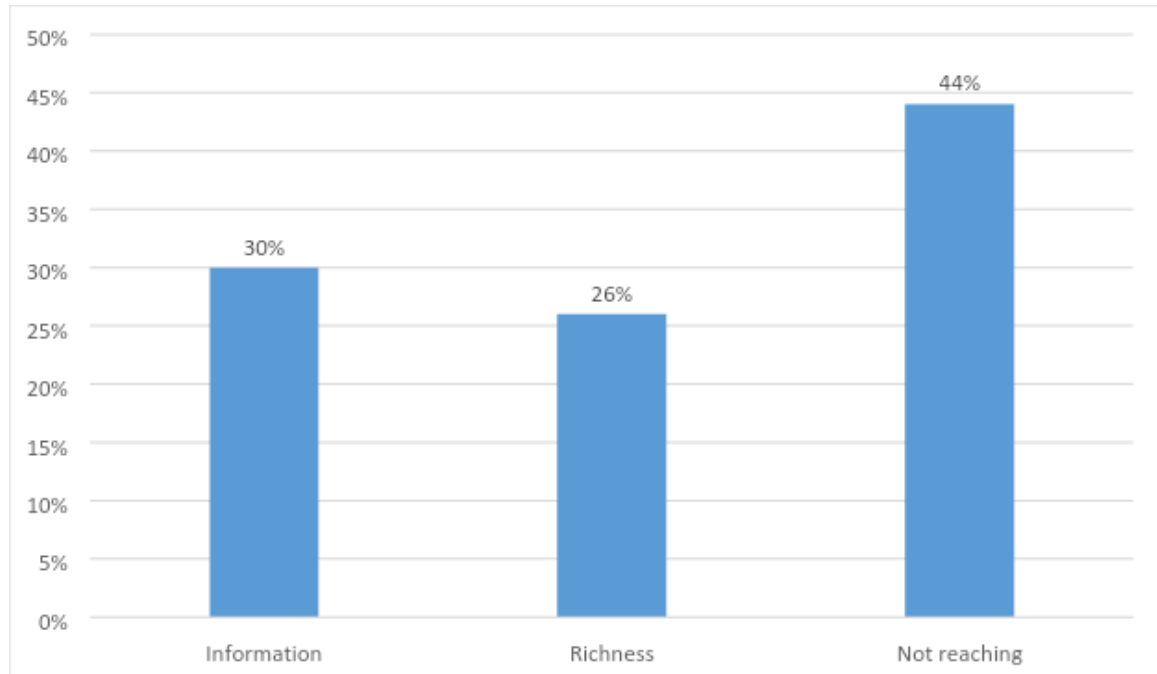
Analysis

Out of the overhead table open to 100 respondents

- 30 respondents regarded as missing information
- There is a lack of diversity in ads by 26 respondents
- Remaining 44 saw as not touching the public

4.17 CHART

THE CHART SHOWS THE LACKING THINGS OF ADVERTISEMENT.



INTERPRETATIONS:

Out of 50 respondents, from the above chart,

The key aspect of the commercial is to provide information about the company given the fact that it would be of no use if the adds failed to include the relevant details. And in some regions the advertisements could not be reached in such cases , the company had to plan to communicate through different types of channels.

4.18 TABLE

THE TABLE SHOWING THE VARIOUS ADVERTISING METHODS OF DUROFLEX PRODUCTS.

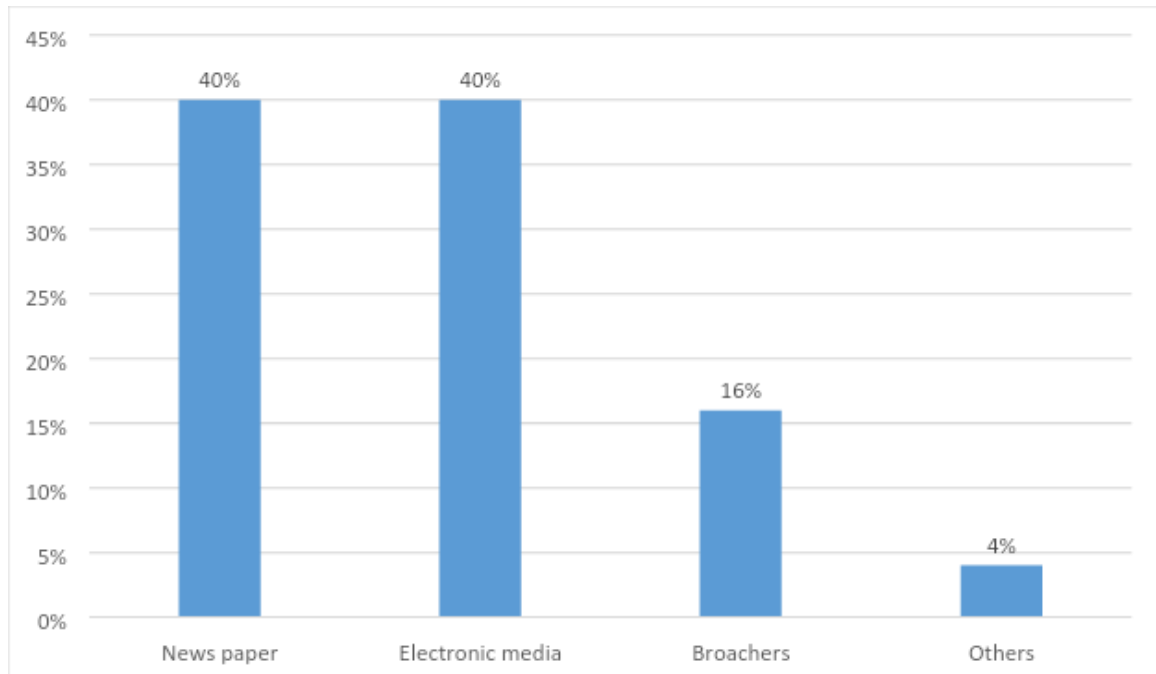
Advertisement Methods	Respondents	% of Respondents
News paper	40	40%
Electronic media	40	40%
Brochures	16	16%
Others	04	04%
Total	100	100%

Analysis

- It has been found,
- 40 per cent of respondents are influenced by Newspapers and Electronic Media on Duroflex products.
- 16% of respondents to the brochures
- 4 per cent of respondents of other newspapers.

4.18 CHART

THE CHART SHOWING THE VARIOUS ADVERTISING METHODS OF DUROFLEX PRODUCTS.



INTERPRETATIONS:

The map above indicates that,

Table 4.18 above lets to learn that 80 per cent of the respondent is witnessing a big medium of contact through newspapers and online media. This is rendered because they are commonly sold on the market.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

RESEARCH FINDINGS

- The Company's products are used mostly by the ages of 15 to 45, which are not fully utilized by the Company even though a market is in place.
- Businessmen and workers are the key focus of the company target sector on the basis of profession.
- Any corporation or company's significant feature is advertisement. The ads of Duroflex Corporation was not up to the level of just 59% of the respondents.
- The organization always establishes a client partnership, ensuring the clients remain faithful to the business. However, the majority of respondents (64 percent) in connection with this company were not existing customers.
- In the area where the project is most successful, shopping malls are the method of selling the drug, so there are less purchases in its outlets than other networks.
- The mechanism by which the market is kept and obtained is to value the resulting commodity. With Duroflex, 40 % of respondents answered that the product was natural and 20% responded that the product was not convenient.
- The organization always establishes a client partnership, ensuring the clients remain faithful to the business. However, the majority of respondents (64 percent) in connection with this company were not existing customers.
- In the area where the project is most successful, shopping malls are the method of selling the drug, so there are less purchases in its outlets than other networks.
- The mechanism by which the market is kept and obtained is to value the resulting commodity. With Duroflex, 40 % of respondents answered that the product was natural and 20% responded that the product was not convenient.
- If the product of the company is up to the mark, the demand for the product increases customer interest. Since the research was carried out only 52 % of the respondents had an interest in the drug.
- The user input is unsatisfactory. Since 54 percent of the respondents were pleased with the product and 46 percent were not satisfied with it, this might increase more if the business did not take any measures.

- The business does well with regard to the ads according to the report. In recent developments, broadcast and internet advertisements are the principal forms of contact. TV ads accounted for close to 60 per cent of respondents.
- Advertising should be able to communicate with the product and the company in a positive way. Through its advertising, the business would draw the audience and the customers were delighted with the process.
- The company is an excellent tactic to attract market attention. The changes were built to represent the business mind-set.
- The business has been able to identify the industry beats so that it can impact the demand and improve revenue. One of the key distribution platforms is advertisement.
- According to the research carried out in the business climate, the organization needs mandatory ads for its goods. 70% of them shared the value of holding advertising, based on the analysis received by the respondent.
- I have observed that the company's main market is mattress and that it is well-oriented, however the company will grow.
- The organization will consider an alternate means of accomplishment in any distant area where ads cannot be reached by indoor ads all the time.
- The company should design the addition to achieve all the target market information. The biggest downside to the ads of the business is that it cannot touch the whole audience.
- According to the report, the right television and newspaper outlet to hold the ad.

SUGGESTIONS / RECOMMENDATIONS

Training on ads would be the next responsibility. Because the optimal ads will include the following things subsequent plans and the consumer interest risk inquiries.

1. The company has the market yet is not attempting to grow, most clients are married, so that the mattress for bachelors can be designed so that the profit can be increased.
2. The greater number of clients aged 15-45 years of age indicates that the business has been willing to consider the needs of clients above 45 years of age. In behalf of the company, the market share can be expanded or strengthened.
3. The company's oriented audience is not categorized according to profession but rather on the income and consumption trend, as entrepreneurs and workers. The organization will then boost its revenue
4. The company's important feature of sensitizing the commodity and market. 56% of all respondents was ignorant of the drug according to the report. The company should therefore spend resources to make the product aware of the market via more indoor and outdoor advertising.
5. Most in every business is keeping loyal clients, which may be by strong consumer interaction, excellent quality and attractive deals such as repurchase, swap etc.
6. In the shopping mall, sales are made more than in the companies. Compared to shopping malls and stores the prices will be higher.
7. The company should still concentrate more on research and development so the review about the product would gain positive elements. On basis of the analysis 40 percent evaluated the commodity is natural and 20 percent conveyed it un relaxed this proportion can be decreased by recognizing the need of the consumer.
8. If the company enhances the consumers ' trust in the buying of the drug. According to the study conducted, 52 percent of respondents are interested in increasing this percentage by conducting a market survey, and in which segment they fall.
9. Feedback on the product is not adequate, as 20 % of respondents thought the product to be average and 26% felt the product was lower than average.A research plan shall be conducted on this frustration with the drug.
10. The business uses the latest web and TV advertisement method. 68 per cent of respondents have received these two channels of advice.

11. The way the business and its goods portray themselves is fine. We just show a lovely motif rather than use festivities or some other techniques. Therefore, the changes that are created provide a clear business perception.
12. Through the study, the efficiency of the ads is understandable. 46 % of respondents have an opinion that advertisements are influenced. This task will be consistently carried out to boost revenue

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- www.duroflex.com
- www.advertisement.com

Annexure

Questioner

1. age ?

- Under 25
- 25-35
- 35-45
- 45-55

2. Gender

- Male
- Female

3. Occupation?

- Students
- Employed
- Business
- Self employed
- Housewife
- Other

4. Do you watch the advertisements daily?

- Yes
- No

5. You're familiar with which media?

- Television
- Newspaper
- Magazine
- Billboard
- Social media
- Poster
- Other

6. Where do you think to buy the products?

- Factory outlets
- Agents
- Malls & shops

7. Usage of the products.

- Comfort
- Un-comfort
- Normal

8. Interest towards duroflex products.

- Yes
- No

9. Feedback of the duroflex products.

- Very good
- Good
- Average
- Below average

10. Can advertising change the purchase decision of duroflex products?

- Yes
- No
- Maybe

11. Perception about advertisement of the duroflex products.

- Good
- Better
- Bad
- Worst

12. The reasons for liking of advertisement.

- The theme
- Famous personalities
- Richness
- Other reasons

13. Importance of advertisement on purchasing of duroflex products

- Very much necessary
- Necessary
- Not required

14. Different Medias of advertisement.

- Television
- Radio
- Word of mouth
- Expert

15. Different appeals of advertisements

- Humour
- Personal touch
- Technology
- Product info

16. The type of outdoor advertising must be used to promote effectively.

- Bill boards
- Kiosks
- Trade show & events

17. The lacking things of advertisement

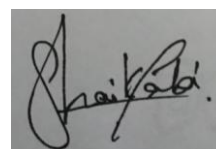
- Information
- Richness
- Not reaching

18. The various advertising methods of duroflex products?

- News paper
- Electronic media
- Brochures
- Others

ACTIVITY CHART

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding Structure, Culture and functions of the organization/identification of business problem from the Industry from the literature study	Week-1 06-01-2020 To 10-01-2020
2	Activity-2	Discussion with the guide for finalization of research design and instrument and presenting the same to the guide.	Week-2 13-01-2020 To 17-01-2020
3	Activity-3	Collection of data, editing of the collected data, coding, tabulating and presenting to the guide for suggestions for analysis.	Week-3 20-01-2020 To 24-01-2020
4	Activity-4	Analysis and finalization of report and making presentation to the guide	Week-4 27-01-2020 To 31-01-2020
5	Activity-5	Submission of final Report to the University before one week of the commencement of theory examination	Week-5 03-02-2020 To 07-02-2020



SHAIK ZABI

Name and Signature of the Student