

# [Vishal mega mart, price gap analysis, jalandher](https://assignbuster.com/vishal-mega-mart-price-gap-analysis-jalandher/)

[Business](https://assignbuster.com/essay-subjects/business/)

It is a matter of great satisfaction and pleasure to present this market esearch report on Summer Training in owe my thanks to all those involved in my training.

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Preface is a well established organization in the field of Grocery Retail, Wholesale and Agency Services since 1932. The firm has an expertise in the blended Khada Masala which consists of selected best quality spices. The firm wants to know the preference of the form (Khada or Pisa) of Packaged Garam Masala by the consumers. Hence, an extensive market has been carried out in this regards and the following Market Research Report marks the beginning of the same.

Brands From the above shown facts the first and foremost conclusion that we can draw is most people opt for Pisa masala, and secondly there is demand for the quality product people are not striving towards the branded products they Just want a better quality product and last and foremost people are willing to buy pacakaged form of khada masala in right quality, proportion and in every variety.