

Advertisement strategy of various paint industry

Business



The satiation and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible. I would like to take the opportunity to thank and express my deep sense of gratitude to my corporate mentor Mr. Karthik Sreeraman and my faculty mentor Prof.

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. I am thankful to Mr. Gautam Ghosh for giving me the opportunity to work with Asian Paints and learn. I owe my wholehearted thanks and appreciation to the entire staff of the company for their cooperation and assistance during the course of my project. I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards this industry in coming future.

The project was started on 22nd of April after knowing all the relevant information about the different Primer and Putty varieties available. The first part of my project involves the study of Dealers allocated to me and identification of the problem areas, consumer purchase process and helping

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them in order to increase sale. For this I used the method of personal interviews and questionnaires. At the same time , they were being made aware of the incremental scheme of Asian Paints for the dealers. For this I visited around 85 outlets in the area, ie, Howrah, Hooghly and West Medinapore and spoke to them.