



CERTIFICATE

This is to certify the project work entitled "A STUDY ON MARKETING MIX (HERITAGE FOODS)" Is done by

NAME: BASWAPURAM DEEKSHITHA

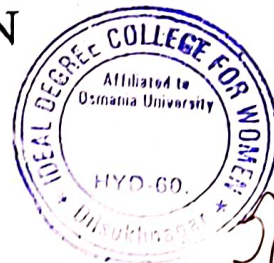
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As a part of their Curriculum in the Department of Commerce
IDEAL DEGREE COLLEGE FOR WOMEN
HYDERABAD - 500007

This work has been carried out under my guidance.

B. Madhusudhan

PRINCIPAL B. MADHU SUDHAN



[Signature]
External Examiner

[Signature]
Mentor

BHAGYALAKSHMI

ANNEXURE -1

DECLARATION

I hereby declare that the project entitled "A STUDY ON MARKETING MIX (HERITAGE FOODS)" Is an original work done by me and has been submitted to the Department of Commerce Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce.

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student
BASWAPURAM DEEKSHITHA

B. Deekshitha.
Signature of the student

Ideal Degree College for Women

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OBJECTIVES OF THE STUDY

This study was conducted with an objective of getting an insight of present market share achieved and steps taken to maintain it in Vizianagaram and in adjacent areas. These study enterprises on the marketing strategy developed in order to meet the developing in the market. Another important objective of this study conducted is to know and understand the penetration of Heritage co-operative dairy in Vizianagaram and the suburbs as compared to others.

The main objective of the study can be more clearly enumerated as:

1. To know the market share of Heritage.
2. To find out the quality of the heritage products in the market.
3. To know the interaction with customers
4. To find out whether supply meets demand.
- 5 To know the promotional activities of heritage products.

CONCLUSION:

The study concludes that the marketing techniques in HERITAGE FOODS (INDIA) Ltd are following new techniques but had to change some of them which are not so effective. The sales personnel should change the patter of marketing procedures to promote the sales of the milk products in order to raise the market share in vrzianagaram.

Due to the good will of the Visakha dally products in unanagaram market the sales of the Heritage products are less. In order to rates the sales the management has to concentrate on the market and grab the loyal customers towards their products.