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RESEARCH PAPER

Advertising and marketing of Prabhat *Ghee*

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ABSTRACT

The study aimed at advertising and marketing strategies of Prabhat Group of Industries. The study was conducted in Family Bazaar, Masjid Bandar area in Mumbai city, Maharashtra state. It has been observed that more number of dairy firms is present in Ahmednagar district of Maharashtra (20 numbers). From this district, Prabhat dairy is selected on the basis of large production of different milk products. Various advertising mediums used by Prabhat dairy for marketing of different products is studied along with its different promotional activities. This paper mainly highlights the task such as in shop activity which was conducted in Family Bazaar, Masjid Bandar area (Mumbai). Under this assignment survey was conducted in Mumbai city, to find out in which area sale is less of Prabhat *Ghee*. During survey we prepared questioner and we found that in Mumbai, Masjid Bandar is the area where sale of Prabhat *Ghee* is less as compared to other companies. After completion of the activity to find out the impact on customer along with the impact it has happened on sales in that area.

KEY WORDS : Advertisement, In shop, Promotion

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