

RESEARCH PAPER

Placement of retailer boards in Shrirampur city

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ABSTRACT

The study is aimed at advertising and marketing strategies of Prabhat Group of Industries. The study was conducted in heart of Shrirampur city, Shrirampur is taluka which exists in Ahmednagar district of Maharashtra state. It has been observed that more number of dairy firms are present in Ahmednagar district of Maharashtra (20 numbers), so we selected Shrirampur city to carry out the assignment. 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 Placement of Retailers Boards. This was conducted in heart of Shrirampur city (Ahmednagar). Under this assignment survey was conducted in Shrirampur city, to find out in which area sale is less of Prabhat *Ghee*. During survey we prepared questioner and took feedback from the sales executive. After completion of the activity to find out the impact on customer along with the impact it has happened on sales in that area. Promotion also benefits customer in many ways such as convenience (Reduction in search and decision costs) (Chandon *et al.*, 2000 and Chandon, 1995).

KEY WORDS : Advertisement, Retailer board, Promotion

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