

INTRODUCTION AND BACKGROUND ABOUT THE STUDY

Marketing is one of the most critical functions in any business organisation, as it directly influences customer awareness, product demand, and overall business performance. In the modern competitive environment, the success of a company depends largely on how effectively it understands market needs and implements strategies to reach and satisfy customers. Marketing strategy, therefore, acts as the foundation for positioning products in the market, creating brand value, and achieving sustainable growth. For traditional manufacturing sectors, especially those dealing with clay-based building materials, the importance of appropriate marketing strategies has increased significantly in recent years due to changing consumer preferences, increased competition, and advancements in technology.

The tile manufacturing industry in India has undergone remarkable transformation over the past decade. Traditional tile factories that once dominated the market have been facing stiff competition from modern ceramic and vitrified tile manufacturers. These new-age products attract consumers due to their wider variety, aesthetic appeal, durability, and improved promotional campaigns. As a result, many heritage-based tile units struggle to maintain their market share despite producing environmentally friendly and culturally valuable products. This shift highlights the essential need for traditional industries to reassess their marketing mix—product, price, place, and promotion—and adapt to the evolving market dynamics.

Baliapattam Tile Works, located in Baliapattam, Kannur district of Kerala, stands as one of the oldest and most reputed tile manufacturing units in the region. Established decades ago, the company is known for its high-quality clay tiles, traditional craftsmanship, and contribution to the local economy. Despite its long-standing reputation, the company faces challenges related to increasing competition, high production costs, limited promotional activities, and restricted market reach. Many customers remain unaware of the unique benefits of clay tiles, such as natural cooling, eco-friendliness, and durability. This lack of awareness often pushes them towards modern alternatives that are more aggressively marketed.

The study also aims to explore how far the existing marketing practices of the company contribute to sales performance and customer retention. Marketing effectiveness depends not only on promotional activities but also on product quality, pricing structure, distribution efficiency, and after-sales service. By analysing these components, the research will help to evaluate the strengths and weaknesses of the current system. It will also highlight the external factors such as industry trends, customer preferences, and competitive pressures that influence the company's marketing performance.

OBJECTIVES OF THE STUDY

- To study the existing marketing strategies used by Baliapattam Tile Works.
- To understand customer awareness and response toward the company's marketing efforts.
- To identify which marketing methods are most effective in promoting the products.
- To find out the challenges faced in implementing marketing strategies.
- To give suggestions for improving the marketing strategy of the company.

LIMITATIONS OF THE STUDY

- The study is limited to Baliapattam Tile Works and does not cover other tile manufacturers.
- Time constraints restricted the collection of extensive data from all customers and dealers.
- The sample size is small and may not fully represent the entire market.
- Responses from customers and dealers may be subjective or biased.
- Limited availability of company records and marketing data affected detailed analysis.

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