

PART A

INTRODUCTION AND BACKGROUND ABOUT THE STUDY

Marketing strategies play a crucial role in determining the success and growth of any business organization. In today's competitive business environment, companies are compelled to adopt innovative and customer-centric marketing approaches to attract, retain, and satisfy customers. An effective marketing strategy enables organizations to understand consumer preferences, analyze market trends, evaluate competition, and deliver value through appropriate promotional, pricing, distribution, and product development activities.

Kerala Clays and Ceramic Products Ltd. (KCCPL) is a well-known public sector undertaking engaged in the manufacturing of clay-based products. With increasing competition from private players, substitute products, and evolving customer needs, it becomes essential for KCCPL to evaluate the effectiveness of its current marketing practices. Assessing how well the existing strategies are performing helps identify gaps, strengths, and opportunities for improvement. This study aims to analyze the effectiveness of the marketing strategies adopted by KCCPL and to understand how these strategies influence brand awareness, customer satisfaction, and market performance.

This study focuses on analyzing the effectiveness of the marketing strategies followed by KCCPL. By understanding customer responses and studying the marketing activities of the company, the research aims to identify how well the current strategies are performing and what changes or improvements may be needed. The outcome of this study will help the company strengthen its marketing approach and improve its competitive position in the market.

NEED FOR THE STUDY

The present study is essential as KCCPL operates in a dynamic market where competition and customer expectations continue to evolve. To remain competitive and enhance market presence, it is necessary to analyze whether the existing marketing strategies are effective and aligned with current market demands. The study helps to:

- Evaluate the efficiency of promotional and pricing strategies.
- Understand customer perception and satisfaction levels.
- Identify strengths, weaknesses, opportunities, and threats in the current marketing system.
- Provide insights for improving marketing efficiency and competitive positioning.

SCOPE OF THE STUDY

The study focuses on understanding and evaluating the marketing strategies used by KCCPL. It covers areas such as product, pricing, promotion, and distribution strategies. The study also includes customer opinions and satisfaction levels to understand how effective the strategies are in the market. The findings will help identify improvements needed to make the marketing efforts more effective. The study is limited to selected respondents and data collected from KCCPL.

OBJECTIVES OF THE STUDY

- To understand the marketing strategies used by KCCPL.
- To study customer awareness about KCCPL products.
- To analyze customer satisfaction with the marketing efforts of the company.
- To identify the strengths and weaknesses of the current marketing strategies.
- To suggest improvements for better marketing performance.

LIST OF CONTENTS

CHAPTER NO	CHAPTER NAME	PAGE NO
1	INTRODUCTION 1.1 Introduction and background about the study 1.2 Need for the study 1.3 Research problem 1.4 Scope of the study 1.5 Objectives of the study 1.6 Limitations of The Study 1.7 Research Methodology 1.8 Period of the Study	
2	REVIEW OF LITERATURE 2.1 Review of Literature 2.2 Theoretical Framework	
3	INDUSTRY PROFILE	
4	ORGANIZATIONAL PROFILE	
5	DATA ANALYSIS AND INTERPRETATIONS	
6	FINDINGS, SUGGESTIONS AND CONCLUSION 6.1 Findings 6.2 Suggestions 6.3 Conclusion	
	BIBLIOGRAPHY	
	APPENDIX	