

EXECUTIVE SUMMARY

This project report is basically to understand the Marketing Efficiency of Delight oil Industries 'Delight Oil Industries' is established by Mr. K. Kuttan on 13th March, 1981. It was inaugurated by Mrs. Soumini. Industrial location of M/s Delight Oil Industry is opposite to industrial area. It is 1km away from Pantheeramkav. This industrial plant is located in one acre of land. The initial investment on the plant and machinery was Rs. 15 lakhs out of which 75% was provided by K.S.F.E. as loan and rest 25% from land and property.

The first part of this report deals with profile study of the organization covering specific topics like Industry profile, company profile, incorporation and history of the organization of Delight Oil Industries. The second part of the report deals with the conceptual background and literature review of the organization and the third part of report includes the research methodology, Fourth part includes the data analysis and interpretation with the data collected from the organization, and the last part is findings suggestions and conclusion of the study undertaken for 45 days.

This study is an attempt to understand and identify the marketing efficiency of Delight oil industries. Comparative study is made with the major competitors and to see how well they performed. The study aims to identify the major problems that the company faces in the market regarding their marketing efficiency