

## EXECUTIVE SUMMARY

This project report summarizes a study on effective promotional tool for marketing new products with special reference to supreme solar.

This study conducted to understand the role of marketing and promotion in an organization to improve its sales and overall performance, the main goal of this study is to understand the effectiveness of promotional tool with the changing marketing and promotion techniques finding the most effective and efficient method in promotion can help an organization to focus its strength and improve its performance.

Promotion as a whole consists of many different techniques and strategies like celebrity endorsement , public campaign , etc. however the changing industry has new techniques like digital marketing and social media marketing are more effective and easily measurable for an organization. To understand the best method this study has been undertaken with a structured questionnaire, and a survey of one hundred respondents with respect to understand the effective tool for promotion. Company selected for this study is supreme solar projects private limited a solar company is known for its solar water heaters and equipments. This company also produces different products which are not popular and this study will help in understanding an effective promotional tool. The data is analyzed and interpreted from the responses received from the customers.