

EXCECUTIVE SUMMARY

We know that the business manufactures jewellery products for our purpose. These are not necessarily made in the places where they are consumed or used. Even in villages today you can find the products made in India and other countries. This means that manufacturers must make efforts to ensure that their products are in demand and reach end users around the world So, if you go to the market to buy a jewellery, you will find that you have different patterns and design according to the budget. And where you can buy what suits you according to the taste and preferences.

This also implies that the manufactures asses the needs of customers, their tastes and preferences and plan and products design accordingly. Not only that, they also ensure that people are aware about the product and its value, all these activities are said to be part of marketing function of any organisation. Thus, marketing refers to the process of ascertaining consumer needs and supplying various designs to the ultimate consumers.

The American Marketing Association characterizes showcasing as a hierarchical capacity and set of procedures for marketing, conveying an incentive to clients for overseeing client connection in manners that advantage the association and its partners.