

## **Executive summary**

The report with a title of “the study on marketing mix strategy with reference to CAMPCO chocolates”, conducted to understand the customers preference and customers perception for CAMPCO chocolates, to understand the customers’ expectations about the CAMPCO chocolates and their satisfaction level about the products.

This study focuses on how to understand a customer on the basis of their satisfaction, expectation level, the quality of services and the features that attracts the study. Study focused on 4 marketing mix elements namely product, price, place and promotion and marketing mix strategy adopted by the CAMPCO ltd.

The research was conducted as per the steps of marketing research and well subjective to meet its objective, primary research was conducted for that. It is done by using questionnaire. The researcher has taken 104 responses to know the customers opinion.

As per the study most of the customers were satisfied with the service and products of CAMPCO.