

## **EXECUTIVE SUMMARY**

The learn about used to be carried for a length of six weeks on the theme .A Study on product techniques at voltaspvt Ltd.

Study is useful in discovering the influence of product strategy on customer buying behavior and so finding to get insight on the attribute contributing patron shopping for decision.

A product strategy is the basis for the whole product lifecycle. As product leaders improve and regulate their product strategy, they zero in on goal audiences and outline the key product and patron attributes vital to obtain success.

The key to product research and growing a product method lies in the grasp of what our clients need whilst growing a product that is certainly really useful to the user. All exceptional products start with a clear strategy that is consumer and market-driven. Your method defines the route of your product and what you prefer to achieve. Establishing this first aligns the agency and keeps each person centered on the work that matters the most. It tells the group where the product is headed and what wants to be accomplished to get there.