

## EXECUTIVE SUMMARY

The objective of every company is to generate sales profit which brings revenue to the company. The advertisement is essential for every company. Promotion is one of the components of marketing mix. Promotion choices are brought with different choices like discovering target group and determining goal. Planning for promotion which information in regarding product or service is being communicated with customer to come to change this change state of mind and behaviour. The advertiser was worried about the viable range of promotion mix to expand sales and shares. This study explains the promotion strategy to conduct various strategies adopted by company. Analyses impact advertising strategy on the consumer buying decision. It is useful to analyse the customer towards the company to buy the product.

The research was conducted as per the marketing research to meet objective of the study. The main objective of the study is to get a handle on the diverse systems of reasoning got a handle on by Exlent power impels and to assessments the effect of publicizing structures on the client's purchasing choice and to interpret the impact of compelled time strategies on deals. The findings of the study that the opinion on the method of sales promotions that Exlent Power Technologies use to push sales. Majority of them (48 out of 150) from Extent Power Technologies' have opted for discount on products, 42 and 27 have elected price off and extra quantity respectively. Very few (15) have chosen other methods. out of 150 respondents from Exlent Power Technologies, major portion of respondents (51) have responded with discount and 41 have told price off. Few (19) have chosen premium quality and only 13 have stated other methods. A large number of respondents from Extent Power Technologies' have stated that they often receive information regarding sales promotion. Very few respondents (16) are of the opinion that they rarely receive information. Around 38 respondents always get the information. 60 out of a total of 150 respondents often receive benefits. 12 rarely get and 14 never receive benefits. 36 respondents are always provided with the benefits of sales promotions.