

EXECUTIVE SUMMARY

Here Partial fulfillment MBA I was required to undergo internship of 45 days . I have prepared this project on the “A study on effectiveness of marketing strategy in KARNATAKA SOAP & DETERGENT LTD”, Bangalore.

The project involves the manufacturing marketing strategy .It include a simple advent to effectiveness of marketing strategy ,company profiles, industry profile, vision, mission, SWOT analysis ,conceptual background & literature review , research design , analysis & interpretation and KSDL regulations. In this project study an attempt is made to analyze various dimensions of a KSDL and the research gained experience in every department at KSDL and learned about the company .

MYSORE SANDAL SOAP is a brand of soap manufacture by KS&DL ,this organization owned by the Government of Karnataka in India . Cleanser has been fabricated since 1916. KS&DL manufactures Toilet soaps, Detergents cosmetic, Agarbathies and sandalwood products. The company was incorporated In 1980 & is located Bengaluru , Karnataka.

Through this project study ,I have gained good knowledge of the functioning of the organization and its Performance in a complex market strategy.