

EXECUTIVE SUMMARY

The preparation of the hierarchical sections of "A STUDY ON MARKETING AND PROMOTIONAL STRATEGIES CARRIED OUT BY AMBAL AUTO," Gudalur, was performed to enhance valued data input levels.

The research focuses mostly on a general approach to an organization's functioning and on the hypothetical concepts; the study has been conducted via collection of relevant data from the organisation's records and additional perceptions during the period of temporary job preparation. The report handles the prologue to the company profile and the company profile. Later on, this report concerns the specific item on the "A STUDY ON MARKETING AND PROMOTIONAL STRATEGIES CONDUCTED BY AMBAL AUTO" organisational profile, Gudalur. Most of the report includes the nature of the business and infrastructure offices in the company. Its strategic goal, strategy and future opportunities are also guaranteed.

A separate centre was set up for the organization's research. The structure contains data on the governance body and several utilitarian offices, the method for preparing the organisation is given in order to update the data on representatives. The process with the organisation gets its squanders, sharing the characteristics that the business has furthermore integrated to achieve its objectives.