

EXECUTIVE SUMMARY

The Study on “Sales and Promotional Strategy with reference to Saree Udyog” Bangalore was conducted to find out how was the promotional and sales followed in organization and how were people aware about the Brand so based on this a primary study was conducted using survey and customers of saree Udyog Bangalore were asked series of question based on product, quality, promotional aspect, product line etc and from the data gathered it was processed, cleaned and put to know actionable insights in order to make Data understandable for anyone different analytical tools such as pie chart, Bar graph and tables are shown.

The study also took consideration of various aspect such the competitors profile, the companies manufacturing process and each stage is important for the end output. The study was conducted based on both primary and secondary research most of secondary sources came through website, already published research articles, textile magazine etc

The questionnaire was framed taking into consideration the title and objectives of the study and research was based on descriptive technique, were only a sample size of 100 respondents was taken into consideration based on convenience sampling and the Relevance of the study was tested using Statistical technique such as Chi-square and Cross tab finally the Data gathered was put to analysis and interpretation in order to get visual knowledge.

The study concluded that sales process are efficient because people buy when they feel that collections or more, Designs or trendy and they offer good quality and customer perceptions vary about Saree Udyog.