

# MARKETING REPORT

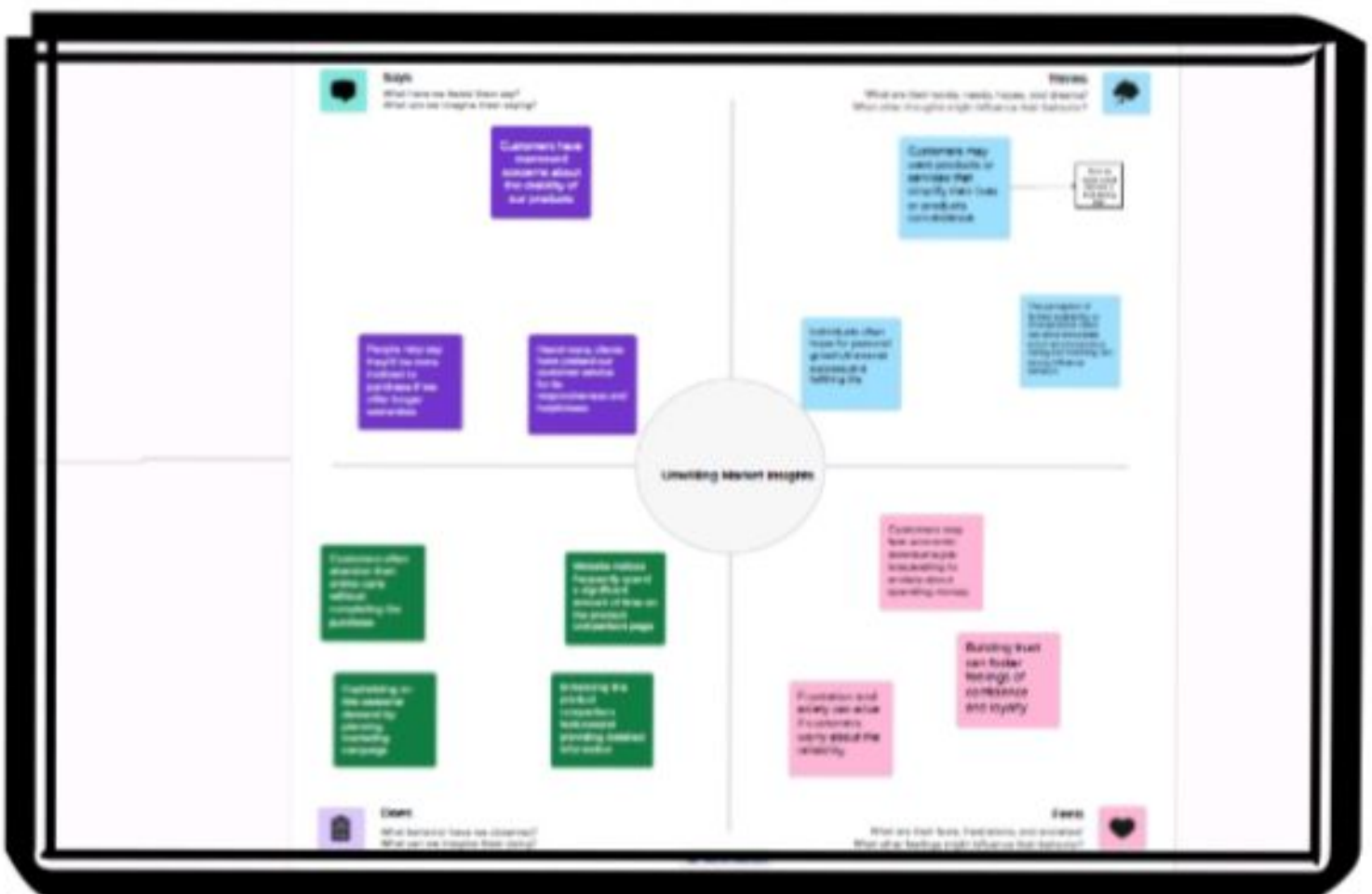
## INTRODUCTION;

It is form of relation between business house and customers. Goods are not completely products until it is in the hand of customer.

## USES;

1. To get people interested in products of company.
2. Using and managing your reputation.

## EMPATHY MAP;



## BRAINSTROM;



## RESULT;

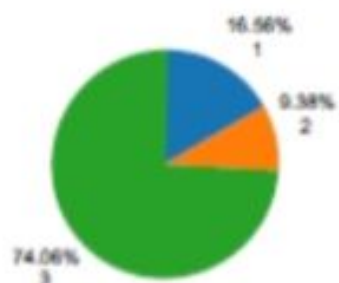
Our analyzation gives a clear view about usage of basic lively needs of different region.



Measure Names

- Delergants Paper
- Grocery

Sheet 6



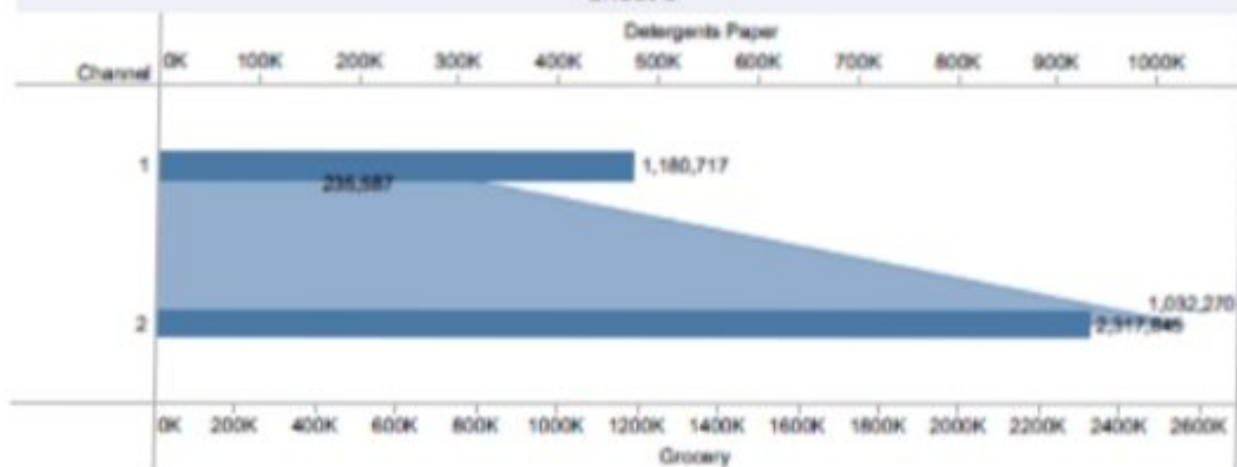
Region



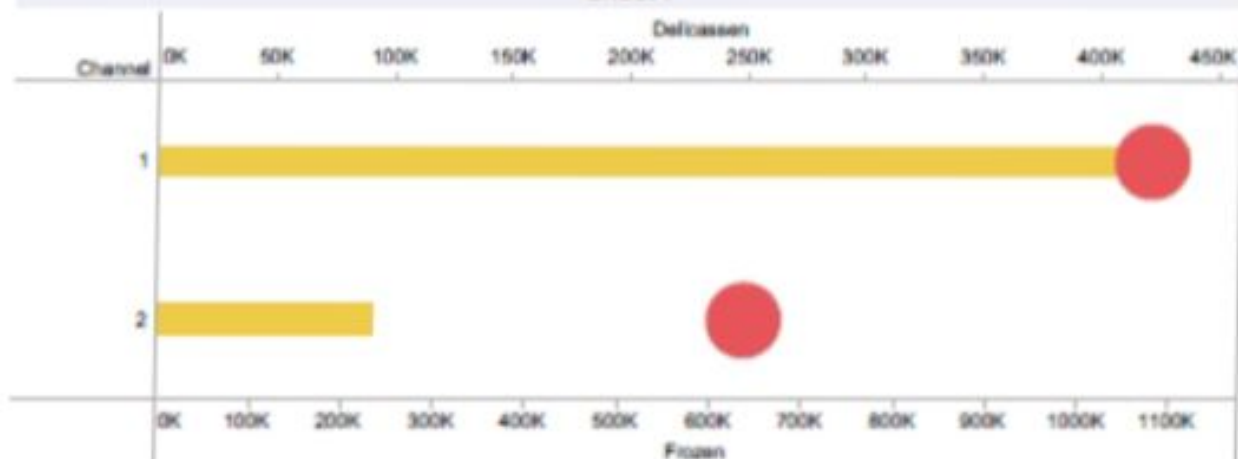
Milk



Sheet 5



Sheet 7

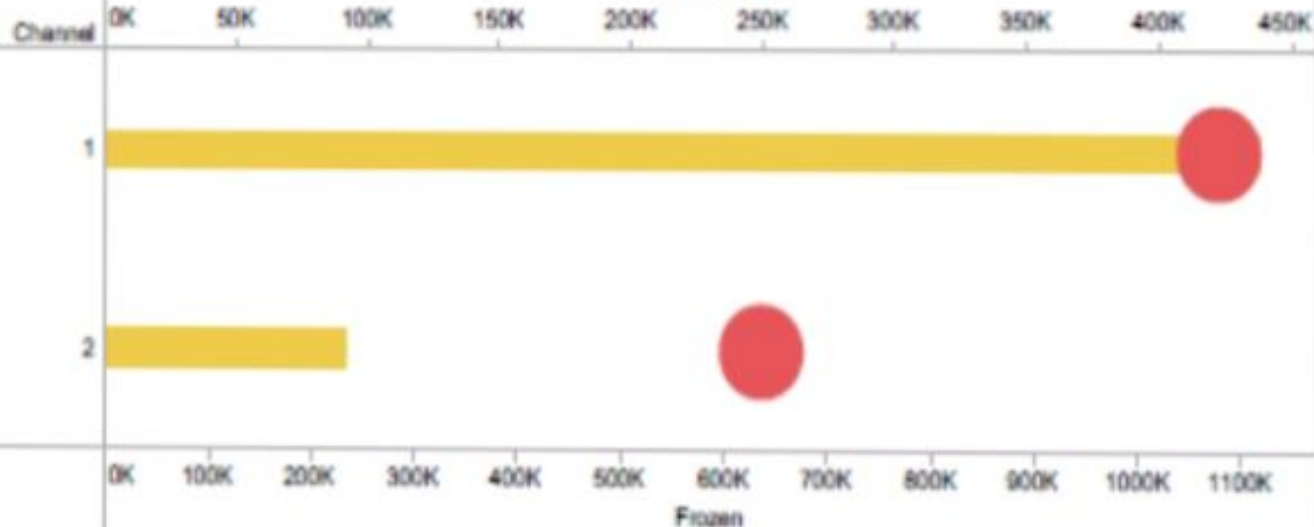


Sheet 8

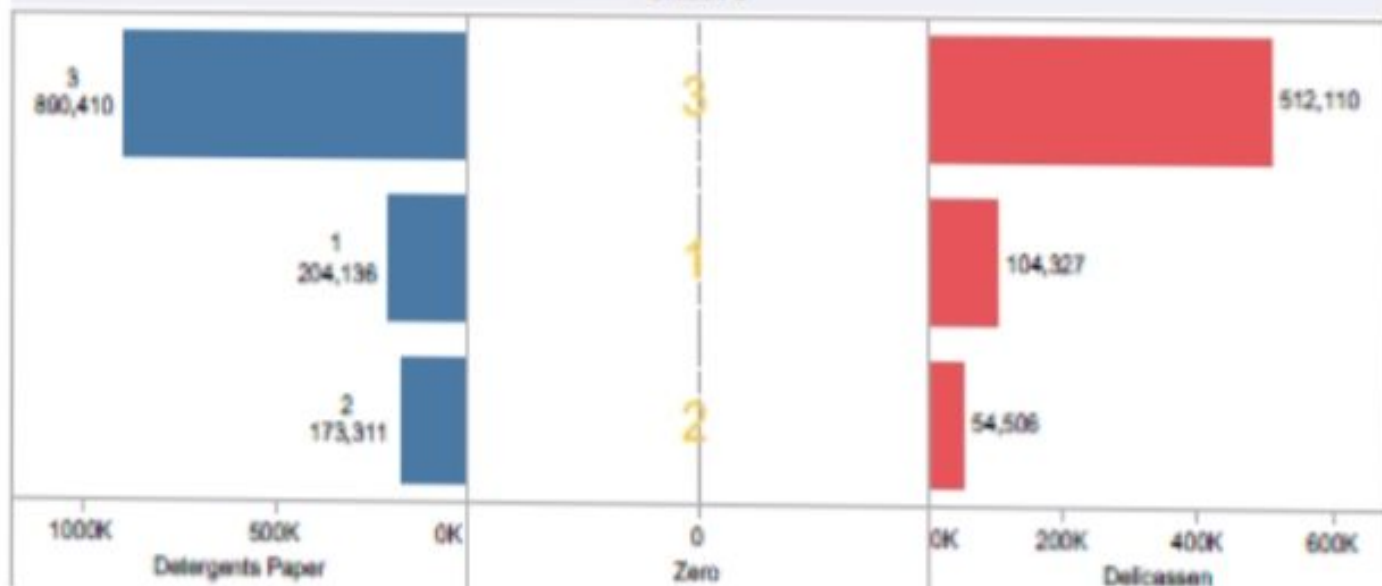
Grocery

### Sheet 7

Delicassen

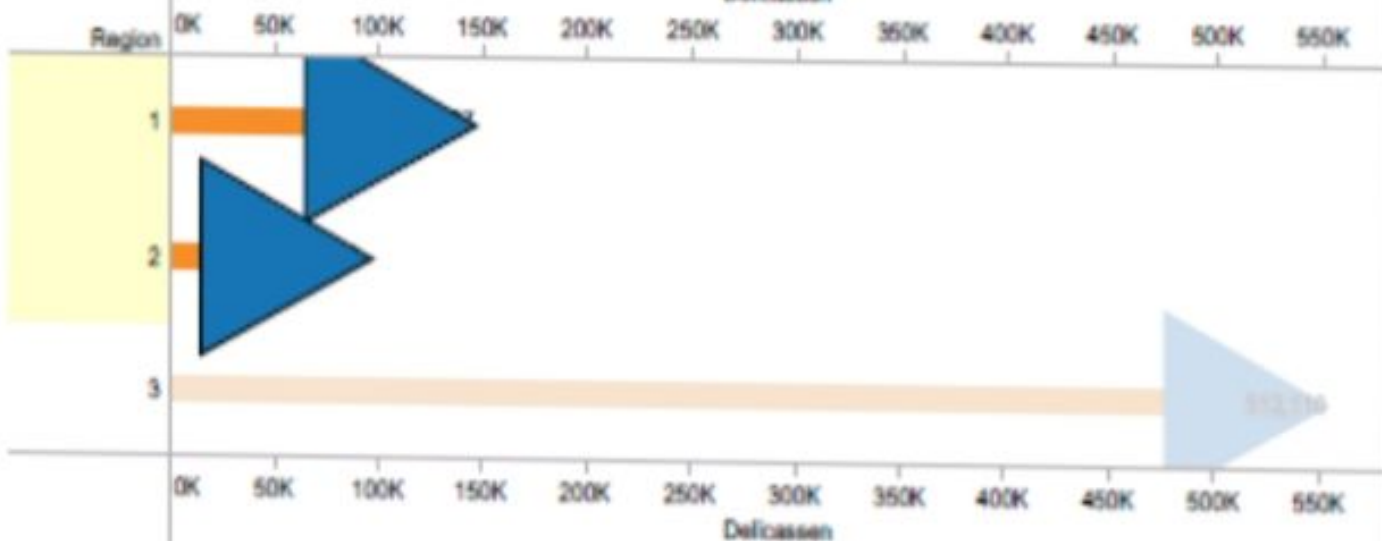


### Sheet 9



### Sheet 8

Delicassen



## ADVANTAGE;

1. Customers satisfaction.
2. Helps understanding your customers.

## DISADVANTAGE;

1. Money plays vital role in marketing.
2. Lack of time and return for a yield return.

## APPLICATION;

1. Companies product to potential customers.
2. Societal marketing.

## CONCLUSION;

It enables organization understand mindset of the customers.

## FUTURESCOPE;

1. Planning marketing activities.
2. Pricing policies.
3. Marketing research.
4. Evaluating and controlling marketing activities.