

A Study on the Branding Strategies of Industrial Products Offered by Minimac System Private Limited in Indian Market

Dr. Kiran Nagare¹ and Mr. Pratham Mahesh Patil²

Assistant Professor, MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India¹
Research Scholar, MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India¹

Abstract: *This case study explores the product recognition, customer satisfaction and future prospects of Minimac System Private Limited, a leading service provider of oil purification and lubrication control solutions. This study examined the factors that influence customers' decisions to use Minimac products and services, as well as their satisfaction and likelihood of continuation. Through a comprehensive review of customer survey responses across a variety of industries, this article explores the impact of Minimac products on job quality, equipment reliability, and cost savings. The study also examined consumers' perceptions of Minimac's visual format, price, and suitability for their specific needs. The findings provide insight into Minimac's areas of strength and areas for improvement, informing strategic decision-making and future business development. Overall, this study contributes to the existing literature on branding, customer satisfaction, and marketing research in the context of marketing lubrication*

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