

A Study on Marketing Strategy and its Impact on Branding of Haldiram Company, Nagpur

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Abstract: *Western companies are opening up their factories and offices in India in an unprecedented manner and thus creating a need to study the organization and management of their Indian counterparts. The emergence of India as an economic power over the recent years has created a need to understand the way business is carried out in that part of the world. Also important is to realize how businesses are founded and structured in India. Many Indian companies were family businesses to start with and even today some of the biggest companies listed on Indian stock exchange continue to be owned partly by the families. This research work attempts to study a typical Indian family run business, its inception, its aspirations, the challenges faced in the context of an emerging economy and the possible roadways to map the future.*

Keywords: Branding, Marketing strategy, Expansion, Business Acquisition, Innovation

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