

A Study of Sales Promotion Strategies Adopted by Dinshaw's Company Nagpur

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Abstract: *This study will help the organization to increase the sales of the Dinshaw's products and to strengthen the sales promotion strategies. To identify and analyse the consumer behavior towards the service, price & quality of Dinshaw's products and also to analyse the sales promotional strategies adopted by the company. The research have been undertaken by the researcher is useful to dealer & company in many ways. The study is useful in finding the market potential and the total consumption of Dinshaw's products in the city covered during the study. Promotion is the communication process in marketing that is used to create a favorable predisposition towards a brand of product or service, an idea or even a person. It is the marketing action, which is concerned with persuasive communication of the components of marketing programme to target audiences with the intent to facilitate exchange between the marketer, and the customer, which may satisfaction the objectives of the consumers and the organization.*

Analyzed the Various Promotion Strategies Adopted by Dinshaw's, Nagpur.

- *To know the factors which affects consumer's buying behavior to purchase prolife & sugar free ice cream.*
- *To collect the detailed data by filling up the questionnaire from the shops or Ice cream parlors of Dinshaw's*
- *To study the preference of those factors which are considerable by the customer.*

Dinshaws Dairy Foods Ltd is a determined Company that provides consumers in India with products of global standards and is committed to long-term sustainable growth and consumer satisfaction

Keywords: Dinshaw's products

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