

A Study of Strategic Brand Positioning of Puma in Pune City

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Abstract: *This research paper explores Puma's strategic brand positioning in Pune, India, analyzing consumer perceptions and market dynamics. Through surveys and interviews with stakeholders, including consumers, retailers, and industry experts, the study investigates Puma's brand identity elements, product offerings, and marketing strategies. Key findings indicate a positive brand image but also areas for improvement, such as differentiation from competitors and addressing consumer dissatisfaction. The research offers insights for enhancing Puma's brand positioning in Pune, with implications for market strategy and competitive advantage.*

Keywords: Night travel safety, smart street lights, sensors, microcontrollers, LEDs, energy efficiency

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