**Project Report on**

**“ROLE OF SALES PROMOTION IN FMCG SECTOR”**

Submitted by:

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**CERTIFICATE**

This is to certify that the dissertation report entitled **“Role of sales promotions in FMCG Sector”** submitted by the candidate, Shubham Gupta in partial fulfillment of the requirement for the award of **Master of Business Administration by Delhi School of Management, Delhi Technological University, New Delhi** is record of the candidate own work carried out by him under our supervision. The matter embodied in this report is original and has not been submitted for the award of any degree.

**Date:**

**Project Guide**

Prof P.K.SURI

 Head, Delhi School of Management

**DECLARATION**

I hereby declare that the study entitled “Role of sales promotions in FMCG Sector” is being submitted by me in the partial fulfillment of the requirement for the award of **Master of Business Administration by Delhi School of Management, Delhi Technological University.**

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**Executive Summary**

As a part of our study curriculum it is necessary to conduct a project. It provides us an opportunity to understand the particular topic in depth and which leads to through to that topic. My topic for the project is titled as “Role of Sales Promotion in FMCG sector” in which emphasis given to the effect of sales promotion on buying habits of consumers.

 Chapter 1 will provide brief information regarding FMCG sector.

Chapter 2 provides information regarding the work already done in this topics direction, various findings of the initial work, their limitations etc.

Chapter 3 explains what is topic is all about. It includes tools and techniques used, Swot analysis of the FMCG sector, types of sales promotion strategy. With respect to consumer oriented sales promotion there are certain theories narrated as operant conditioning and projective theory. Based on secondary source certain theoretical aspects are also included as a part of study.

Chapter 4 concentrates on the research methodologies used in the report and provides information regarding sampling detail used. It also lists the deliverables of the report.

Chapter 5 shows the data collected through questionnaire. It also has the various interpretation made from the collected data.

Chapter 6 lists the findings of the report depending on the data analysis. It further provides conclusion and the recommendation made in the report regarding the topic.

Chapter 7 provides the limitations of the report like small sample size, biased response from customers etc.

Chapter 8 represents the various references, books, websites used and accessed (respectively) to collect secondary data and other useful information.

Chapter 9 focuses on the new emerging trends in the sales promotion in FMCG sector.

Chapter 10 consists of the questionnaire used to collect primary data for the analysis.

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