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ಬೆಳಗಾವಿ-೫೯೧೧೫೬  
ಕರ್ನಾಟಕ



RANI CHANNAMMA UNIVERSITY  
Vidyasangama, NH-04  
Belagavi-591156  
Karnataka



V.M.V.V SANGHA'S

V.M.K.S.R.VASTRAD ARTS, SCIENCE & VIJAY SHANKARAPPA  
BELLIHAL COMMERCE COLLEGE, HUNGUND.

(Affiliated to 'Rani Channamma University, Belagavi')

**INTRENSHIP PROGRAM PROJECT ON**

**SARASWATI AQUA MINERALS ILKAL**

Submitted for fulfilment of requirement for the award of

the Under-Graduation of

Bachelor of Commerce

During the Year 2023-24

Submitted by

**BASAVARAJ NASAGUNI**

**B.Com. VI Semester**

**Reg.No: C2080010**

Under the Guidance of

**Shri. S. S. Patil**

Department of Commerce

**Program Book**

for

**Intrenship Program**

# SARASWATHI AQUA MINERALS

SY NO: 20, PLOT NO: 04 & 09, KANDGAL ROAD, CHIKKA SINGANGUTTI CROSS,  
GUDUR (S, B) ILKAL -587125  
DIST:-BAGALKOT, STATE: - KARNATAKA, INDIA

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## CERTIFICATE OF INTERNSHIP PROGRAM

This is to certify that **Basavaraj Nagagunni B** com Sixth Semester, **Registration No : C2080010** V.M.S.R VASTRAD ARTS SCIENCE & V.M COMMERACE COLLEGE HUNAGUND (Affiliated to Rani Channamma University, Belagavi ) in our organization.

The overall performance of the internship program Volunteer during this "Internship program" form 17/08/2023 to 27/08/2023 is found to be **Good**.

**WISH YOU ALL THE BEST**

Place: ILKAL

Date : 27/08/2023

M/s. Saraswathi Aqua Minerals



Proprietor

SIGNATURE OF HEAD

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Address: Saraswathi Aqua Minerals, Kandagal Road, Chikka Singangutti Cross,  
GUDUR (S, B) – ILKAL -587125, Dist: Bagalkot, State: Karanataka. INDIA  
Mob: 7022232758, 7411633993 Email: saraswathiaquaminerals@gmail.com



# DECLARATION

I declare that this project report entitled "**INTRENSHIP PROGRAM PROJECT ON SARASWATI AQUA MINARALS ILKAL**" independent project carried out by me in partial fulfillment of the requirements for the award of the degree of Commerce by the **Rani Channamma University**. The project report has been prepared under the guidance of **Shri. S. S. Patil** Guide Department of in Commerce, **Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & VIJAYA SHANKRAPPA BELLIHAL COMMERCE COLLEGE HUNGUND.**

I have not submitted his project previously to this university or any other university for the award of any degree.

Date : 28/08/2023  
Place : HUNGUND

B. S. Nasagunni  
Mr. BASAVARAJ NASAGUNNI

# CERTIFICATE

This is to certify that **Mr. BASAVARAJ NASAGUNNI** is a bonafide student of the Department of Commerce, bearing **REG NO : C2080010** during the academic year 2023-24 has satisfactorily completed the project work entitled **"INTRENSHIP PROGRAM PROJECT ON SARASWATI AQUA MINARALS ILKAL"** submitted in partial fulfillment of the requirements for the award of the Degree of Commerce by **RANI CHANNAMMA UNIVERSITY** under guidance and supervision by **Shri. S. S. PATIL** And **Prof. B A KANTHI** Head of the Department in Commerce.



**Prof. B A KANTHI**  
(HOD OF COMMERCE)

**Prof. B. A. Kanthi**  
Head, Department of Commerce  
V.M.K S.R.Vastrad Arts, Science &  
V.S.Bellihal Commerce College  
Hungund-587118



**Shri. S S PATIL**  
(GUIDE)

**Prof. S K MATH**  
Principal

Principal  
Vijaya Mahantesh Krupaposhit  
S.R.Vastrad Arts, Science & V.S.Bellihal  
Commerce College, Hungund-587118



# CERTIFICATE

This is to certify that the project work on **"INTRENSHIP PROGRAM PROJECT ONSARASWATI AQUA MINARALS ILKAL "** has been carried out by **Mr. BASAVARAJ NASAGUNNI B. Com 6th semester** under the guidance of **Shri. S S PATIL** Guide, **Prof. B A KANTHI** Head of the Department in Commerce. towards the partial fulfillment of the requirements for the award of degree of department of Commerce by the **Rani Channamma University** during the year **2023-24.**

Date : 28/08/2023  
Place : HUNGUND

**Prof. SHAKUNTALA K MATH**  
(PRINCIPAL)

Principal  
Vijaya Mahantesh Krupaposhit  
S R Vastrad Arts, Science & V S Bellihal  
Commerce College, Hungund-587118







## Industry Profile

## M/S DEEPA AQUA MINERALS, GORBAL

Major Players with their brands include Parle Export which introduced Bisleri in India 25 years ago, Parle Agro with Bailey, Godrej Foods with its Golden Valley, Coca-Cola with Kinley, PepsiCo with Aquafina, Nestle India with Perrier, Mohan Meakins and SKN Breweries entered the market with Golden Eagle and Penguin mineral water, respectively. Nonetheless, Bisleri and Bailey, both of Parle Origin, enjoy about 50% market share and has become almost generic with the product. The premium bottled water market in India has brands like Evian, San Pelligrino, Perrier.

In the market for water purifiers, while Aquaguard from Eureka Forbes, remains the market leader, several others have made it to the market place. Usha Shriram with its Brita water Purifier already established, has launched India's first digital water purifier-the water guard Digital in collaboration with Brita GmbH of Germany. HLL has also forayed into the water business, with its water purifier device called Pure.

Water Purifiers (residential segment) are growing at 22-25% annually. A high growth rate indicates a good future potential in these sectors. It is a Rs 5 to 6 billion industry, with Aqua guard cornering more than 50% of the market. The rest is divided among Kent RO, Pentair, Ion Exchange and Others.

**NATURAL MINERAL WATER** is an extremely specific product responding to strict criteria. It is wholesome underground still or aerated water protected against pollution hazards and characterized by a constant level of minerals and trace elements. This water cannot be treated and added any exogenous elements, such as flavors or additives. Natural mineral water is expected to have a minimum level of 250-ppm total dissolved solids.



## **INDUSTRY PROFILE**

**“A study on efficiency of advertisement and sales promotion on Deepa aqua minerals”**

**BOTTLED WATER** is the most dynamic market of all the food and beverage industry. The term-bottled water doesn't refer to one single product (section 3.1) and the same designation can be used to qualify different products, depending on countries. Three major types of bottled water can be identified

### **Leading bottle water in India**

Water is a key to social equity to environmental stability and to cultural diversity. Water is also firmly linked with health. Pure and safe drinking water has always been a necessity. The tradition and style of serving drinking water, in India, has however changed quite dramatically during the last decade. Almost a decade ago, the introduction of bottled water or “packaged mineral water” has changed the tradition of serving and consuming drinking water. This has ushered in very strongly, the use of polymers or plastics as materials for water storage and distribution. The categories of bottled water in India are Packaged Natural Mineral Water and Packaged Drinking Water. Bottled water industry, colloquially called, the mineral water industry, is a symbol of new life style emerging in India. The packaged drinking water in India, which is estimated at Rs.850crores with over 200 brands floating in the market, most of which have restricted territorial distribution. This is a growing market in India as quality consciousness among the consumers is on the rise. The bottled water market is growing at a rapid rate of around 20%.At this growth rate, the Rs 7000million per year market is estimated to overtake the soft drinks market soon. Multinationals, Coca-Cola, Pepsi, Nestle and others are trying to grab a significant share of the market. There are more than 180 brands in the unorganized sector. The small players account for nearly 19% of the total market. The per capita consumption of bottled water in India is less than half a liter per year, compared to 111litres in France and 45litres in the US. These points to the future potential beyond the high growth.

**M/S DEEPA AQUA MINERALS, GORBAL**

**COMPANY PROFILE**

M/S. Deepa aqua mineral water was established in 2002 with ISI (14543) registered. Basically it is a partnership firm now it's maintaining managing director Mr. Ashok.M.Bhogapur. The company invested the capital or Rs.40.lakhs and the company has increased the profit 25% per year.

|                              |   |
|------------------------------|---|
| <b>Name of the firm</b>      | M/S. Deepa Aqua Minerals  |
| <b>Product</b>               | Caribou, Packaged Drinking Water  |
| <b>Year of establishment</b> | July 2002   |
| <b>Proprietorship</b>        | Partnership.  |
| <b>Managing director</b>     | ASHOK.M .BHOGAPUR   |
| <b>Capital investment</b>    | RS 40,00,000.00   |
| <b>Number of employees</b>   | 30 workers<br>2 managers  |
| <b>Competitors</b>           | Omkar, Gokool, Kempas, others.  |
| <b>Address:</b>              | Deepa Aqua Minerals<br>Gorbali Village, (Near to Ilkal)<br>Hungund Taluk,<br>Bagalkot District,<br>Karnataka. |



**A) Background and Inception of the company**

60 years ago the wholesale saree manufacturing firm was established in ILKAL under the partnership of Veerangouda Patil and Mahantappa Bhogapur with the initial investment of RS. 10,000 as a partnership firm.

The objective of firm was to manufacture quality traditional ILKAL handloom sarees. In this context manufacturer means master weaver. The firm initially started with 26\*26 cotton rough quality saree targeting rural agricultural women over the years the type of product has been changed into 40\*40 counts, cotton + art silk and cotton + silk etc. This firm had established its trademark "NANDI" for quality products in this reason. Quality in terms of color, size and material used. The firm was very particularly about material, size and color of the saree. It had a very good quality control system although the production processes.

The focused geographical region of the market was an undivided - Bijapur, Raichur and Gulbarga district. The firm had a very good rapport amongst its retailers through value based relationship. The founders were visionary and knew the art of understanding the needs of the people of the region. Patil and bhogapur firm diversified its operation backward in textiles

Business and new area in agriculture related cement pipe manufacturing. The partnership firms are:

1. R.L.Chillal & Co. (saree manufacturing) ILKAL.
2. Jaikisan cement pipe factory (Cement Pipe Manufacturing) Ilkal.
3. Jaikisan twisting factory (Art Silk Wrapping) ILKAL.
4. Wholesale cloth shop Raichur, etc.

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## M/S DEEPA AQUA MINERALS, GORBAL

In the year 1972 firm started its new venture wholesale cloth shop. The growth of both firms was showing good progress. The 1980s decade witness lot of changes in the management. There was a smooth transition of baton to 2<sup>nd</sup> generation. The team of 2<sup>nd</sup> generation was well educated and capable of managing the firms continued to perform well. The 1990s Decade was the recession period for Ilkal handloom saree and same affected the growth of the firm. As in past, in 2002 the firm decided to diversify. The SWOT analysis has clearly indicated the strength and opportunities in food processing industry in this region. The firm finally decided to produce packaged drinking water due to availability of excellent water source, growing market and climate conditions. As a result of this **Deep Aqua Mineral** was established in the year 2002. Also, as an extension of the same, firm acquired the dealership of Pepsi Co. for Hungund taluka. The firm has built on storage foundation of value system. The value systems of the firm are:

1. Business through relationship.
2. Quality a prime concern.
3. Honesty and trustworthiness.

### **B) Nature of the business carried**

As a result of this **Deepa Aqua Mineral** was established in the year 2002. Also, as an extension of the same, firm acquired the dealership of Pepsi Co. for Hungund taluka. The firm has built on storage foundation of value system. And Deepa Acque Mineral Having One brand Name Caribou packaged drinking water.

**C) Vision, Mission and Quality Policy**

**Vision**

“Establish a unique business model by utilizing good technology that promote health, efficiency, and environmental harmony to create national sift in the way we live”

**Mission**

“To develop a sustainable business with a minimal carbon foot print, packaging, selling & distributing clean water.”

**Quality policy**

“We are one of the leading suppliers of packaged drinking water & industrial catering with proven performance and reliability. Over the period, we have proved our customer service orientation with focus, intent and ability to provide service on a 24 x 7 basis. Total service to the customer – the mainstay policy of the company will be guiding principle in the company’s dealings. We provide end to end solution from concept to completion backed by quality service”.



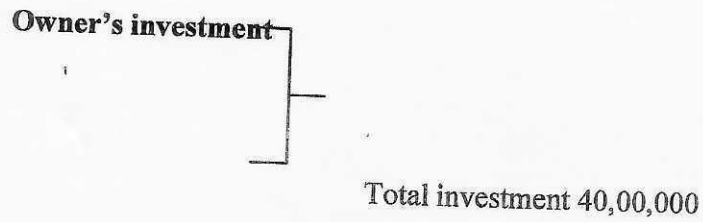
**E) Area of Operation**

- **Ilkal**
- **Mudagal**
- **Lingasur**
- **Sindhanoor**
- **Koppal**
- **Kustagi**
- **Sangam**
- **Allmatti**
- **Bagalkot**
- **Modhol**
- **Jamkhandi**
- **Lokapur**
- **Gulbarga**
- **Gudur**
- **Hungund**
- **Kamatagi**
- **Shahpur**
- **Gadag**
- **Gajendragad**
- **Mahalingpur**
- **Badami**
- **Ron**

**M/S DEEPA AQUA MINERALS, GORBAL**

**F) Ownership Pattern**

Deepa Aqua Mineral water is a Partnership firm



**Financial institution**

**Loan**

They took loan from various banks they are state bank of India, ING vysya bank,

**Rate of interest: 7.5%**

**Waste disposal:**

As factory is located in the farm the waste is used for irrigation purpose.

**G) Competitors Information**

1. Omkar,
2. Gokool,
3. Kemps,
4. SLV
5. Aquanice
6. Aquafina
7. Nice
8. Kingfisher
9. Bisleri
10. Kinley

These all are competitor companies exiting the present market

**H) Infrastructure Facility**

- Location : Gorebal
- Water : Borewell
- Power : KPTCL Hubli
- Transportation : Vehicle

**I) Achievements and Awards**

1. Establish brand image through quality product.
2. Increase sales by 25% per year.
3. Establish at least 5 distribution centers every year.
4. Expand the organization in related field

## **M/S DEEPA AQUA MINERALS, GORBAL**

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### **H) Infrastructure Facility**

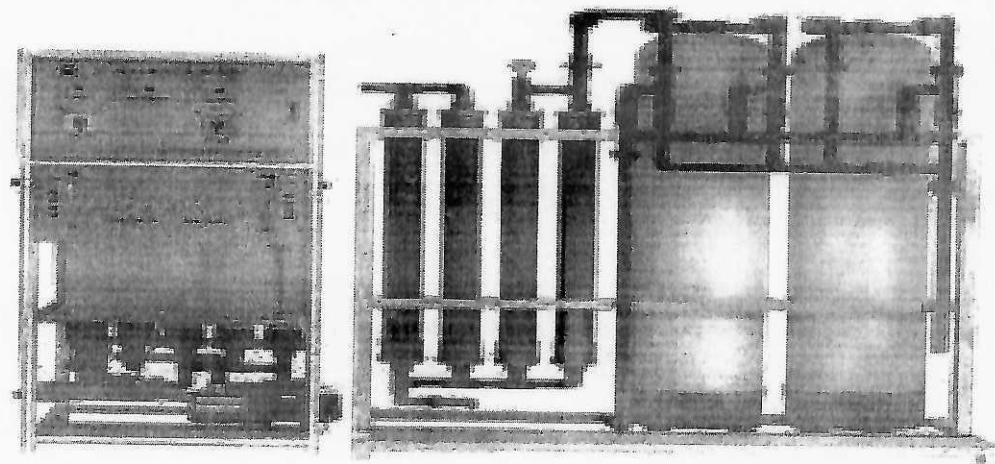
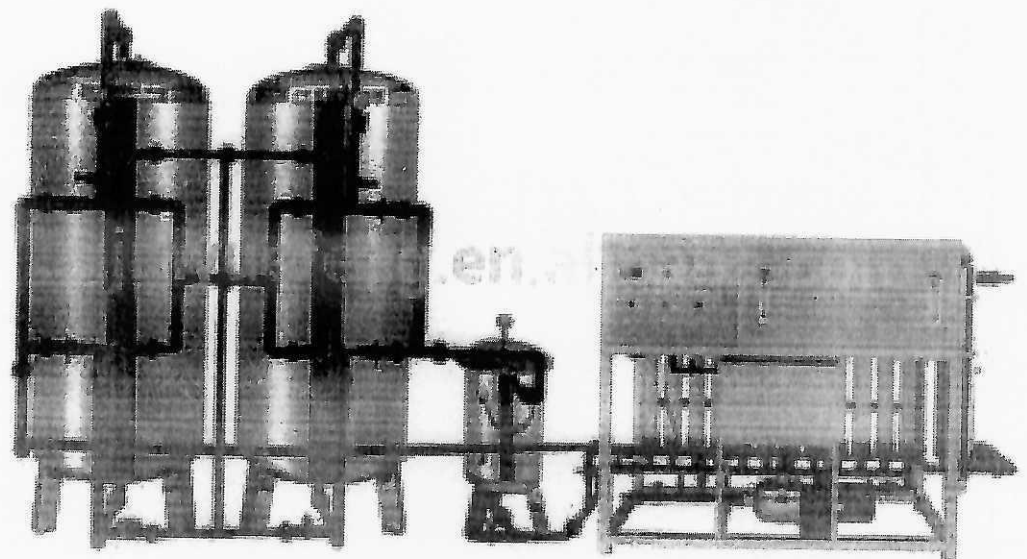
- Location : Gorebal
- Water : Borewell
- Power : KPTCL Hubli
- Transportation : Vehicle

### **D) Achievements and Awards**

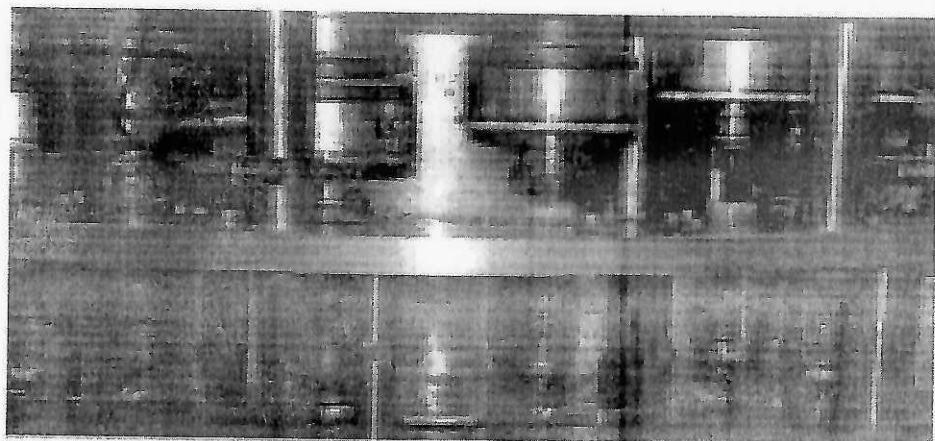
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  4. Expand the organization in related field
-



J) Mineral water equipments



M/S DEEPA AQUA MINERALS, GORBAL



K) Work Flow Model



## M/S DEEPA AQUA MINERALS, GORBAL

The water is passed through 10 micron and 5 micron so that if any particle which is present in the water is removed.

Particles like sand, water etc.

### **4<sup>th</sup> stage**

After 3<sup>rd</sup> stage water is passed under high pressure through high pressure pump to the R.O membrane.

### **5<sup>th</sup> stage**

Reverse osmosis: (R.O)

This is very important stage in this process. At R.O only pure water is permitted and waste is rejected. The permitted water is not suitable for drinking because of hypo tonicity so; it is blended with raw water.

### **6<sup>th</sup> stage**

The portable water is stored as S, S tank (stainless steel)

### **7<sup>th</sup> stage**

It is passed through 0.45 micron filter. This filtration removes any bacteria present in the water.

### **8<sup>th</sup> stage**

This is the last stage of the process.

The last stage of process is that before packing the water is subjected to ionization.



Supply of unskilled workforce is not a problem. There was a problem of skilled workers in the initial stage. Now organization has all required workforces and operations are very effective.

Costs: Cost of labor is less as compared to LSI.

**Raw materials:**

Raw materials required for the organization are given below:

1. Raw water
2. caps
3. 20 liters cans
4. performs of 1 liter & 2 liters bottles
5. pouch roll

**Source of raw water is Bore Well**

After extracting the raw water, the water is stored in the tank called storage tank.

There are different stages in this process they are:

**1<sup>st</sup> stage**

Initial densification:

It is done with initial chlorination and required doses of sodium hypoflourid are pumped continues along with water, which is to be processed.

**2<sup>nd</sup> stage**

After 1<sup>st</sup> stage is passed through activated carbon channels. Activated carbon is having capacity to absolve all type chemicals.

**3<sup>rd</sup> stage**

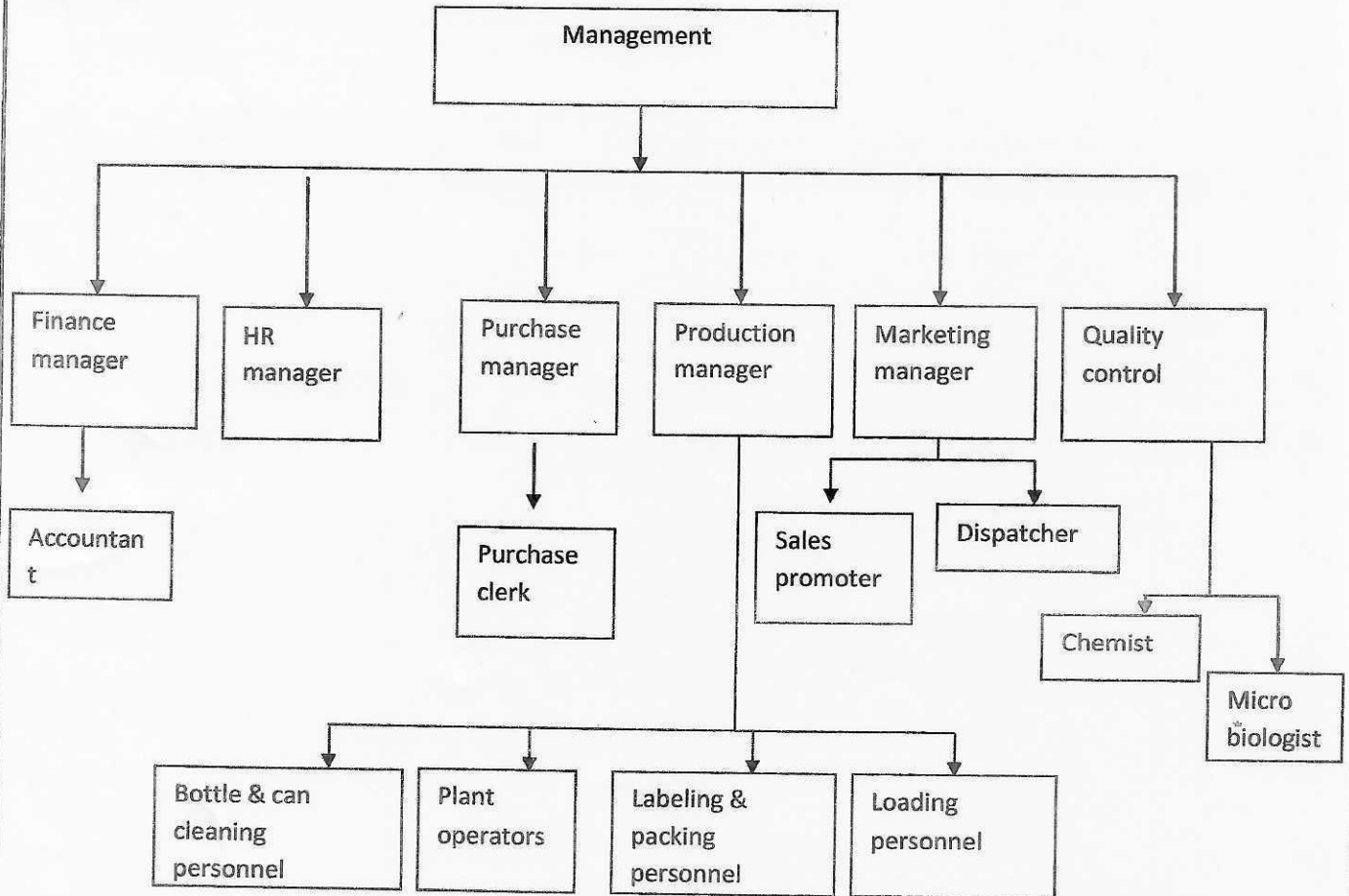
**L) Future Growth and prospects**

To increase sales by 25% per year and expand the organization in related field and Establish at least 5 distribution centers every year.

- it specify the roles and responsibilities of each and every department managers, employees of the organization.

**Skills:** The actual skills and competencies of the employees working for the company. Also includes distinct capabilities of the personnel or of the whole organization, as well Skills are the most important attributes for each and every member of organization where they should implement their ideas and thoughts.

Structure



**SALES PROMOTION TOOLS:-**

This is an important tool for Caribou. Actually these kind of promotional tools help to providing high quality product to the final consumers. Caribou mineral water has taken the following promotional activities for increasing sales.

**A) Consumer promotional tools :- It includes**

- 1) Samples
- 2) Coupons
- 3) Cash refunds
- 4) Refused price
- 5) Games.
- 6) Advertising specialties
- 7) Premium

**B) Trade promotional tools:-**

- 1) Price off
- 2) Off invoice
- 3) Discount of
- 4) Cash purchase

**C) Business promotion tools: - it includes**

- 1) Convention
- 2) Trade shows
- 3) Sales tasks



M/S DEEPA AQUA MINERALS, GORBAL

**SWOT ANALYSIS:-**

|  |  |
|--|--|
| <p><u>Strengths</u></p> <ul style="list-style-type: none"><li>● To establish brand image through quality product.</li><li>● To increase sales by 25% per year.</li><li>● It is passed through 0.45 micron filter. This filtration removes any bacteria present in the water.</li><li>● It is using Reverse osmosis Technology</li></ul>  | <p><u>Weakness</u></p> <ul style="list-style-type: none"><li>● Lack of promotional activities.</li><li>● Less Workers</li><li>● Less advertisement facilities</li></ul>              |
| <p><u>Opportunities</u></p> <ul style="list-style-type: none"><li>● Capturing newer markets.</li><li>● Establish at least 5 distribution centers every year.</li><li>● They can create the market by conducting in promotional activities<br/>Like advertisement in local media</li><li>● They can recruit local workers as people are in search of job</li><li>● They can build brand image in local market</li></ul> | <p><u>Threats</u></p> <ul style="list-style-type: none"><li>● less Workers</li><li>● cost of labor is less as compared to LSI</li><li>● competitors like Omkar, Aquafina .</li></ul> |

**PROMOTONAL METHODS:**

The caribou mineral water has taken some important activities these promotion influences buy or behaviour in doing so, different methods of promotion are used either individually or by combining two or more methods, these are mainly four type of promotional methods taken by caribou minerals water as follows

1. Advertising
2. Personal selling
3. Sales promotion

**ADVERTAISEMENT:** The term advertising originates from Latin 'ADVERIO' means to turn around. Thus advertising denotes the means employed to draw attention to any object or purpose

**ROLE OF ADVERTISING :-**

- (1) Advertising as a communication medium informs consumer about of company product.
- (2) Personal selling, sales promotion and marketing mix are driveled at seeking consumer favorable response.
- (3) Develop the brand preference.
- (4) It influence sales volume
- (5) It helps to reduces cost per unit .
- (6) Meets completion.
- (7)Enhance consumer satisfaction.

## M/S DEEPA AQUA MINERALS, GORBAL

### **COMPETITORS :**

The market is dominated by the very few players like Bisleri, Aquafina, Kinley, Himalayan and Oxrich and they are trying to increase their market share by product introduction, price, packing, and volume as water. Primary competitors stand as Kinley, Aquafina, and Himalayan. Secondary includes Oxrich, Bailey, and other local players.

### **DIFFERENT TYPES OF COMPETITORS**

|   |  |
|---|--|
| Kinley launched :- August 2000                                      | Aquafina launched :- 2001  |
| Earlier positioning [Bold Blood main vishwas (trust in every drop)] | Positioning:- pure water perfect taste 300 ml, 500ml, liter for rupees 5.8 and 12 respectively |

|  |  |
|--|--|
| Omkar Minerals launched:- 2006 .new position:- vishwaskaro. recent:- Bottle design changes :- Bottle design  | Adarsha Aqua Mineral :- launched 2006 .New position :-50% less plastic used than earlier bottles   |
| Himalayan minerals launched :-may 2008 positioning name :- water directly from Himalayas and These very pure and healthy available in 500 ml and 1liter priced at rupees 20 and 50 respectively. | Bailey Launched :- 2006 Available 300 ml and 500 ml and liter priced rupees 20 and 22 respectively |

M/S DEEPA AQUA MINERALS, GORBAL

**INTRODUCTION OF THE STUDY**



## **INTRODUCTION OF THE STUDY**

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service.

The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

Advertisement has been defined differently by different persons. A few definitions are being reproduced below:

According to Wood, "Advertising is causing to know to remember, to do."

According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy."

According to Richard Buskirk, "Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor."

According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."

The above definitions clearly reveal the nature of advertisement. This is a powerful element of the promotion mix. Essentially advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume.

**The main features of advertise are as under:**

- It is directed towards increasing the sales of business.
- Advertising is a paid form of publicity
- It is non-personal. They are directed at a mass audience and nor at the individual as is in the case of personal selling.
- Advertisement are identifiable with their sponsor of originator which is not always the case with publicity or propaganda.

**Objective / Functions of advertising**

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The purpose of advertising is nothing but to sell something -a product, a service or an idea. The real objective of advertising is effective communication between producers and consumers. The following are the main objectives of advertising:

**Preparing Ground for New Product**

New product needs introduction because potential customers have never used such product earlier and the advertisement prepare a ground for that new product.

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### **Creation of Demand**

The main objective of the advertisement is to create a favorable climate for maintaining of improving sales. Customers are to be reminded about the product and the brand. It may induce new customers to buy the product by informing them its qualities since it is possible that some of the customers may change their brands.

### **Facing the Competition**

Another important objective of the advertisement is to face to competition. Under competitive conditions, advertisement helps to build up brand image and brand loyalty and when customers have developed brand loyalty, becomes difficult for the middlemen to change it.

**Creating or Enhancing Goodwill:** Large scale advertising is often undertaken with the objective of creating or enhancing the goodwill of the advertising company. This, in turn, increases the market receptiveness of the company's product and helps the salesmen to win customers easily.

### **Informing the Changes to the Customers**

Whenever changes are made in the prices, channels of distribution or in the product by way of any improvement in quality, size, weight, brand, packing, etc., they must be informed to the public by the producer through advertisement.

### **Benefits or Importance of Advertisement**

Advertising broadens the knowledge of the consumers. With the aid of advertising, consumers find and buy necessary products without much waste of time. This speeds up the sales of commodities, increases the efficiency of labor in distribution, and diminishes the costs of selling. It is an accepted fact that without market stimulus of heavy advertising, consumers might have waited another sixty years for the product evaluation that took place in less than ten years – it took after all over sixty years from the invention of the safety razor before the first acceptable stainless steel blades appeared in the market. These words are more than enough to testify the potentialities of advertising in the field of modern marketing system. The main benefits of advertising may be narrated as follows:



### **Neutralizing Competitor's Advertising**

Advertising is unavoidable to compete with or neutralize competitor's advertising. When competitors are adopting intensive advertising as their promotional strategy, it is reasonable to follow similar practices to neutralize their effects. In such cases, it is essential for the manufacturer to create a different image of his product.

### **Barring New Entrants**

From the advertiser's point of view, a strongly built image through long advertising helps to keep new entrants away. The advertisement builds up a certain monopoly for the product in which new entrants find it difficult to enter.

In short, advertising aims at benefiting the producer, educating the consumer and supplementing the salesmen. Above all it is a link between the producer and the consumer.

### **Neutralizing Competitor's Advertising**

Advertising is unavoidable to compete with or neutralize competitor's advertising. When competitors are adopting intensive advertising as their promotional strategy, it is reasonable to follow similar practices to neutralize their effects. In such cases, it is essential for the manufacturer to create a different image of his product.

### **Barring New Entrants**

From the advertiser's point of view, a strongly built image through long advertising helps to keep new entrants away. The advertisement builds up a certain monopoly for the product in which new entrants find it difficult to enter.

In short, advertising aims at benefiting the producer, educating the consumer and supplementing the salesmen. Above all it is a link between the producer and the consumer.

