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'B+' Grade Accredited by NAAC

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  
GOVARDHAN GRANITE ILKAL**

Submitted for fulfilment of requirement for the award of

the Under-Graduation of

**Bachelor of Commerce**

**During the Year 2022-23**

**Submitted by**

Sharanabasava Channur

**B.Com. VIth Semester**

**Reg.No: C2080062**

**Under the Guidance of**

**Shri. S. S. Patil**

**Department of Commerce**

**Program Book**

**for**

**Intrenship Program**

# **GOVARDHAN GRANITES**

Manufactures of All Types of Granite Slabs & Tiles  
Ward No.11, 76/1, Hanamasagar Road, ILKAL - 587125  
Dist : Bagalkot

Cell No : 9448132131, 9448009716

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Date : 19-08-2023

## **CERTIFICATE**

This is to certify that **Mr. Sharanabasava M Channur** (Reg.no.-C2080062) 6<sup>th</sup> semester B.com student of VMSRV College,Hungund - 587118, have undergone " *Internship Programme*" from 10<sup>th</sup> August 2023 to 19<sup>th</sup> Augsut- 2023 in our company. During the above tenure, he was imparted training across various domains of our organization.

**Mr. Sharanabasava M Channur** has evinced lot of interest in learning the assignments given to him and participated actively in discussions on various topics given in project work.

We wish his academic career will be bright and successful.

**Thanking You**

**Prof. Govardha R Darak**

GOVARDHAN GRANITES

  
Prop/Managaer

# DECLARATION

I declare that this project report entitled “ **INTRENSHIP PROGRAM PROJECT ON GOVARDHAN GRANITE ILKL**” independent project carried out by me in partial fulfilment 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 SPatil** Co-ordinator Department of in Commerce, **Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & VIJAYASHANKRAPPA 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 : 22-08-23**  
**Place : HUNGUND**



**Mr. SHARANBASAVA CHANNUR**

# CERTIFICATE

This is to certify that Mr SHARANBASAVA CHANNUR is a bonafide student of the Department of Commerce, bearing REG NO : C2080062 during the academic year 2023-24 has satisfactorily completed the project work entitled "INTRENSHIP PROGRAM PROJECT ON GOVARDHANA GRANITE 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  
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**Shri. S S PATIL**

(Coordinator)

**PROF S K MATH**

Principal

Vijaya Mahamesh Krupaposhit  
S.R.Vastrad Arts, Science & V.S.Bellihal  
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# CERTIFICATE

This is to certify that the project work on "INTRENSHIP PROGRAM PROJECT ON GOVARDHAN GRANITE ILKAL " has been carried out by **Mr. SHARANBASAVA CHANNUR B. Com 6<sup>th</sup> semester** under the guidance of **Shri. S SPATIL Co-ordinator, Prof. B A KANTHI** Head of the Department in Commerce. towards the partial fulfilment of the requirements for the award of degree of department of Commerce by the **Rani Channamma University** during the year **2023-24.**

**Date :**  
**Place :HUNGUND**

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

Principal  
Vijaya Mahantesh Krupaposhit  
S R.Vastrad Arts, Science & V.S.Bellita'  
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# Acknowledgement

I am greatly indebted to my guide, **Shri. S SPATIL** Co-ordinator, *Department of Commerce, Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & VIJAYA SHANKRAPP BELLIHAL COMMERCE COLLEGE HUNGUND* for his inspiring guidance. In spite of several busy assignments, he has been kind enough to spare his time for giving me pleasure and privilege to work under his guidance.

Further I am also thankful Principal. **Prof. S K MATH** and **Mr. B S HOSAMANI** and **Prof. B A KANTHI** Head of the Department in Commerce. **Mr. SHREESHAIL BOMMASAGAR** for their encouragement and help in carrying out this project work.

I take an opportunity to express my gratitude and sincere thanks **Shri. ASHOK PATIL** permitting me as well as guiding me throughout my project work. And I am extremely thankful to management of **GOVARDHAN GRANITE, ILKAL** for furnishing the information.

My sincere thanks to all for supporting me in carrying out project report and I also thanks to library staff and all my friends for their co-operation during the course of project work and I am also thankful to printers of their skilful printing this work.

My parents are main soul for my confidence, determination and strength throughout my life. The sweet hopes and wishes have made me able to present this work.

Last but not the least I take this opportunity to thank and remember all my friends i.e., Nagaraj , Shashidhar , Sampath, Manjunatha, Gurappa, Sharanbasu are with me and who have helped me throughout my life from the place they have resided in making me feel that I am also one among them who can achieve things as we want.

**Date :** 22-8-23  
**Place :** HUNGUND



**Mr. SHARANBASAVA CHANNUR**



# EXECUTIVE SUMMARY

## PROJECT TITLE :

**A PROJECT REPORT ON INVENTORY MANAGEMENT AT GOVARDAN GRANITES ILKAL** is one of the progressive organization in the Manufacturing Industry. GOVARDAN GRANITES ILKAL, has given me a golden opportunity to do internship for 6 weeks on “Effectiveness of E-Marketing Strategy”.

This training program was undertaken in **GOVARDAN GRANITES ILKAL** It gave the overall knowledge about manufacturing industry. This project work gives an insight of the Manufacturing Industry. This study aimed in gaining the complete knowledge on production, marketing, departmentation with in different departments.

The last portion of this report contains conclusion and recommendation. It has been found that **GOVARDAN GRANITES ILKAL** has a strong base of manufacturing in India.

## 1.1 INTRODUCTION ABOUT INTERNSHIP:



As per the Master of Business Administration course structure of Vishveshvaraya technological university Belgaum every student have undergo an, internship training the 4th semester of their course for the period of 6 weeks under the mentor ship of the external guide in there ported company at the end of the internship period, the student has to submit the internship report to the VTU, Belgaum this period will be evaluated internally and externally.

The project work has been done on the topic "Effectiveness of E-Marketing Strategy" on Govardan Granites

### 1.2 Industrial Profile :

Ancient and widely accepted theory, granite is created by the extracellular metasomatism through fluids that introduce aspects of granitization. It had to take place in the face of migration. Granite production is difficult due to metamorphic heat, but some amphibolites and grainy earths are observed.

It is difficult to identify granite or fusion at the site, where the lukosom and melanosum plots are found in Nis, so these rocks are seen as an intersection between the two, but in theory they are not granite, because they do not interfere in other rocks. In all cases, the solubility of the solid rock requires a lot of heat and also water or other volatile matter, acting as a catalyst that lowers the temperature of the hard rock.

Granite is an igneous rock that lies deep in the earth's outer layer. Once extract, cut, polished and sealed, granite is practically impervious to scratch, heat and incisions, stains or atmospheric agents. It is truly one of the nearly everyone enterprising and gorgeous creations of nature. Granite is one of the most used stones when it comes to building, especially the interior building. This is probably one of the reasons for kitchen and bathroom countertops and the edges of the floor around the world. You have the ability to own something that is made of these materials or you actually own it. However, if you don't know much about this stone and you can use it throughout your home and building materials

India is famous all over the world for its great variety of granites, but the general impression is that it is located in the south of the country. The north, particularly the state of Rajasthan, is usually associated with marble, sandstone and slabs. Few join Rajasthan with the granite industry. However, in a difficult and long road, unknown to most people in the stone industry, in recent years the important granite industry in the state has grown. This relatively modern sector not only processes materials in other places. It is, in fact, the extraction of granite from a wide range of colors that exists within the same state.

As of 2012, the sector markets more than twenty types of granite and new materials are continuously introduced into the market. This article tries to emphasize a growing sector, in the coming years, it will surely be known in India and in the outside world.

As usual, extraction techniques were simple in the early stages, but now they are faster and mechanically attractive. Mass production has increased and we can safely think that even the size of the blocks will continue to grow over time, while the mechanization of the quarries is accelerated. There are approximately 700 sites adjudicated for several sites, although some are small.

A moderate processing industry already exists in the region. Finally, in July 2012, the block recorder of 1000 blocks in Jalore was reviewed, and another set of cutting tools should be installed in the near future. Throughout Rajasthan there are already around 1200 pieces of slicing already in execution.

These block cutters, made mainly in India and China. Production estimate of 2000 square meters per month of free size plates. An estimated 17,000 people work in the granite industry in Rajasthan.

In Rajasthan, there are now modern processing units with higher production capacity. In Jalore, there is a modern granite factory in Jalore, the Govardan Granimarmo Pvt.Ltd. which has 3 saws in its factory and is 100% export oriented.

In 1978, Tirupati Impex, a company established in the green marble mines, started operating a granite processing unit in 2004 and has a granite tile factory. Brown Desert, Lakha Red and Devgarh Black, also known as Rajasthan Black, are processing granite from South India, in addition to their own materials, such as

In Udaipur Pacific Industries, the capacity is concentrated in 4 modern bands and the main materials with which they work are Baltic Green, Pacific Red, Crystal Yellow and Royal Cream.

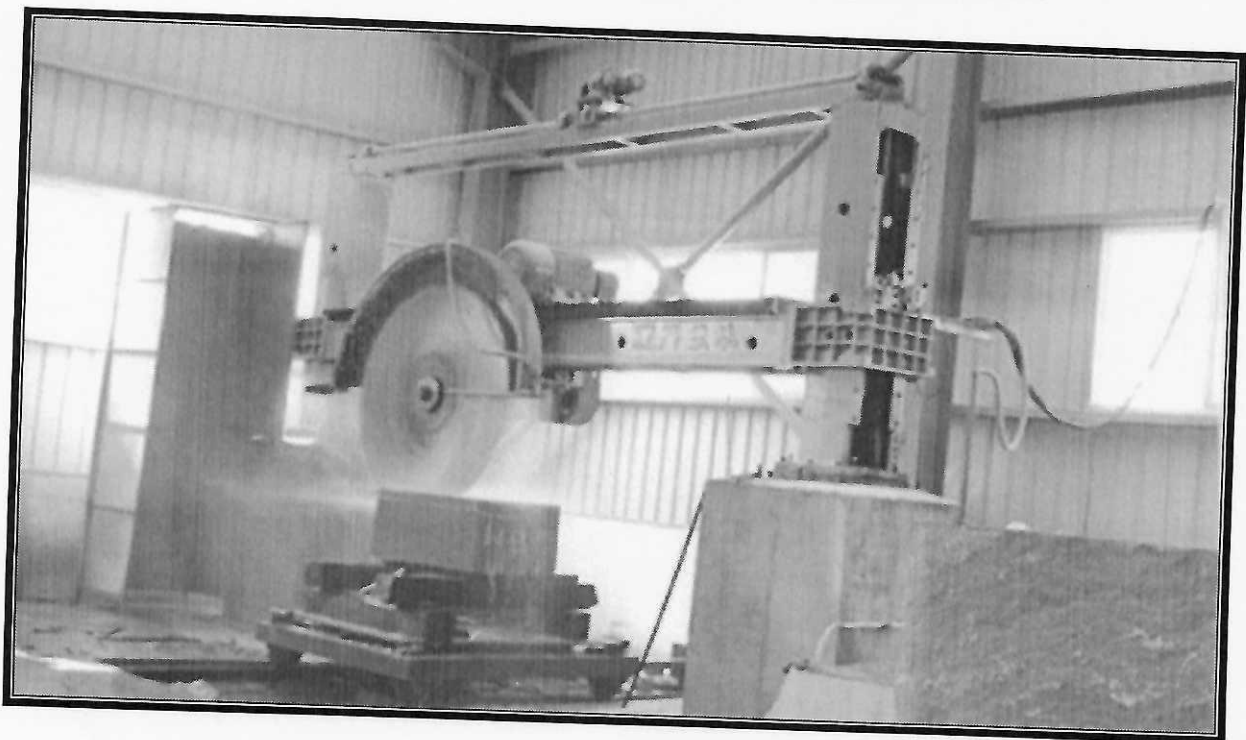
In Udaipur, there are already around 10 modern frames of granite processing. Shree Rishabh Granite treats desert deserts of desert brown, green and black Devgarh in addition to green marble.

The most popular materials in the granite industry in Rajasthan are Desert Brown, Desert Green (also known as Splendor Green) and Divgar Black. Desert Brown is fully exported to China. Brown tropical in Saudi Arabia is an alternative substance. The Green Desert is the most popular in foreign countries, it is an easy alternative to green granite in Saudi Arabia and it is no longer possible to export

its mass. The demand is high both in India and abroad, and there are more than 20 quarries for this article for Devgarh Black. Another material, Rosa Rosa, is very popular in Yurkey. Other materials extracted in important quantities are: Flower No, Lake Reed, Tiger Knife, Yellow Crystal (extracted in the vicinity of Gujarat), French Green and Blue Colonial. At present, exports do not represent more than 20-30% of total production, since most of the production goes to the local market, with Delhi and Gujarat being the most important markets.

For example, major projects contain already been approved out by means of Rajasthani granite, 117,000 square meters of Classic White were used to pave the international airport of Kolkata. Almost 200,000 square meters of granite were used at Hyderabad airport. Granites built in the north of India by Rajasthan are used in almost all metro stations, shopping malls and airports. In place of work buildings, it is now commonly used for granite floors in Rajasthan.

The lower price was moderate compared to the granite of South India (partly due to higher transportation costs) and compared to the quality of the marble is a factor in its interest. But there are also other factors in the good direction of the granite of Rajasthan. As Mr. M.Rathore says of Rachana Stones, who is also a geologist, these granites are also more suitable for paving and are ideal for projects due to their high resistance to compression and rigidity. Materials from northern India tend to be uniform rather than wavy and lighter in color.



## HISTORY OF GOVARDAN GRANITES:

Govardan Granite Industries is a Proprietorship firm is very well known in the field of granites in the national market. It was set up in 2012 and is located at Ilkal – 587125

Govardan Granite Industries mainly concentrates in the production of Himalayan blue, Mudagal grey, cat's-eye, Rajeshree etc. Ilkal has become famous in exported with production of the granites market in both national and international because of granite raw material from surrounding quarries.

Govardan Granite Industries has started with that is Mr Gokul Karwa and Ramvtar Daliya all of them are active partners. The production is 20000Sqft approximately per month with the turnover of 10, 00,000 per month.

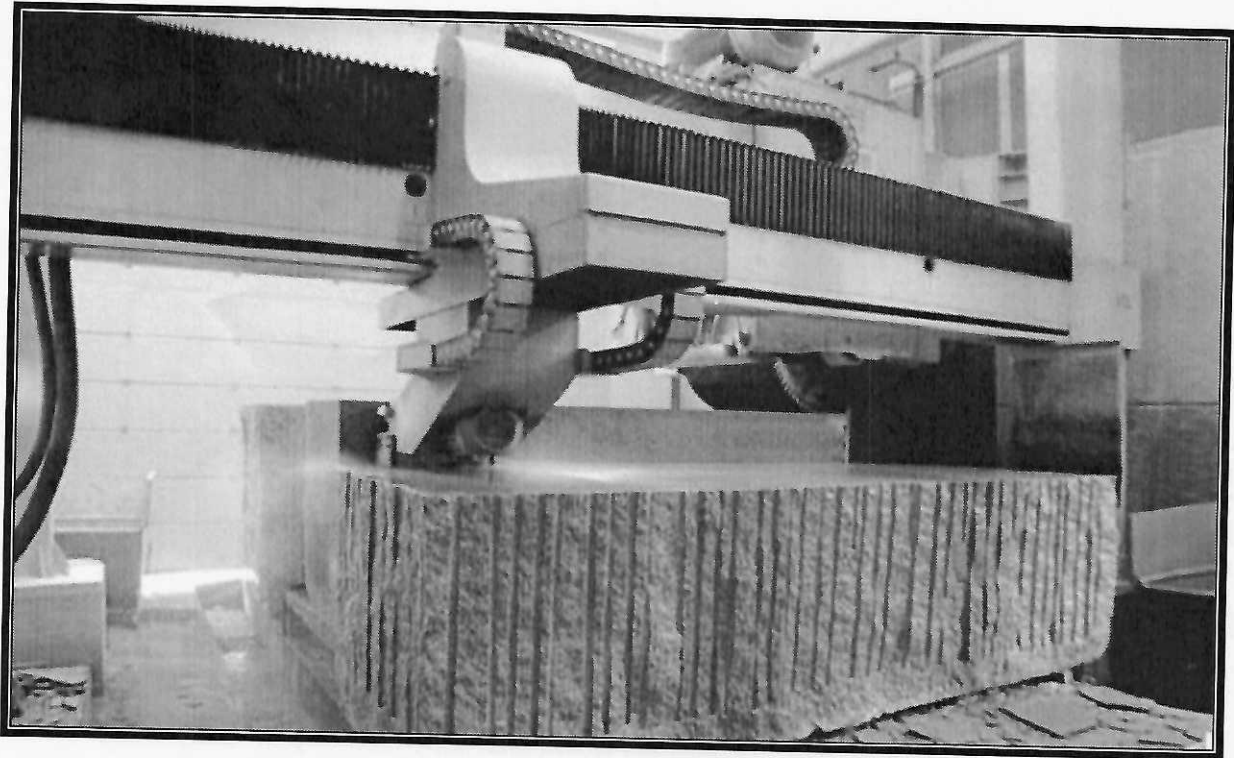
Granites group also produces modular tiles, vanities and counter tops; table tops in different colors of natural granites stones. Several prestigious constructions in the world have used granite stones from Govardan Granites.

The Govardan Granites is a Partnership Firm. It is very famous in the field of granites market. It was setup in the year 2012, Ilkal with the work force of 26+4 workers. It has total area of 1.5 acres. It is mainly concerned with the manufacture of stonework slabs taking from surrounding quarries.

The Granite Industry is one where the granites stones or rocks are drilled out from the earth with large machineries and finely they are sized into blocks of required size. Then these blocks of granites are cut into proper manner through the machineries. Then they are polished to shine these are used to decorate to the houses, etc.

Govardan Granites have optimum quality of Ruby red, Mudgal grey, Himalayan Blue, Cherry Brown, Rose cat eye etc.

There are many competitors to the Govardan Granites such as Gangavathi Granites, Shri Shyam Granite, Ambika Granites etc. The buyers of this enterprise are exporters, builders, and retailers.



### LOCATION:

Location is any area where the industry or firm is set up to carry out its activities more conveniently and economically. Location of any firm plays an important role in controlling costs or expenses. A firm must be located in an area where the transport facility, power facility, etc is easily available.

Govardan Granites is located besides the Ilkal

### MAN POWER:

Govardan Granites provides employment to 30 employees, which includes personal accountant, production manager, sales manager, machine operator, etc. It makes payment to its employees on monthly basis. Manager gets his salary on monthly basis. Accountant gets fixed amount for preparing the accounts. And the rest of the employees gets fixed amount of wages on monthly basis. The company divides the work of 30 employees in 2 shifts. The first shift is from morning 8 to evening 6, and it consists of 15 workers. The second shift is from night 8 to morning 6, and it consists of 15 workers.

### SUPPLIERS:

Suppliers are those persons who supply raw materials and other required materials to carry out the production activities of the firm/industry.

Govardan Granites purchases raw materials from: Ambika Granites, at Kushtagi.

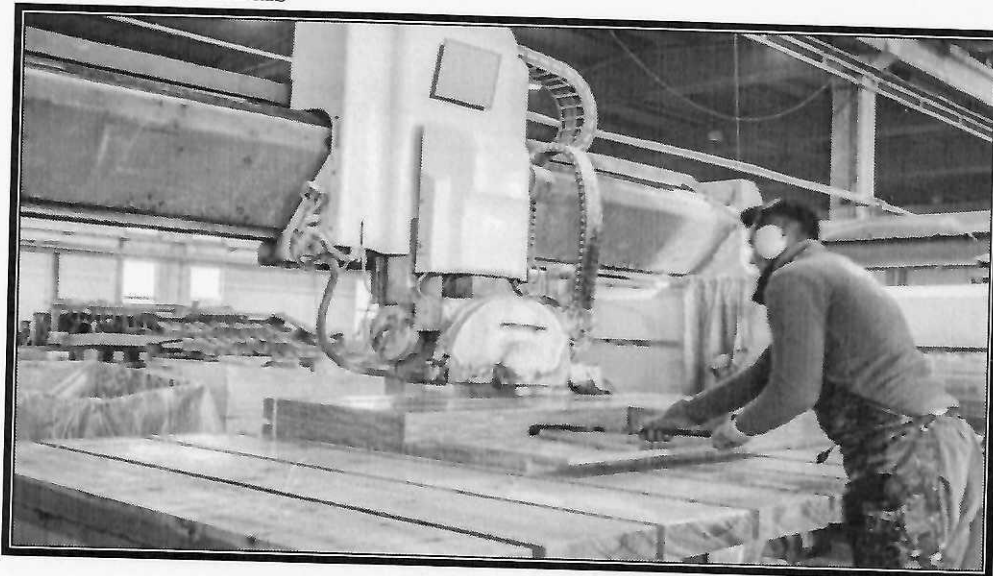
Shashi Trading Company, at Makapur.

Adoni Exports, at Bandargal village.

Saka stones, at Ilkal.

### INVENTORY:

Inventory is nothing but maintaining the stock of the raw materials and other required materials to carry out production activities. Inventory plays very important role to carry out the production activity continuously and to meet the increasing demands of the customers at any time. 10 Govardan Granites maintains the stock of raw materials worth Rs 20 lakhs and stock of finished goods worth Rs 15 lakhs



### TRANSPORTATION:

The granite slabs are transported to the faraway places through Lorries. The slabs are sent to the exporters up to the ship or port the transport is made through Lorries if needed by the exporters.

Lorries until Chennai transport slabs and then shipment is done to different to countries or it transports to various parts to India. The transport of slabs is done through the permit, which is obtained from the concerned authorities.

### **1.5 Area of Operation:**

The area of operation is regional and local. It supplies granite slabs to both domestic market and the local market, it supplies its product to all over the India etc.

**It has the Functional Division Structure.**

**It consists of the following department:**

- 1) Production department
- 2) HR section
- 3) Finance section
- 4) Purchase section
- 5) Store manager

### **Various Departments and their Functions**

**1. Function of the Production Department:** The department deals with the manufacture activities in the production floor where men machines are employed to convert the granite blocks are converted into the finished products.

The functions of the production department are:

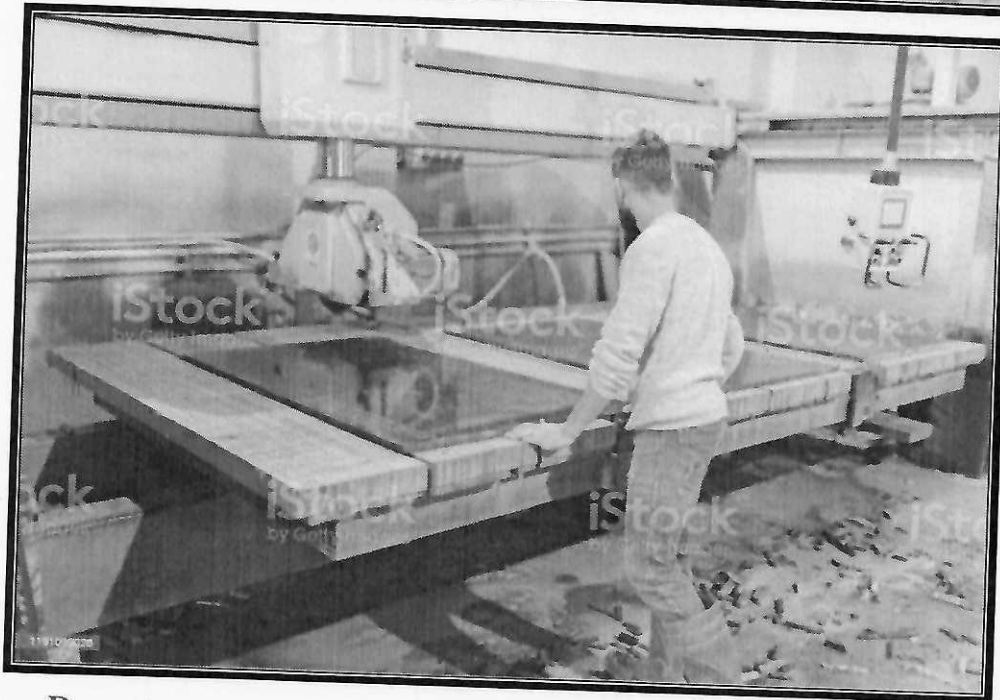
- 1) Use of the raw material efficiently.
- 2) Production of quality output
- 3) Production of the products in the right time
- 4) Informing the requirement of production department to the concerned department.

**2. HR Department:** The HR department controls and monitors the activities of the time office and safety personnel. Human resources increase is the challenging function.

**Functions:**

- 1) Personnel administration
- 2) Recruitment and selection a right person in the right time
- 3) Remuneration 12





### **Finance Department:**

Finance is the lifeblood of industry one cannot imagine an industry without finance.

### **Functions:**

- 1) Decision is taken regard to procurement and utilization of funds is taken.
- 2) Preparation of the budget

3) Allocation of funds for various activities in time

#### **4. Purchase Department:**

##### **Functions:**

- 1) Purchase of the capital assets.
- 2) Preparing purchase order
- 3) Ordering to the supplier

#### **5. Store Department:**

Store department holds entire record required in the business.

##### **Functions:**

- 1) Maintenance of receipts of material.
- 2) Maintain minimum level of material
- 3) Informing purchase department when material required

#### **1. Operational Strategy**

The company uses the operational strategy. They invest in the new technology in order to reduce the cost; they have pellet plant which adds more value to the raw material which in turn reduces the wastage and increases efficiency of the production. **2. Cost advantage**

Since the company has process layout, the carry cost is reduced. It produces the products when the orders are placed so there is less storage cost. Since the product produced by it, that is granite blocks is used as the raw material for the granite slab which gives an cost advantage. 13

Its Strategies are aligned with and helpful of vision. There is enough clarity of the strategy for people in the business to plan and implement. To address strategies, there are sufficient resources in the organization.

#### **3. Skills**

**Technical skills:** Fitter is needed for the maintenance of the machines.

**Communication skill:** since the flow of the majority of information is through telecommunication and face-to-face communication. The workers need the communication skill.

**Conceptual skill:** the production manager and the purchase department manager need the conceptual skill of the iron ore.

#### 4. System2

##### Inventory system

Brief description about Inventory

Indentation details entered, such as number, cost code, article code and quantity.

- After the invoices are processed, the material receipt data (MRN) is entered, such as the material code, the quantity, the amount of the invoice, the transport, the insurance and the entrance fee to reach the unit price of each item.
- Through the inventory program, the weighted average rate is reached and the same applies to all material problems. The accounting stores are calculated as the main closing reports.
- The general ledger report is sent to the repositories for reconciliation with the balances of the deposit card.
- The cost code is provided with the expense report to calculate the cost to complete the cost sheet.

#### 5. Style

##### A. Top Down:

Most of the major decisions are taken by the top management .workforce in the middle and lower level are supposed to seek approvals for all relevant jobs from their jobs for the major decision like investment on machinery, infrastructure etc.

##### B. Participative:

The style of management in the company is both participative as well as centralized only the routine decision taken by employee and they participate in decision making to some extent.

#### 6. Staff

##### Recruitment:

##### Internal Source:

It considers the candidate from this source for higher level jobs due

**Present permanent employee:** - If there is availability of the most suitable candidate in order to follow the policy of the organization.

**Present temporary or casual employee:** - Organization finds this source to fill the vacancies at lower level.

### **Training and Development:**

The company has adapted on the job teaching method. In this technique, an employee is given the training at the work place, and his superior gives the direction and feedback.

At Govardan Granite Industries when the experienced employee is appointed, they see his performance if they are not up to the satisfaction they are given training.

If the fresher are appointed than, the training is compulsory. First they are educated about the organization vision mission and its culture and instruction are given about the safety and how to handle the equipments. Then training starts at work place.

### **7. Shared Value**

Shared values way that the employee shares the similar guiding values. Values are the equipment that should be beaten even if they are provable unprofitable.

Identify commercial values is also the first important step in crucial the rate of organizations in the large community in which it operates.

**The values adopted by this company are as follows:**

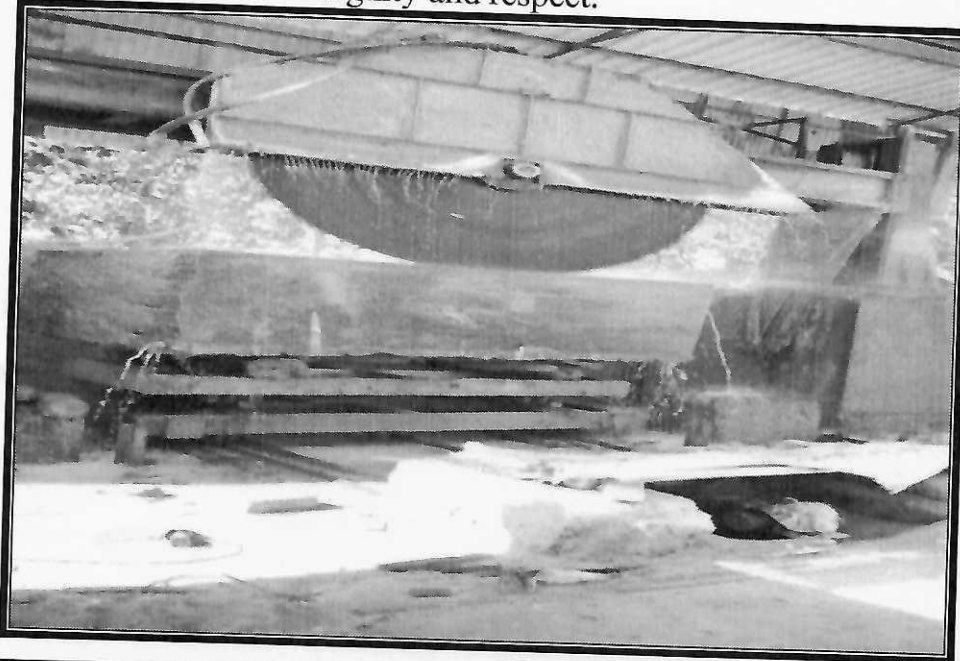
- ❖ To create better understanding between labor and management, this helps in increase of the production.

- ❖ To improve production in terms of quantity and quality.

**The functions are:**

Trust on the employees' organizational courtesy feedback from customers and all the heads are being consulted.

Employees are treated with dignity and respect.



### 3.1 STATEMENT OF THE CRISIS:-

The Govardan Granite Industries gave a task of studying the Effectiveness of E-marketing Strategy. Regarding the same, an extensive survey had been conducted to know how patrons are adapt to e marketing and the challenge linked with e marketing

### **3.2 OBJECTIVES OF THE LEARNING:-**

- To know the Effectiveness of E Marketing Strategy Govardan Granite Industries
- To find out the different services offered by the Govardan Granite Industries through e marketing.
- To know the customer attitude towards e-marketing initiated by Govardan Granite Industries
- To find out the benefits and difficulties that customers are facing in using emarketing services offered by Govardan Granite Industries.

### **3.4 SCOPE OF THE STUDY: -**

Thanks to its wide range of products and services, online marketing allows the marketer to reach customers in a wide range. Marketing includes, among other things, information management, public relations, customer service and sales. With the range of new technologies always available, this area can only grow.

### **3.5 NEED FOR THE STUDY:-**

In internship the objective is to improve the skill soft The students the main aim is to expose student to the working culture of the company they just give an opportunity for the students to develop and improve the skills in business, communication, technology, teamwork etc. It gives opportunity for students to participate in every level of the management and observe the working of the real organization then just studying the theoretical concepts in classroom.

They do the internship under the guidelines of the company mentor or manager. It's almost like the goals that students benefit from experiencing the work of the company, students gain practical experience, develop skills, make connections learn about a field and evaluate their interest and abilities. Students can meet the CEO of the company of real employees and can learn from them.

### **3.6 RESEARCH METHODOLOGY**

In order to study the Effectiveness of E-Marketing Strategy the following methodology was adopted.

#### **Research Design:**

The type of research project used for the study was the causal design of the research in which it was necessary to establish a specific relationship between cause and effect. In this particular study, the goal was to understand how electronic marketing affects sales volume  
Community of study: Govardan Granite Industries

#### **Sample design**

Sampling technique: sampling techniques. Simple random sampling.

Type of samples: Descriptive sampling.

Sample size: The sample size used in this study is 50.

#### **Data sources**

There are two data sources, including primary sources and secondary sources. Primary sources include data that did not exist, while secondary sources refer to existing data.

##### **1. Primary sources**

Since all the information was not available through secondary sources, it was necessary to access the primary data sources to obtain the opinions of the selected members of the population. The initial data were obtained through interviews and managed questionnaires.

##### **2. Secondary sources.**

Secondary data obtained from two regions. The first is the internal source that was inside the organization where many documents were used to disseminate the necessary information, including sales reports and income reports. The second source is the external source, which includes information obtained from books, newspapers and the Internet.

### **Data Collection tackle**

Data collection tackle that be used are presented under.

#### **1. Questionnaires**

The questionnaire refers to a set of questions organized in a logical and systematic way to achieve specific research objectives, some questions were open and others were closed.

#### **2. Interview guide**

The interviewer's manual was used to collect data directly from the interviewees, where the researcher asked the interviewee different questions and recorded the respondent's responses.

### **Data Collection Methods**

The suitable data collection methods be the interview method and observation method.

- 1. Telephone interviews** are cheaper and faster than personal interviews. It also allows the interviewee to explain the questions and answer the answers. However, personal observation is not possible. In addition, some interviewees may think that a survey call, such as a telemarketing call, is an invasion of personal time. This will avoid honest



2. **Face-to-face interviews** are the most expensive in terms of time and money. However, interviews can explain complex problems and explore unexpected responses. Consider a response question like "improve sleeping facilities" can be very vague. Then, the researcher can explore the problem even more. Another advantage is the ability of personal interviews to monitor the person interviewed and the surrounding environment. This is especially useful, for example, for opinion surveys on working conditions or workplace interactions, and deliberate responses.

### 3.6 LIMITATIONS

□ One of the largest challenges the researcher face was getting truthful information, some of the respondents did not afford reliable in order and getting information from the company was especially difficult.

This questionnaire study outcome is applicable to Govardan Granite

Another limitation found by the respondent is with the intention of the company in study was not keen to provide some information; what is more, getting information on occasion was a problem, this was a big barrier.

### **Hypothesis Testing**

**H0 = There is no major difference stuck between Education Qualification and use of E marketing Service**

**H1 = There is major difference stuck between Education Qualification and use of E marketing Service**

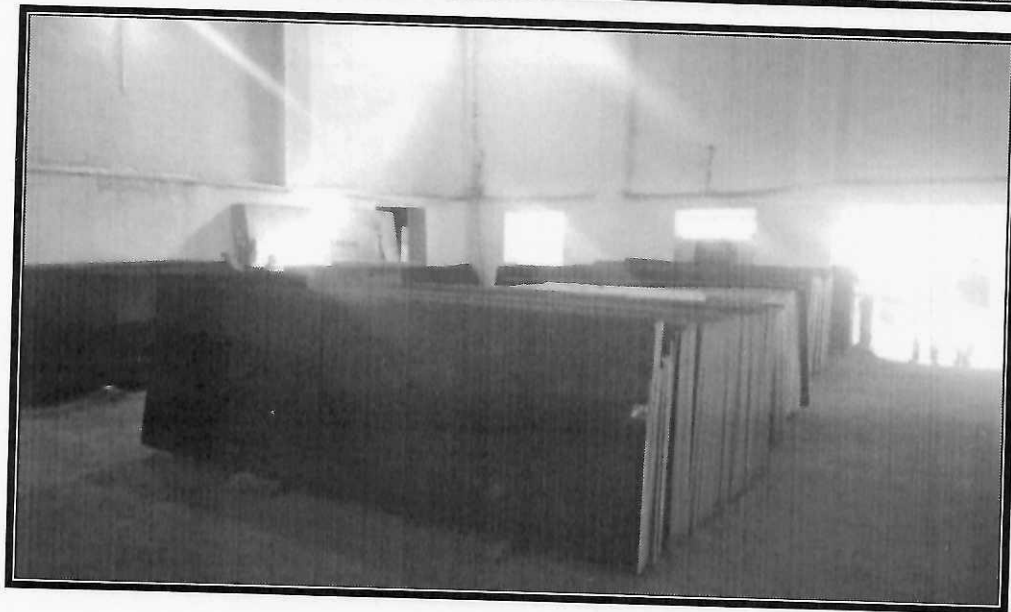
### 3.7 CHAPTER SCHEME

**Chapter 1: Introduction**

This part gives a concise about the investigation of efficiencies of EMarketing at Govardan Granite.

Chapter 2: Conceptual background and literature review

Chapter3: Research Design



### 5.1 FINDINGS

1. 34% of the customer are Post Graduated
2. 48% of the customer are Business Men
3. 50% of the customers are loyal to the Govardan Granite Industries.

4. 90% of the customers are aware of e-marketing services offered by Govardan Granite Industries.
5. 34% of the customers are familiar with e-marketing service through mobile\_phone marketing.
6. 64% of the customers says that mobile phone-marketing is most useful mode of e-marketing.
7. 50% of the customers agree that the current e-marketing service offered Govardan Granite Industries is competitive.
8. 68% of the customers agree that e-marketing done by Govardan Granite Industries
9. 60% of the customers say that e-marketing services help them to being upto date about market information.
10. 52% of the customer are strongly agree with the Security Factor
11. 50% of the customer are strongly agree with the Quality Service
12. 42% of the customer are strongly agree with the Faster Response
13. 68% of the customers face difficulties that dependability on technology in using e-marketing service.

## 5.2 Suggestion

- ✓ Govardan Granite Industries should increase the information gap between the company and its consumers.

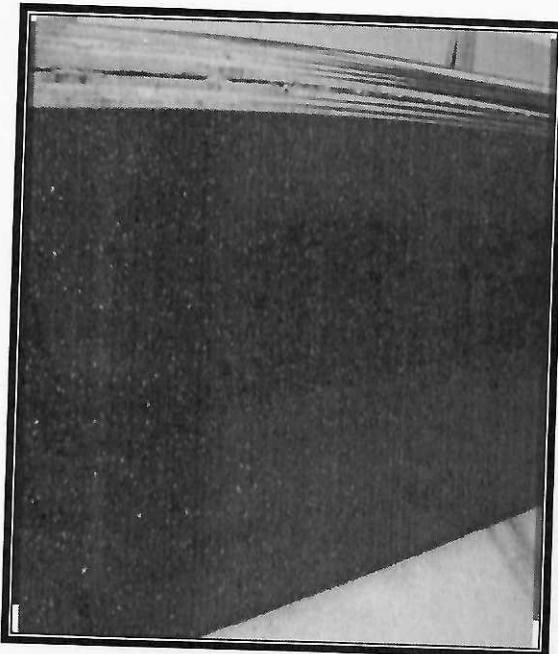
- ✓ Since most customers use or meet and send e-mail marketing much more than other platforms, Govardan Granite Industries should take full advantage of these two platforms.
- ✓ The company should focus on starting a company's own website to maximize the sales even more and revenue out of it because the major customers response is that Govardan Granite Industries is lacking in websitemarketing.
- ✓ The company uses only few tools of e-marketing; they are many tools like Website own App which can attract more number of customers.
- ✓ They should streamline their e-marketing techniques, fine-tuning them for their specific market.
- ✓ They should adopt the techniques like viral marketing, better blogging and better e-mail marketing, as its evolutionary marketing – survival of only the fittest techniques.
- ✓ They should create awareness about their e-marketing services to the customers



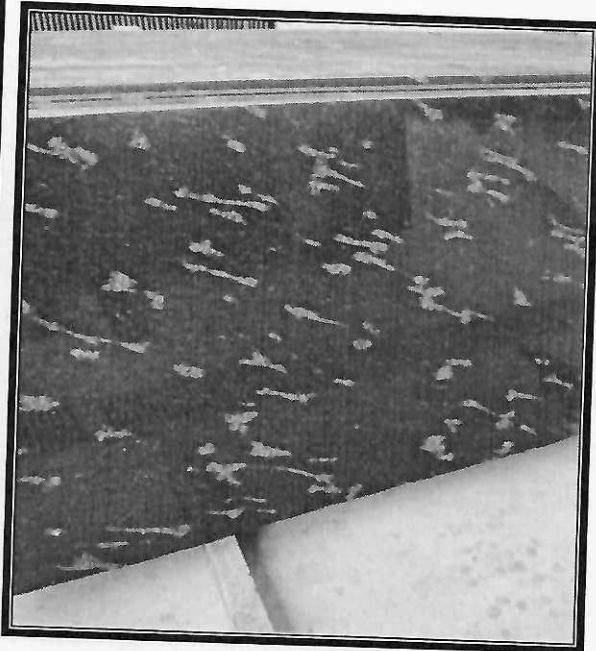
## **Showroom Materials available**

### **1) Rajasthan**

**Fish Black**



**Fish Brown**



**Tiger Leg Granites**



**P White**





## Conclusion:

In a competitive business environment, enterprises have changed their density from cost-cutting to quick customer feedback and innovative service. Businesses that understand this tendency will be based on their strategies, plans, and actions that are already being seen by their units. To succeed in the competitive environment of the 22st century, they need to respond quickly to market conditions, to know where the economic and population growth occurs, hire and sustain potential employees, fulfill and exceed customers' expectations, to reinvent them, loyal and profitable consumers.

The project of Govardan Granite Industries provided insight into the emarketing techniques he used. There are some hurdles in the techniques that the company uses in e marketing, and then the company has explained it. It is an easy and inexpensive way to take customer orders as long-term e marketing, taking steps to make awareness about e marketing the field customers.

Most of Govardan Granite Industries customers are familiar with electronic marketing services, but the most common platforms are email marketing. This indicates that the market is open to electronic marketing services, but most companies have not yet exploited it, but it seems to be a very effective way to communicate and interact with customers. The mission of the company is to try to improve these platforms that customers enjoy and seem to be interested in while maximizing the revenue sources of these platforms.

It is clear from the study that most customers are aware of the emarketing services offered by Govardan Granite Industries and the customer's opinion is to start up their own corporate website to maximize revenue streams.

