

CHAPTER -1
INTRODUCTION

1.1 BRAND POSITIONING

Brand positioning is related to reasons why a “target consumer” prefers and buys a brand over another brand. This is a very good and complete method in the field of marketing. It ensures that all brand activities have a common goal. Guided, driven and offered by branded purchase benefits. And focuses on all customer touchpoints.

To create a unique position in the market, there is a need to choose the niche market carefully and mentally create a differentiating advantage. Brand positioning is the medium through which an organization can present to its customers what it wants to achieve and what it means to them. Brand positioning shapes the customer's view and opinion.

Brand positioning can be defined as the activity in which the branded product is designed to have a unique place and value in the mind of the target customer. Brand positioning involves identifying and determining points of similarity and differences to ascertain the right brand identity and to create a proper brand image. Brand positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors.

Positioning is a concept in marketing which was first introduced by Jack Trout and then popularized by Al Ries and Jack Trout in their bestseller book "Positioning - The Battle for Your Mind." This differs slightly from the context in which the term was first published in 1969 by Jack Trout in the paper "Positioning" is a game people play in today's me-too market place" in the Publication Industrial Marketing, in which the case is made that the typical consumer is overwhelmed with unwanted advertising, and has a natural tendency to discard all information that does not immediately find a comfortable slot in the consumer's mind. It was then expanded into their seminal first book, Positioning: The Battle for Your Mind in which they defined Positioning as "an organized system for finding the windows of your mind."

Six Factors of Brand Positioning

1. Brand Attributes

What a brand offers to consumers through features and benefits.

2. Consumer Expectations

What consumers expect from brands.

3. Competitor Attributes

Features and consumer benefits offered by other brands in the market.

4. Price

Easily Quantifiable Factors and the price compared to the competitors' prices.

5. Promotional Activities

All efforts of the company to communicate with potential customers. Mainly the purposes in promotional activities are,

- Inform customers about business
- its products
- prices
- services

6. Consumer Perception

Perception of the brand's quality and value in the minds of consumers. It takes time to fully understand the current market and how the brand fits into that market to determine where the brand is now. If this is not the desired position for the brand, take the necessary steps to make changes based on the gaps defined when we analyzed the six factors above.

Brand positioning shows how well a company is performing compared to its competitors in the market. As a result, there has been a huge demand for instant products in this rapidly changing era. We can see that the current market is flooded with instant rice products that have benefited working women in particular. Hence many major rice brands. In order to sustain the market, companies must have a firm grasp of the market. A study was conducted to determine the brand's position in this highly competitive scenario.

1.2 STATEMENT OF THE PROBLEM

In today's world marketing is intensely competitive, rapidly changing and highly complex. Every organization is trying for new ways to market their product or service. In organization like agro product companies the competition is being so tough today. Brand positioning shows how well a company is performing compared to its competitors in the market. This fast-moving era has resulted in a huge demand for instant products. We can see that the current market is flooded with instant rice products that have benefited working women in particular. For that they want to communicate the message about their product to the customers effectively. The research study was conducted to know the brand positioning regarding Keerthi Agro Mills. The research findings will help the company to improve their marketing strategies to improve the awareness among the dealers.

Today the economy is facing competition in every field. Every firm has to provide quality products to the customers to satisfy and thereby improving the brand positioning among them. Hence many major rice brands, in order to sustain the market, the companies must have a firm grasp of the market. In this scenario of tight competition, a study was conducted to know the brand positioning of Keerthi Rice Mill.

1.3 OBJECTIVES OF THE STUDY

Primary objective: -

- To study the brand positioning of Keerthi Nirmal Rice Mill

Secondary objective: -

- To identify the expectation of consumers towards the brand Keerthi Nirmal Rice
- To identify the perception of consumers towards the brand Keerthi Nirmal Rice
- To study the consumer satisfaction level towards Keerthi Nirmal Rice
- To know the consumer opinion towards the Keerthi Nirmal Rice brand.

1.4 SCOPE OF THE STUDY

The scope of the study is to understand the brand positioning of Keerthi Nirmal Rice, Mattoor. The study will provide insight and information to the organization about the brand positioning. 200 customers were taken as sample for collecting data. The result of the study

and survey is useful for the managers and administrators for the improvement of brand positioning. This study helps the company to identify and interpret their marketing problems and help to identify the reasons for not doing well.

It will also help to understand the weakness and strength of manufactures by undertaking their strength and weakness the manufactures can improve their performance and convert weakness in to the strength.

1.5 SIGNIFICANCE OF THE STUDY

- This study makes an attempt to understand the rice industry in general and Keerthi Agro Mills, Kalady.
- This study helps to know about the brand positioning of Keerthi Nirmal Rice
- It also provides suggestion for the improvements and developmental activities undertaken by the company.

COMPANY PROFILE

1.6 ORGANIZATION HISTORY

The Keerthi Agro Rice Mill was founded by Mr. Johnson Varghese in 1998 with the goal of bringing high-quality rice into Kerala's traditional homes in south India. Under the Companies Act of 1956, the company was established as a private limited company with a registered capital of Rs 1,29,40,00. Without the project, traditional methods of boiling, sun drying, and milling would not have developed into one of India's most cutting-edge rice processing facilities with top-notch technology. The unit is located in the Mattoor Kalady Ernakulum district. Keerthi Agro Mill is proud to have a cutting-edge facility with the highest levels of technology, ensuring that its products meet the strictest quality and hygienic standards.

The group intends to set up a food park with equipment to manufacture and process a variety of food items. They initially only had one plant, but over time, that number increased to four. The Keerthi Agro Mill factory is situated in Kerala's pollution-free, green Mattoor township, close to Kalady. The facility has the most up-to-date technology available for every stage of processing paddy, including drying, cleaning, de-husking, removing bran, polishing, and finally sorting. One of the biggest infrastructures in India costs about 25 crores of rupees.

The only rice mill in southern India that uses a Z-sortex machine capable of optical inspection is Keerthi Agro Mill. Only rice that satisfies the criteria set forth in the computer calibration process is chosen for packing after this machine scans every grain of rice and eliminates any that is discoloured, broken, or immature. The end product is stunning rice that is uniform in size, colour, and bran and makes for a delicious and healthy meal.

Nirmal, the brand name, in which Keerthi Agro mill markets rice, is today the largest selling brand in Kerala.

COMPANY OBJECTIVES

Objectives in general: -

- In order to encourage consumers to buy.
- To introduce a new product
- To motivate current customers to make more purchases.
- To increase market competition

- To boost sales during the off-season
- To introduce quality control methods in order to raise product quality.

The Economic Objectives: -

- Profit maximization
- Cost minimization
- Production of goods
- Creating customers
- Innovations

The Social Objectives: -

- Quality goods and services
- Reasonable price
- Provision of employment
- Proper utilization of resources
- Employees welfare

VISION OF THE COMPANY

“Wish to grow into a model agro mill in the country”

MISSION OF THE COMPANY

To create exceptional product value for our customers by quality and purity with our diverse team we will provide responsible stewardship to our community and environment while achieving now and for future generations.

PRODUCT PROFILE

Long Grain Matta

The Long Grain Matta Rice is rich in taste and free from any kinds of impurities and grime. The Keerthi Nirmal Sorted Vadi Rice is cultivated and processed by natural methodologies following international norms. On cooking, Keerthi Nirmal Long Grain Matta rice gives a strong aroma, good taste and softness. The elongation ratio is about double and can be identified with no thickness in width on cooking.

Short Grain Matta

These short-grain matta rice are highly demanded in the market due to their high quality and durability. These products are available in the market at competitive rates. On cooking, Nirmal short-grain matta rice gives a strong aroma, good taste and softness. The elongation ratio is about double and can be identified with no thickness in width on cooking.

Jaya Rice

Keerthi Nirmal brings Sorted Jaya Rice which is a specially formulated rice with high nutritional value. The Sorted Jaya Rice is known for its high energy content. Keerthi Nirmal Sorted Jaya Rice is processed and packed in hygienic conditions.

Surekha Rice

Surekha Rice is known for its high energy content and is processed and packed in hygienic conditions. This thin and long variety of rice is also known as US-style rice. Keerthi Nirmal Surekha rice cooks faster and is tastier.

White Kuruva Rice

Kuruva is a natural and traditional rice variety from Wayanad in Kerala, which is a widely used rice in Kerala. It has more fibre, more protein and a lot of healthy nutrients. Kuruva rice is rich in selenium which reduces the risk for developing common illnesses such as cancer, heart disease and arthritis. This parboiled rice known as Kuruva Rice is a specialty of Keerthi Nirmal. This process of soaking, pressure steaming, drying, and milling is done in excellent manufacturing facilities.

Yellow Kuruva Rice

It has more fibre, more protein and a lot of healthy nutrients. Kuruva rice is rich in selenium which reduces the risk for developing common illnesses such as cancer, heart disease and arthritis. This parboiled rice known as Kuruva Rice is a specialty of Keerthi Nirmal. This process of soaking, pressure steaming, drying and milling is done in excellent manufacturing facilities.

Ponni Rice

The name Ponni is believed to be derived from Ponnu, which literally means gold. As the name suggests, Ponni rice is as valuable as gold. The Keerthi Nirmal Ponni Rice adds shine and sheen to this special rice by improving its quality and taste.

Raw Rice

Keerthi Nirmal Raw Rice is cultivated with great care without any chemical pesticides thereby retaining its great flavour and taste. It is a good supplier of protein and nutrients. Keerthi Nirmal Raw Rice has a good aroma and taste when cooked.

Single Boiled Rice

Keerthi Nirmal single boiled rice is a formulated rice variety which is healthy and highly nutritious. It is a superior quality rice which simplifies digestion due to low fat and carbohydrate content.

Kranti Rice

This variety of rice is popular in southern districts of Tamil Nadu. It is one of the short duration paddy crops which is harvested within 110-115 days and yields more straw. They contain more grains per pinnacle. On cooking, Keerthi Nirmal Kranti Rice gives a strong aroma, good taste and softness.

Iodised Crystal Salt

Just like all other products Keerthi Nirmal crystal salt has also found its way to people's hearts. With a pure taste, Keerthi Nirmal salt retains its health benefits as it is minimally processed. Filled with calcium, minerals, and iron, this product of ours is used for different purposes, such as for seasoning, making salads, vegetables, other food recipes, and baking.

Salt

Iodised salt is table salt mixed with varied amount of different salts of the element iodine. As one of the most important ingredients used in cooking, Keerthi Nirmal brings to you, top quality iodised salt, to add more flavor to your dishes.

Sugar

Keerthi Nirmal knows the best way to sweeten up dishes with the best quality sugar, produced by the most trusted hands.

Jaggery Powder

Keerthi Nirmal's jaggery powder is a 100 percent organic product that we provide. jaggery powder retains its natural taste as no extra chemical components are added while it's processed. Keerthi Nirmal's jaggery powder comes with authentic taste, and pure natural essence and it is as fresh as it could be.

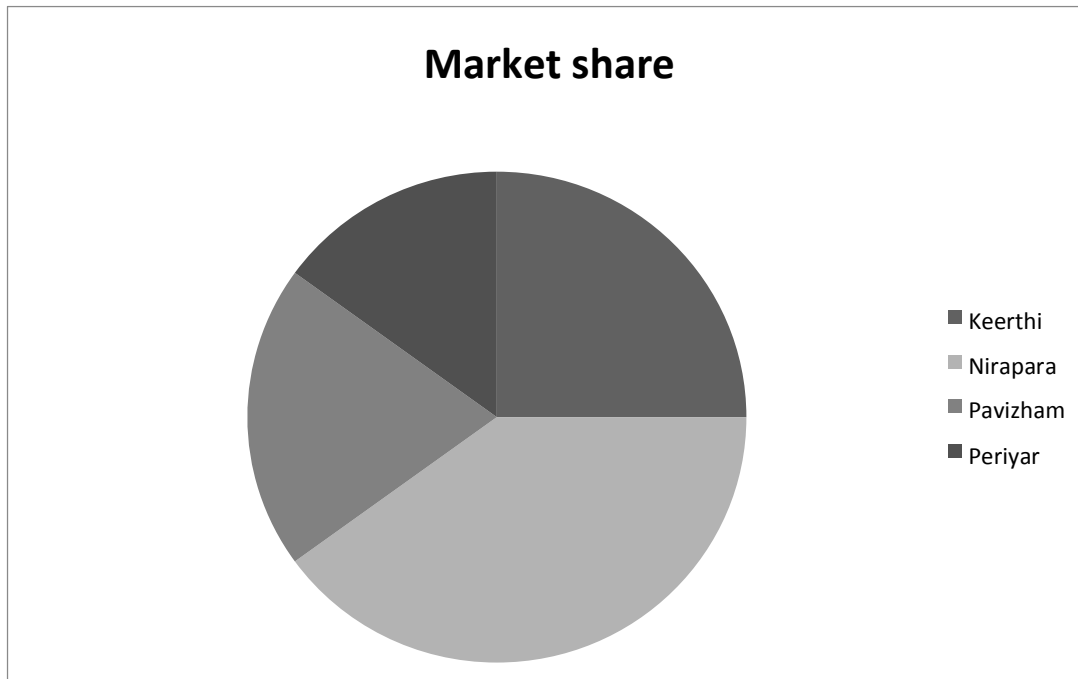
Jaggery

Keerthi Nirmal jaggery is healthy and tasty as it is produced using the best quality natural sugarcane. A storehouse of iron and minerals, our jaggery is not only nutritious but can also be used in various culinary preparations. In addition, Jaggery helps with digestion and is effective in purifying the blood and lungs of impurities.

MARKET SHARE

Market share is a key indicator of market competitiveness, which shows how firms will, is doing against its competitors. Keerthi Agro mill is having 20% of shares in the market. Nirapara held 40% and Periyar rice having 15% of shares and 25% is held by Pavizham.

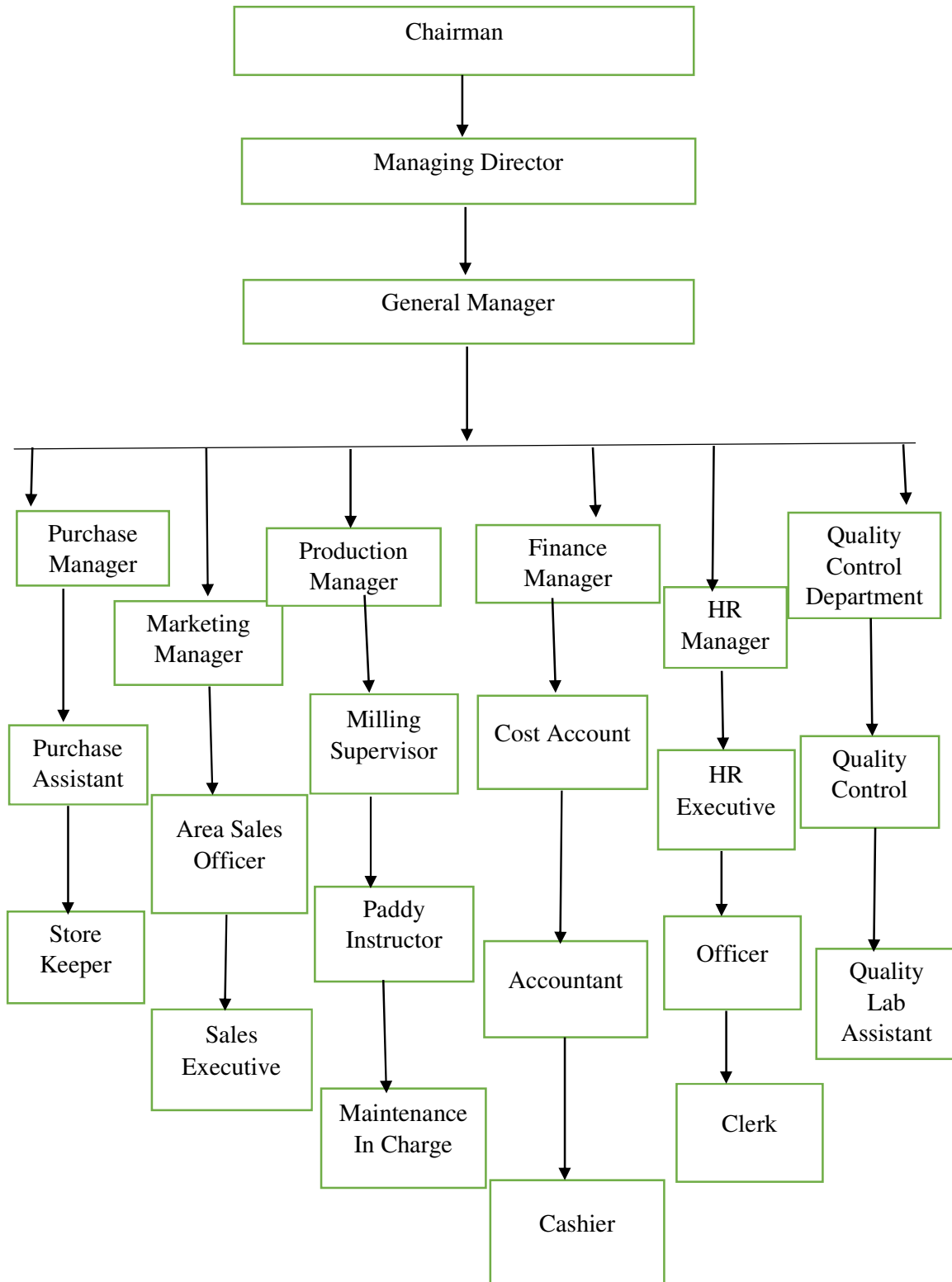
1.1 Figure showing market share



COMPETITORS

1. Nirapara Rice
2. Pavizham Rice
3. Periyar Rice

ORGANIZATION STRUCTURE



The company's strategic decisions are made by the managing partners. The company will be impacted by these choices for a long time. These choices include things like unit expansion, technological advancements, entering new markets, launching new products, etc. The Managing Director and General Manager are consulted before making these decisions. The managing director oversees day-to-day operations. They consult with the general manager and other managerial staff before making any decisions. They guide the entire organisation in achieving the company's goals and objectives.

General Manager is the President's direct subordinate. He is in charge of the engineering department, staff, corporate planning, and all plant operations. He must execute both short- and long-term planning, matching the prospects for future output, and attaining the Company's intended growth and profitability. The general manager serves as a point of contact for the managing director and other management personnel. The General Manager received reports from each Department Manager about the situation in their particular department.

AWARDS AND ACHIEVEMENTS

In the agricultural business sector, Keerthi Agro Mill has assumed a leadership position. In 1998, Mr. Johnson Varghese founded it. Since 1998, Keerthi Agro Mill has been able to make a significant contribution to the rice mill business.

The usage of Z-Sortex machines capable of optical inspection for quality control is another area of expertise for Keerthi. Keerthi rice mills are the highest-quality brands when compared to other ones available on the market. Therefore, it has a big impact on how customers think.

Awards: -

- Department of factories & boilers Safety Award in 2010
- Fire & safety award in 2011
- Gramotsav Businessman award by putukulangara Bhavathy seva authorities award was also awarded to M.D Mr. Johnson Varghese.

BOARD OF DIRECTORS

Managing Director

Mr. Johnson Varghese- holds the 40% of the share of the company.

Directors

1. **Sheena Johnson** – holds 20% of the shares
2. **V.P Varghese**- holds 10% of the shares

PRODUCTION UNIT

Address	- Nirmal Keerthi Rice (p) Ltd Marottichodu, kalady
Year	- 1998
Machine	- Z- sortex Machine
The Product	- Rice

PROCESS THEY ADOPT

Production

The most creative production facility in Keerthi Nirmal is one of several characteristics that set the company apart. One of the finest in the industry, the facility combines ancient procedures with contemporary rice equipment. To ensure seamless manufacturing and process integrity, there are also very strict quality checks and procedures used along the whole process line. Not a single grain of rice leaves the facility without passing through all of the facility's quality tests.

Technical Department

Following harvest and transportation to mills, post-processing of the rice starts. Given the enormous amounts of rice that are processed daily, modernization and technical advancement are unavoidable in order to keep the production processes up to par with the rising demand and keep the company operating economically. In order to stay up with the evolving technologies that make the processes more simple, more pleasant, and provide better-quality results while ensuring greater safety requirements at each stage, they updated the equipment, technicians, and workflow orientation throughout time.

Laboratories

Research and development places a greater emphasis on the post-processing aspects of the product, such as its quality, texture, flavour, and scent. To find flaws, random samples are subjected to laboratory testing. They never stop working to make all the processes that have an impact on the calibre of their output better.

Milling Process

The paddy grains are fed into the indent cylinder during the rice milling process via the feed entrance located at the top of the sloping barrel. The undersized grain is caught by the indents. The grain is then lifted as the cylinder spins, displaced by gravity, and gathered in a flaring trough screw conveyor before being emptied. The bottom of the cylinder still contains the whole grain. The cylinder's inclination causes it to move to a different discharge outlet. The primary processed product derived from paddy is rice, which is then further processed to yield a variety of secondary and tertiary products.

Effluent Treatment Plant

In order to recovering the paddy, the soak water is drained out. Large amounts of soak water are discharged from contemporary rice mills, and the organic material (Chemical Oxygen Demand COD) in the soak water contaminates the water. Organic materials, as determined by chemical oxygen demand (COD), and silica dissolved from the husk are the principal dissolved components of soak water.

At the Keerthi Rice Mill, Galaxy Environ installed an effluent treatment facility with biological anaerobic treatment as the crucial treatment phase, followed by chemical treatment to fulfil the discharge conditions. The CSIR-NIIST, a Trivandrum-based, federal government-funded research institute, is where the technology is licenced.

Water Treatment Plant

Water treatment involves eliminating pollutants and other unwanted elements from the water or reducing their concentration so that the water is suitable for the intended end use.

Biogas Plant

A form of biofuel called biogas is created spontaneously when organic waste breaks down. Rural regions are increasingly embracing biogas facilities as a cost-free source of renewable energy. This technology not only produces energy but also recycles garbage, enhances public health, and reduces pollution. In place of gasoline and other fuels, this process produces biogas, which may be utilised to produce energy.

Rain Water Harvesting

Gathering and storing rainwater for on-site usage rather than letting it flow off is known as rainwater harvesting. Both drinking water and groundwater recharging may be done using the gathered water. One of the earliest and most straightforward self-supply techniques for houses, rainwater collection is often subsidised by the user.

FUTURE SCOPE OF THE COMPANY

The organization decided to take over the V-STAR AGRO MILLS in near future. The organization can contribute more in the agriculture field. Keerthi has plays an important role to retain the traditional industry, organization can conduct more seminar to make the relevance of agricultural industry. Now days agricultural field is destroyed no one come forward to protect our nature. Today the world is globalised technology changes soon, every country adopts new technology to face competition. Keerthi has adopted world class technology. It was Z-sorted machine capable of optical inspection for quality control. This machine scans every grain of rice and removes broken rice. More plants will be added with present mills and Keerthi can increase its production.

DEPARTMENTS IN KEERTHI NIRMAL RICE

The process of departmentation involves dividing different operations into distinct units or departments. A department is a separate division inside a company that handles a certain set of related business tasks. Depending on the size and type of the firm, a business house may include one or more departments. An organization's structure is made up of its departments, which allow it to grow endlessly.

The following are the major departments functioning in Keerthi Agro mill

1. Purchase Department
2. Marketing Department
3. Financial Department
4. Human Resource Department
5. Production Department
6. Quality Control Department

PURCHASE DEPARTMENT

The purchase department is crucial to the success of any business since it influences every major aspect of product creation, quality, cost, effectiveness, and on-time delivery to clients. Its job is to find the best deals on equipment, products, services, and supplies while still keeping the acceptable level of quality. The most crucial aspect of materials management is purchasing because when a material order is placed, a sizeable portion of the company's finances are committed, which has an impact on the company's cash flow situation. The buying department is crucial to the success of a business because it influences every critical component relating to the manufacturing, quality, cost, effectiveness, and fast delivery of goods.

Objectives: -

- To ensure that resources are always available so that manufacturing materials may flow freely.
- Must shop carefully and competitively in order to find the best deals.
- To limit material investments to a minimum by making purchases in appropriate quantities.
- To ensure the least amount of material waste and production loss, it is important to acquire materials of the correct quality.
- Use the most beneficial purchasing strategy to guarantee efficient material delivery from vendors.
- To act as a resource for knowledge on materials, including costs, sources of supply, specifications, modes of delivery, etc.

Functions of a purchase Department

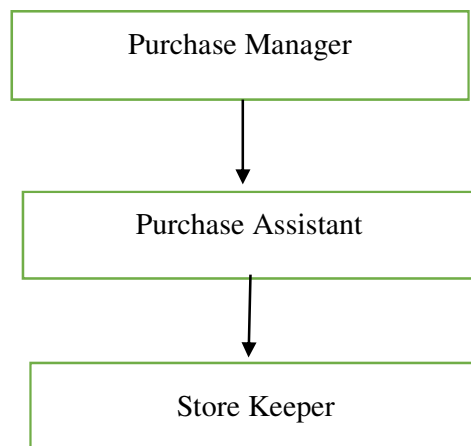
- What to purchase?
- When to purchase?
- Where to purchase?
- How much to purchase?
- At what price to purchase?

To perform these functions effectively, purchase department follows the following procedure,

1. Purchase Requisition or indenting for materials

2. Sources of Supply
3. Purchasing order
4. Receiving & Inspecting Materials
5. Checking & Passing of Bill for payment

STRUCTURE OF PURCHASE DEPARTMENT



MARKETING DEPARTMENT

Product, Price, Place, Promotion are the four functions of marketing department which are fulfilled through the activity of various persons engaged in different levels in the departments.

- Promotion of the goods both inside and outside of Kerala.
- Enhancing the business image.
- Maintaining enough attention on the degree of satisfaction throughout time for both consumers and dealers
- Considering customer needs will guide decisions on proposals for the new product line.
- Development of a market strategy.
- Creating a prospectus that controls and manages fluctuations in selling prices in a constantly shifting market.
- The distribution-related logistical planning.
- Create the yearly action plans for the marketing initiatives that will work with the annual budget.

- Promotional campaigns are planned, coordinated, and put into action to increase product awareness.
- Managing of market information system.

Marketing Mix

The business has chosen to conduct its product promotion activities in a planned manner, based on the marketing department's use of a scientific methodology and consumer research.

Product

Rice is the product of the company

Price

The business has adhered to a distinctive pricing strategy within the sector. It costs Rs. 30 per kilogramme.

Place

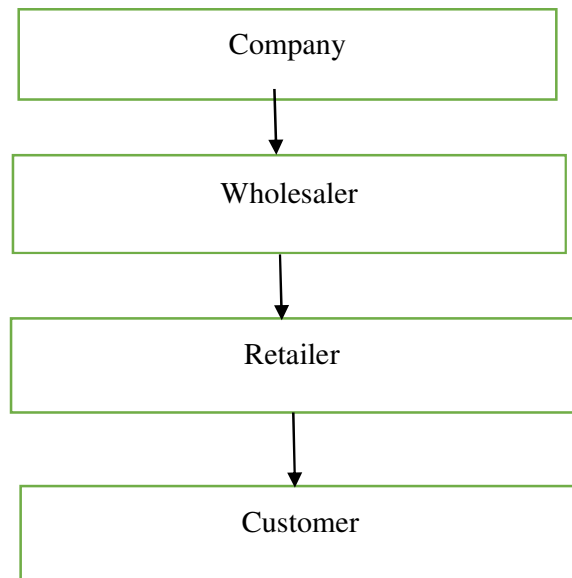
The business uses an original route of distribution to make its goods available to clients all throughout Kerala. Location of Keerthi agro mill is Marottichodu, Kalady.

Promotion

As part of its marketing strategy, the corporation engages in a variety of promotional activities. They have enough ads through radios and other Medias existing in the community. Through theatre slides, scooter stepping pads, and billboards, they advertise the goods. Each dealer will receive company-provided dealer boards, posters, banners, brochures, etc. Since its start, the corporation has engaged in intensive sales promotion efforts that are primarily aimed at boosting the sales of its products.

- Increase the numbers of its dealers.
- Make aware the customers, the advantage of using the product
- At present the company is using the monitoring and non-monitoring sales Promotions.

DISTRIBUTION NETWORK OF KEERTHI NIRMAL



FINANCE DEPARTMENT

A business's lifeblood is finance. Without enough financial resources, the firm cannot continue its activities. Therefore, a company must make sure that finances are available when needed. In order to achieve a corporate enterprise's financial demands and ultimate goal, finance is concerned with the acquisition and use of money. The broad topic of management of finances is the procurement and use of money per business line. The finance department's role is financial management. The General Manager is in charge of the Keerthi finance department. Assessing a company's profitability and financial position can be done with the help of financial analysis. This is done through comparison by ratios for the same concern over a period of years; or for one concern against another; or for concern against the industry as a whole; or for one department of a concern against other departments of a same concern.

Functions of finance department

- Strategic planning, budgeting, and forecasting
- Accurately predicting the financial performance of the company
- Cost-controlling through internal auditing
- Creating business models and strategies to support the company's expansion.

The language of business is accounting. The fundamental purpose of accounting is to inform interested parties about the outcomes of corporate activities. The recording, categorization, and summarization of business transactions that have a financial nature and are stated in monetary terms are within the purview of the accounting department.

Advantages

- Helps in determining the company's financial status.
- It is possible to record data systematically.
- Conceivable quantitative data
- Serve as a system of information.
- Benefits a variety of interested parties that utilise accounting information.

Responsibilities of Accounts Manager: -

- Manage all accounts and cost work.
- Effective cash management.
- Preparing trail balance.
- Passing adjusting & rectifying entries.
- Preparing trading, Profit and Loss Account and Balance Sheet.
- Designing suitable accounting system to protect the business asset from improper use
- Keeping accounting Records to comply with legal requirement under Income Tax
- Act, Sales Tax Act, Company Laws etc
- Stock verification.
- Product Pricing.

Responsibilities of cost accountant

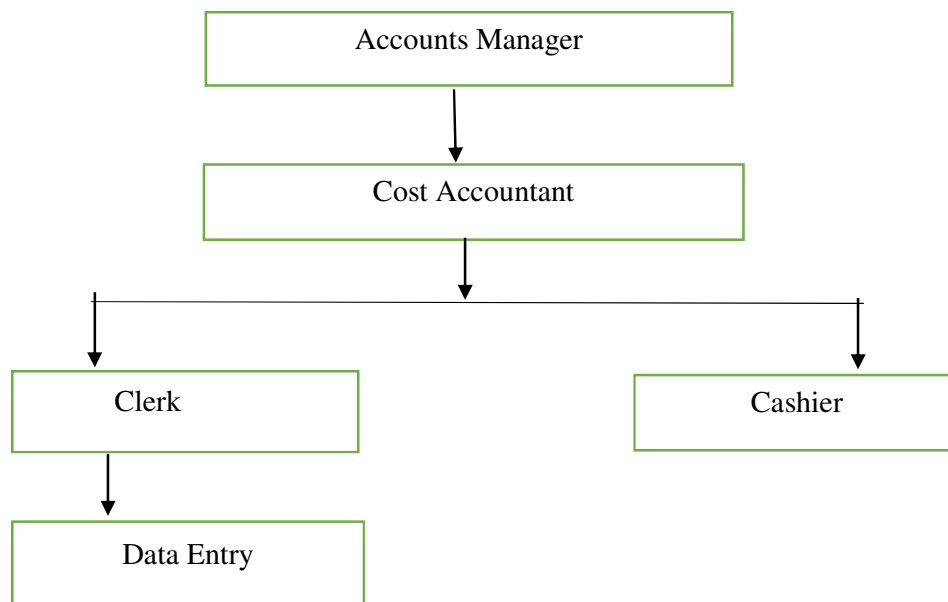
- Find out how much each unit of a company's various products costs to produce.
- Provide accurate cost analysis for each process, operation, and cost component.
- Determine each product's profitability and offer management advice on how to increase this profit.
- Assists with budget development and budgetary control execution.
- Arrange cost-cutting initiatives with the assistance of various department managers.
- Assist management in developing and putting into place incentives and bonus plans based on productivity and cost-cutting.
- Provide management with pertinent facts for making financial choices.
- Assists in monitoring the operation of computerised data processing or punched card accounting.

- Use effective control over raw material, work-in-progress, consumables, and completed goods inventories to reduce the amount of capital held in these stocks.

Responsibilities of cashier

- Cash receipt and payment.
- Cash should be recorded as soon as it is received in a rough cash book or dairy.
- For each entry made within, the receipt numbers should be noted.
- The cashier is responsible for opening all postal remittances.
- Daily banking of all cash and check receipts is required.
- The cashier should generate a bank reconciliation statement on a regular basis to compare the balances in the bank and the cash.
- All petty cash expenditures should be supported by a proper voucher.

STRUCTURE OF FINANCE DEPARTMENT



PRODUCTION DEPARTMENT

The process of producing products is handled by the production department. To do that, input must be changed into output. Materials are a crucial component in production. Physical materials utilised to make the finished product are included. Manufacturing is production. Production covers the development of both physical and intangible services, although manufacturing is often believed to refer to the process of generating tangible things.

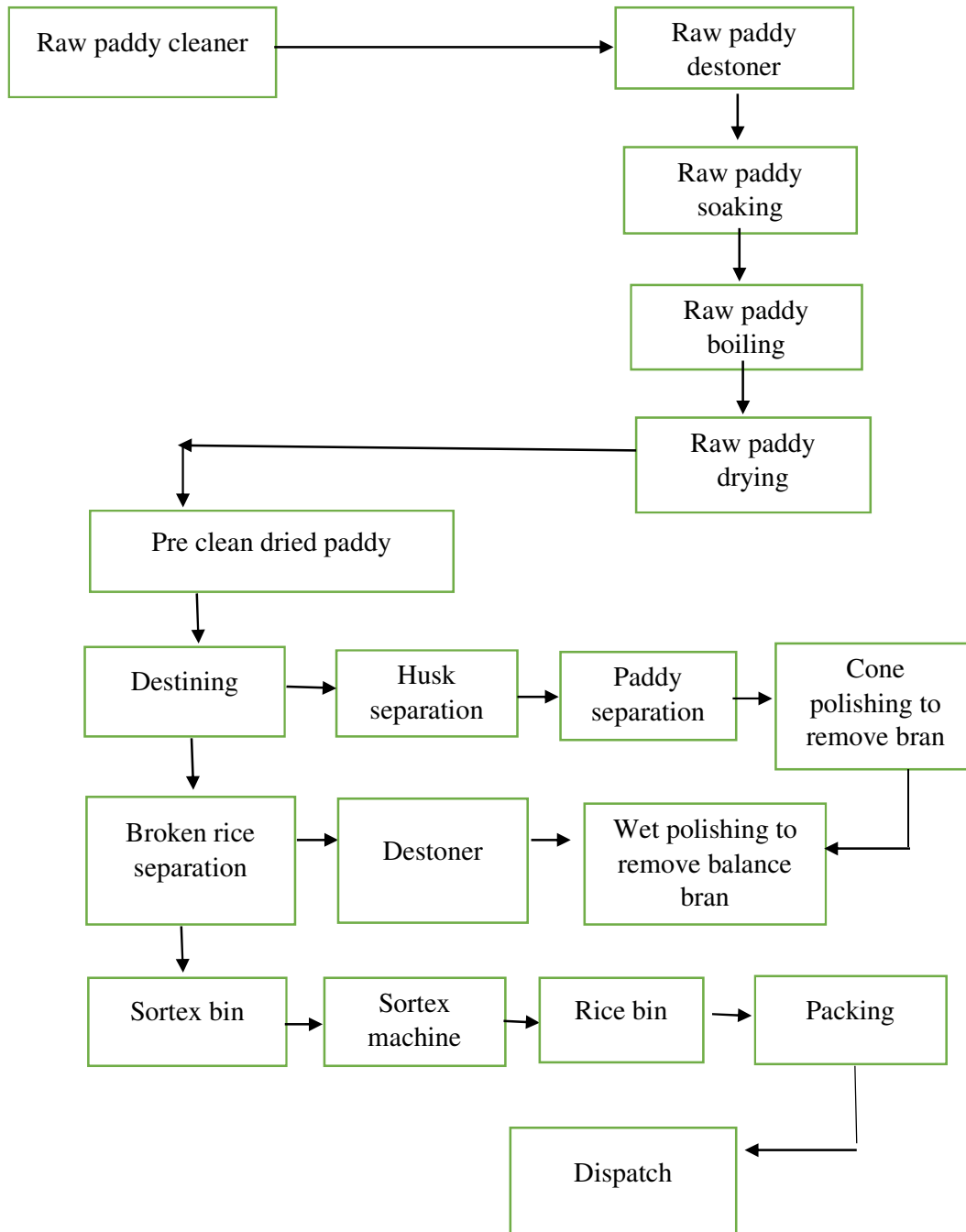
Functions

- Process, testing, and equipment for manufacturing equipment should be evaluated and approved.
- Create test and inspection points at particular times in the production processes. Ensure that the materials you have acquired adhere to the specifications and buying criteria.
- At specific times during the production process, perform inspections and testing.
- Gather data from tests and inspections, analyse it, and then report on the process and product quality levels.
- Control the handling, storage, and packing of supplies and machinery from the time of receipt through shipment of the final product.

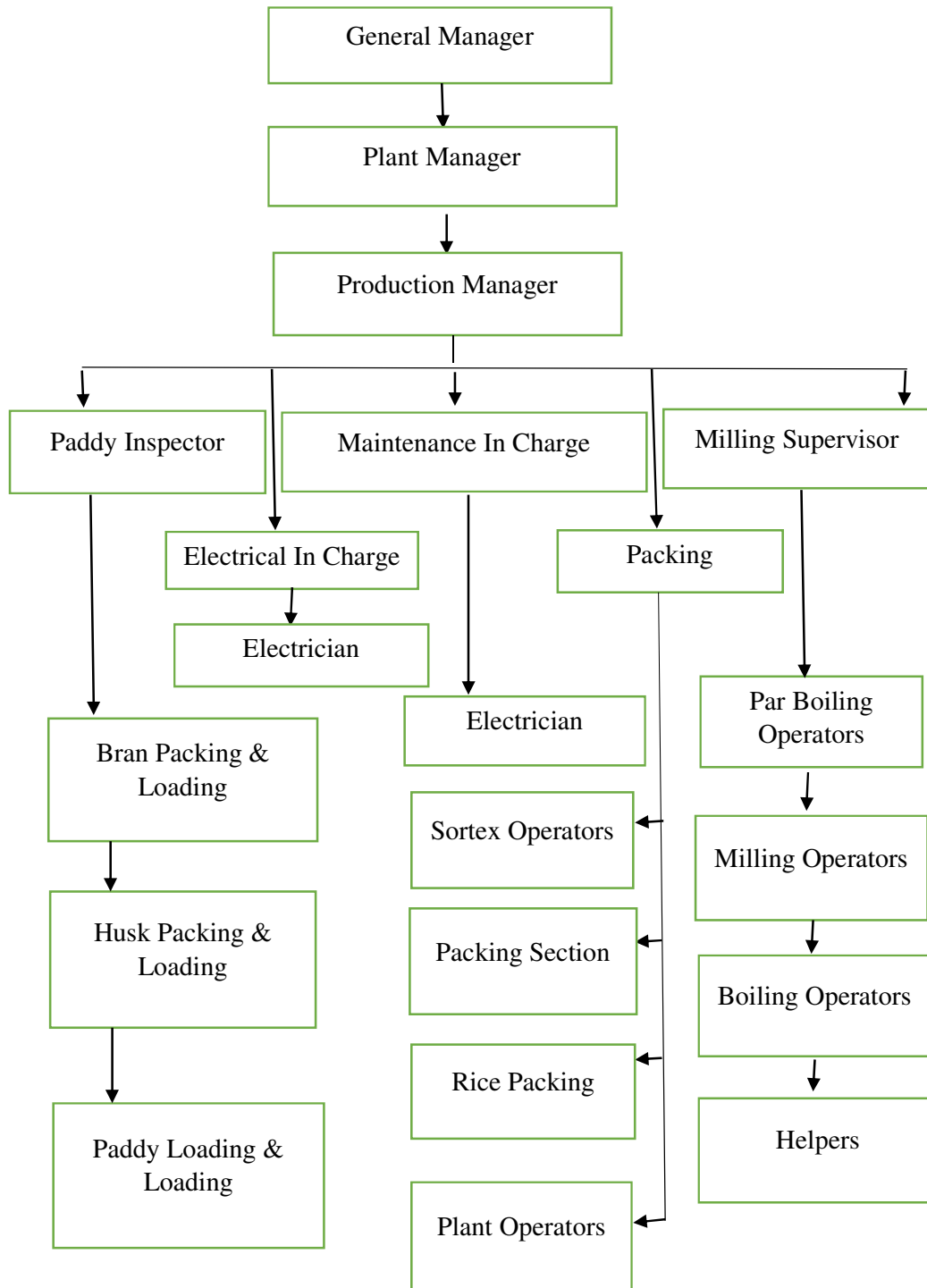
Responsibilities of production manager

- Make sure to schedule the production in advance and get compensated each day.
- Look over and confirm the process document.
- Inform the Manager of the by-product and other item stocks.
- Create a pay statement for each month and provide it to the accounts department.
- Maintain the production staff's attendance record.
- Make sure that all workers get their leave requests approved, and provide the HR department a copy of each application.
- Make sure everyone is aware about the pollution control standards.
- Make sure the mill disposes of its water on time.
- Hold a stand-up meeting every day.
- Conduct monthly meeting and record the minutes.

PRODUCTION PROCESS FLOW CHART



STRUCTURE OF PRODUCTION DEPARTMENT



HUMAN RESOURCE DEPARTMENT

This Department uses specific skills and methods that enable a greater focus on human resources and their appropriate recruitment, training, and development. The management of those in employment is known as personnel management. Plans, policies, and processes for operational positions are part of personnel management. It addresses how the organisation manages its people resources. This department's primary duties include making the best use of human resources and ensuring that workers are properly satisfied. Creating an atmosphere where people can perform well and work together to achieve group objectives is the art of management.

Functions

- Recruitment
- Training
- Grievance handling
- Evaluation of employee's performance
- Management of transportation in the company
- Welfare activities
- Placement and induction

Responsibility And Authority

- follow the general manager's instructions when doing all administrative tasks for the business.
- fulfil HR-related tasks as dictated by governing and legislative bodies.
- Obtain and hold onto copies of the employee's certifications, licences, sales documents, and contracts with suppliers and clients.
- Keep an eye on and manage front office activity.
- Control the supply and purchasing of office supplies.
- Manage the supply and purchasing of the things in your pantry.
- Make sure the workplace is kept clean.

- Make that the department's quality management system's documentation criteria are met.
- Examine all receiving papers, and respond in line with business standards.
- Verify outgoing correspondence to make sure the interests of the firm are protected.
- Check on the company's management information system to make sure it is operating properly.
- giving guidance to office support staff to maintain good housekeeping

QUALITY CONTROL DEPARTMENT

Keerthi Agro Mills strives for perfection via ongoing product development. We implement a common testing and research and development facility based on worldwide quality rules and practises to assure it. At various stages of the production process, a team of highly experienced professionals conducts thorough testing to verify that the completed goods adhere to the specified requirements. A committed quality control team monitors the procedure at every stage, ensuring the immaculate quality of the final product.

Functions

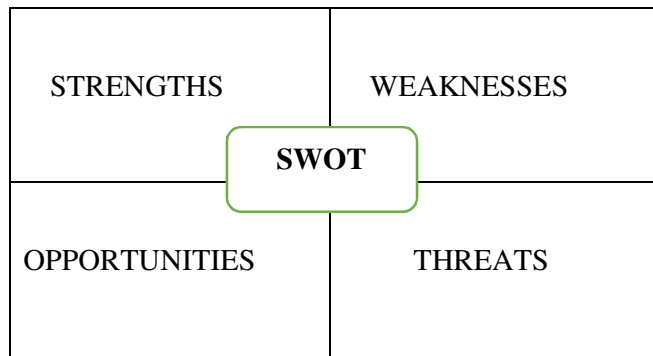
- Customer focus
- Leadership
- Involvement of people
- Process approach
- System approach to management
- Continual improvement
- Factual approach in decision making
- Mutually beneficial supplier relationship

Authority And Responsibility

- Execute quality analysis and inspection in connection to product realisation.
- Plan the various QA/QC tasks in light of the product specifications and legal requirements.
- Create a suitable sample strategy to carry out QA/QC operations during the product realisation phase.
- Make sure the subordinate personnel is properly trained about QA/QC tasks, and assess the efficiency of the training.
- Suggest cutting-edge tools and technologies in accordance with market demands.

- To verify conformities to requirements, make sure the QA/QC operations are well documented.
- Make sure the product is only produced following stringent quality control checks.

SWOT ANALYSIS



STRENGTHS

- Wide network exclusive agencies.
- Modern manufacturing facilities.
- Efficient network marketing.
- Efficient management and man power.
- Good government support.
- A good reputation in the industry.
- A Young and Dynamic Team of professionally qualified personnel at all levels of operation.

WEAKNESS

- High cost of production.
- Accumulation of dealership in some areas.
- Scarcity of raw material.
- High competition.
- Less market shares.
- Absence of long-term policy for the sale.

OPPORTUNITIES

- It can easily keep its reach beyond seven areas and can be globally accepted.
- Improvement in market penetration.
- Expansion of production capacity.
- Introduction of product varieties and improved promotional efforts through audio-visual media.

THREATS

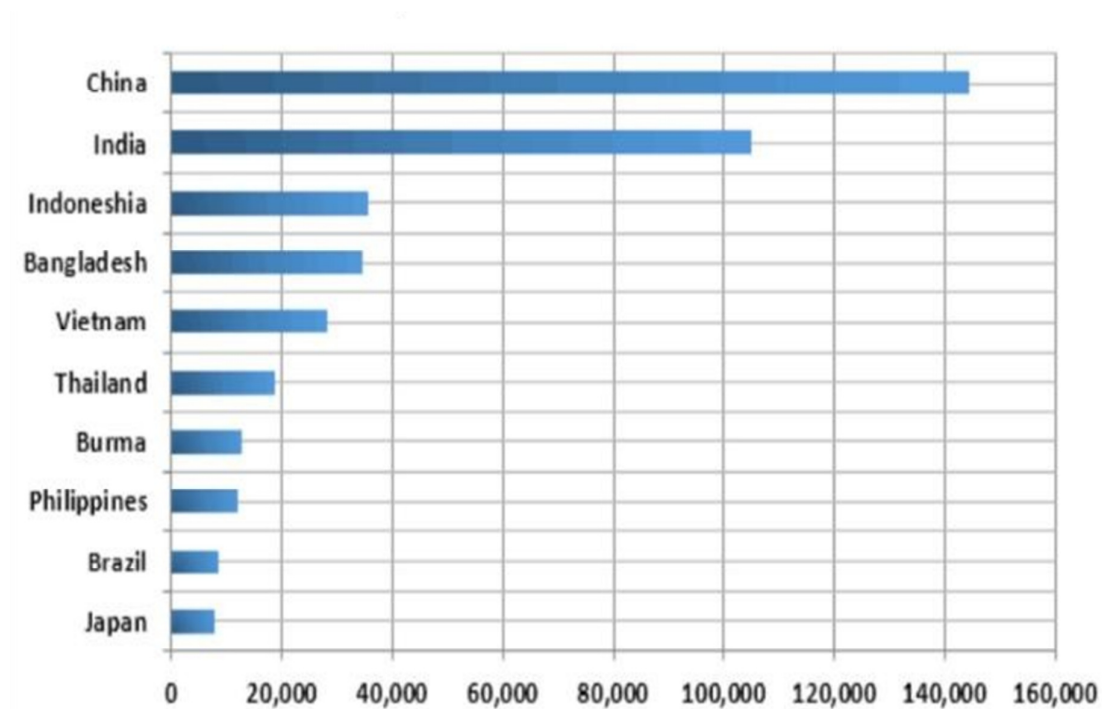
- High cost of production
- Competition from other firms
- Extended network of multinational companies with improved technology and attractive packaging
- Scarcity of raw materials

INDUSTRY PROFILE

1.7 WORLD SCENARIO

Millions of households worldwide depend heavily on rice growing as their main economic activity and source of income, and many nations in Asia and Africa also rely heavily on it as a source of foreign exchange profits and tax revenue. Listed below is a ranking of nations based on their rice output. The cereal that is produced the second most globally is rice. Around 350 million tonnes were produced annually at the start of the 1990s, and by the turn of the century, that number had increased to 410 million tonnes. Western and Eastern Asia are the regions with the highest concentration of production. With more than one-third of the world's population producing more than half of all rice, Asia is the world's largest rice producer. Rice production in India accounts for 20% of overall production. The United States is the second-largest non-Asian producer after Brazil. The top nation in Europe is Italy. The two most populous countries in the world, China and India, as well as other major rice-producing nations, have stressed the significance of continuing to create new rice varieties to ensure Asia's food security and promote the region's economic development. From India, China, Japan, Indonesia, Thailand, Burma, and Bangladesh, rice is planted and harvested now on every continent save Antarctica.

1.2 Major Rice Producing Countries



Some other rice producing countries

- Afghanistan, Argentina, Australia
- Bhutan, Bolivia, Burkina Faso
- Cambodia, Cameroon, Colombia, Cuba
- Dominican Republic
- Ecuador, Egypt
- France
- Gambia, Republic of Ghana, Greece
- Iran, Italy
- Korea DPR, Liberia
- Madagascar, Malaysia, Mauritania, Mexico, Mozambique
- Nepal, Nicaragua, Nigeria

Today, rice is produced and farmed on every continent with the exception of Antarctica, where the climate makes it impossible. Indonesia, Thailand, Burma, Bangladesh, India, China, and Japan produce the bulk of the world's rice. Ninety-two percent of the world's rice is still produced by farmers in Asia. Worldwide, more than 550 million tonnes of rice are

produced each year. For over 300 years, farmers in the United States have harvested rice with success. Today, there are countless varieties of rice, both those that are cultivated and those that are grown in the wild.

INDIAN SCENARIO

India produces 20% of the white rice consumed worldwide, making it one of the major producers in the world. According to the parameters of temperature, rainfall, and soil, the variety of food crops in India should be determined. Paddy, wheat, millets, and pulses are the main food crops in India. India is the world's top producer of agricultural goods. India's proportion of food grains has virtually doubled since independence. India is second in the production of grains, milk, and vegetables, and first in the production of tea and sugarcane. India's primary diet is rice, which is consumed by more than 90% of its southern population. Next to China, India is the world's second-largest food producer. coupled with the food and agricultural industry, has the potential to be the largest. It is clear that both the production of rice and the area under cultivation in India are on the rise.

Some important facts about rice in Indian Scenario are as:

- In India, agriculture is the primary source of income for most households. More than half of the area is utilised for farming, and rice and wheat are grown on about three-quarters of that acreage.
- India is the world's second-largest rice producer, after only China.
- Between 85 and 90 million tonnes of rice are produced annually in India. 85 million tonnes are consumed annually.
- Winter and summer are both used to grow rice in India.
- Tamil Nadu, West Bengal, Uttar Pradesh, and Andhra Pradesh. The major producing states are Haryana, Orissa, Bihar, Assam, and Karnataka. The leading four states account for more than half of the whole production.
- Food Corporation of India buys between 20 and 25 percent of the nation's total rice production, both from the rice mills under levy and directly from the farmers in the form of the paddy at the Minimum Support Prices determined by the government.
- In India, rice of more than 4000 types is farmed.

- The majority of the world's exports of basmati rice go to Saudi Arabia and other Middle Eastern nations, as well as to Europe and the US.
- One million tonnes of Basmati rice might be exported from India
- Bangladesh, Indonesia, Philippines, Ivory Coast, Nigeria, South Africa, and other African nations are the main markets for Indian non-basmati white parboiled rice.

Depending on the kind of area, numerous techniques can be used to grow rice. But in India, rice harvesting is still done using the conventional techniques. The fields are first ploughed, then fertilizer typically cow dung is spread, and finally the surface is smoothed. The seeds are manually implanted, and after sufficient watering, they are grown. Numerous types of soil, including silts, loams, and gravels, are suitable for growing rice. It can live in both acidic and alkaline soils. However, this crop does well on soil that is clayey loam.

STATE SCENARIO

Kerala's main food is rice. In Kerala, rice is eaten at least twice a day in every home. The government estimates that Kerala produces 30 lakhs of paddy on average each year, of which 30% is produced in Kuttanad and Palakkad. The state of Kerala has a strong product culture that included paddy agriculture. The most significant crop and staple food produced and eaten in Kerala is rice. We can see vast, lush paddy fields in Kerala. Due to its extensive rice farming, Kuttanad is referred to be Kerala's "rice bowl." The other two locations in Kerala where extensive cultivation is carried out are Trichur and Palghat.

The State Planning Commission Board reports that between 1980 and 2007, Kerala lost more than hectares of rice fields. The paddy production grew by 125 lakh tonnes as a result of the Kerala Government's significant intervention in the year 2010, however, and upland paddy cultivation was begun on another 1000 hectares of land that had been fallow for two to five decades. For unique rice-producing regions like KOIe, Pokkali, Kuttanad, Purakkadkari, Kattampalli, and Palakkad, among others, the Kerala government has established cutting-edge programmes under food security programmes.

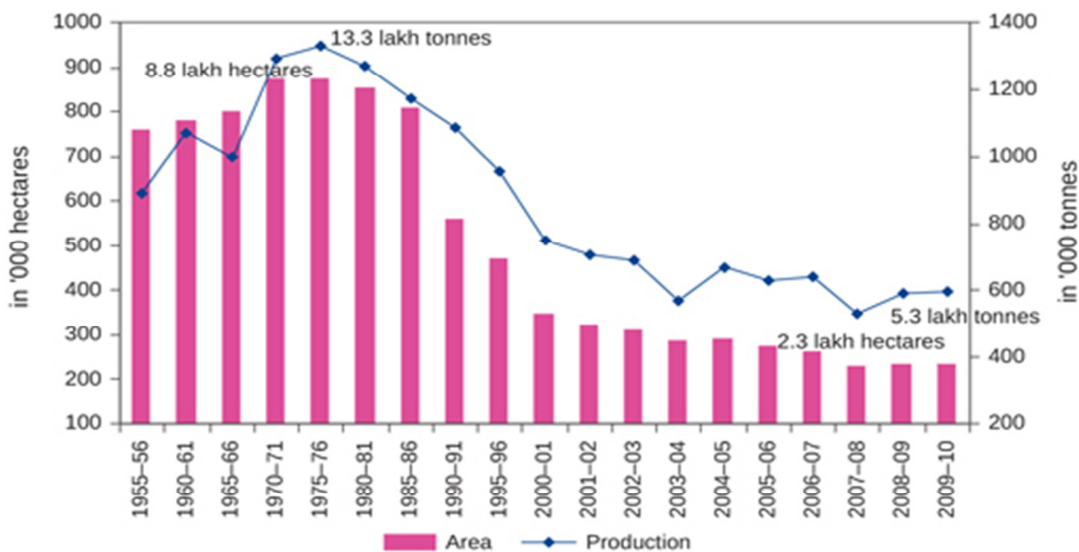
In the past, Kerala's three seasons were employed to harvest rice in practically all areas of the state. Puncha, Viruppu, and Mundakan were their names. Due to the high cost of labour and labour shortage, rice farming is currently challenging in Kerala. Mechanized transplanting is luring more and more paddy fields there. Kerala farmers may boost rice output and profit from it by using high-quality seedlings, sufficient application of organic manure, integrated

water and pest control, and other practises. Additionally, rice fields are being transformed into filled-in land.

The building of paddy processing mills or rice mills in these districts grew gradually as the amount of paddy produced in these districts increased. In Kerala, there are roughly 155 modern rice mills, and the majority of them 76 are in the Ernakulam District. Kerala's rice fields are gradually disappearing. putting the security of the state at risk by using them for things like building and growing cash crops like coconut and rubber. in order to convert paddy fields. The Kerala government passed legislation prohibiting the filling of paddy fields for building and the growth of cash crops like coconut trees and rubber.

Over Kerala, the price of rice has increased at an unprecedented rate for the past three years. In January 2011, the cost of rice in the open market reached Rs. 27–30 per kg. Thereafter, as a result of the widespread conversion of paddy fields to the cultivation of other more lucrative crops like coconut, the gap between the supply and demand of food grains, which was around 50% until the mid-1970s, began to widen. People believed that this approach was more cost-effective since it required less work and money than rice, which made this sector weaker as a result of the conversion of paddy land. This made it possible for the other states to quickly and without difficulty take over Kerala's rice market.

1.3 Paddy Cultivation in Kerala



PROBLEMS

The industry has been facing a number of Problems: -

- limited research and development support
- unorganized state of industry inadequate incentives
- shortage of raw materials
- infrastructural limitations
- high cost of product development and promotion etc.

RICE EXPORT SCENARIO

When it comes to rice exports, India is regarded as the world leader. India's exports are anticipated to increase over the current fiscal year. India exported 19,000,000 tonnes of rice as of 2020, or 39.32% of the total amount exported globally. The top five nations which also include Vietnam, Thailand, Pakistan, and the United States make up 79.23% of the global population. There are two types of rice exported from India: basmati and non-basmati rice.

CHAPTER - 2

LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a thorough overview of earlier studies on a subject. The literature review examines academic books, journals, and other materials that are relevant to a particular field of study. The review ought to list, describe, summarise, critically assess, and provide clarification on this earlier study. It needs to provide a theoretical framework for the study and assist you (the author) in defining its scope. By acknowledging the contributions of earlier researchers, the literature review reassures the reader that your work has been thoughtfully conceived.

When previous research in the subject is mentioned, it is expected that the author has read, assessed, and incorporated that study into the current work. The review of the literature reveals the earlier investigations made by the researcher in this area. In order to have a better understanding of the scope of the research, prior studies are evaluated. By using ideas, reports, records, and other data from comparable studies, the study topic may be better understood and made more particular. This helps to focus the issue and gives the researcher information on the direction the study should go.

The objective of my project is to study about the brand positioning of Keerthi Nirmal rice mill, kalady.

2.2 REVIEW OF LITERATURE

The concept of positioning, according to **Warren (1916)**, may be traced back to Plato's description in Classical Greece that memories trigger other memories and create a variety of connections. The three "Laws of Connections" were later developed from this idea in the seventeenth and eighteenth centuries to describe the intricate complexity of associations created by fundamental interpretations. The economic value of positioning, which has been supported by several studies in the psychology of human memory, has only recently begun to attract the attention of practitioners and scholars as the idea has progressively come to be linked with brand creation processes. **Walther (1996)**.

When it became evident that brand promotion alone was no longer the most effective technique for boosting sales and ensuring a "bright future," the notion of positioning further developed. Since the 1950s, when prosperity and optimism were blooming and multi-billion-

dollar brands fought it out, corporate strategies have undergone a number of changes, often as a result of changes in people's lifestyles and environs. Given their professional skill in the field of advertising and their steadily rising notoriety in the world of marketing, the writers of "Positioning: a war for your Mind" are an illustration of this progression. It would be helpful to get an overview of important eras and changes in marketing and sales techniques given the numerous changes in the industry. (**Al Ries, 2000**).

In a market dominated by both goods and businesses, in **2001 Ries and Trout** propose a tactic to increase sales. This is the first use of the word "positioning." The idea was originally developed for the industrial sector, but as the same authors subsequently observed, it acquired popularity when it was expanded to include the business-to-consumer market. The idea of positioning helps businesses and their supplied items in an environment that is exasperated by noise, branding, products, and commercial information overload. The age of positioning heralds a shift in how people view communication: positioning is all about being heard clearly in a crowded marketplace.

Al Ries, 2001 asserts that positioning is the inevitable result of three primary and secondary phenomena, namely the media explosion, the product explosion mixed with the limited quantity of information that can be processed by the human brain, and the advertising explosion. With the concept of positioning, customers take on a clear-cut central role in deciding the business strategy.

The idea of positioning, according to (**Marsden, 2002**), relates to the brand's place in the consumer's consciousness in regard to the values that distinguish the brand's provided or owned connections. Due to the possibility that these opinions may differ from those of the brand manager and the planned positioning, it may be necessary to analyse stakeholder perceptions and attitudes about branded products and organisations when developing a positioning strategy.

Positioning acts as a link between a company and its target market; as such, it "becomes the actual designing of the company's image so that the target customers understand and appreciate what the company stands for in relation to its competitors," and it "involves a firm's overall approach to competing, not just its product or target customer group." Positioning is typically seen as being primarily targeted at external stakeholders since it is seen as a component of the marketing communication process in related literature. As a

result, positioning is rarely referred to as a strategic instrument for competition. **(Kotler, 1999).**

Established brands employ communications to promote themselves in several categories in consumer markets¹⁰⁸. However, positioning is not exclusive to brands and goods sold to businesses or consumers; organisations are also positioned in relation to one another, mostly as a result of their corporate identities, whether they are actively controlled or not **(Kotler, P.A, 2001).**

The only way to distinguish one product from another may be the stance a business adopts in consumers' eyes. The fact that the corporate brand positioning must be conveyed to a far wider group of stakeholders than the product brand, which is concentrated on a specific target of customers and buyers inside the network, is one of the most significant distinctions between the two. In environments with low entry barriers, high rivalry, and the need to maintain a competitive posture, the management of the position may be very essential to survive. Positioning is about making a product or service clear to a customer what it means to them. **(Lambin,2004).**

Positioning is the link that connects the targeting procedure to the communication's result. In that the target market purchasers must be informed about the marketing mix, it "is the communications part of the segmentation process." This communication should be carried out in a way that the product, in relation to the offerings of rival items, has a certain position in each customer's thinking. Only by adopting a client viewpoint, understanding how buyers view items in the class and how they prioritise specific features, can positioning be done successfully. The examination of the segmentation and targeting procedures leads to the creation of a positioning statement, which is crucial for the success of the communication strategy. According to this viewpoint, positioning is the definitive idea of the marketing process sequences **(Fill, 2002).**

According to **Christoph Fuchs and Adamantios Diamantopoulos (1999)** A key success element for a brand's overall performance in the marketplace is brand positioning, which is the process of creating the company's offering and image to occupy a positive and distinctive place in the minds of the target market. Despite the significance of the positioning construct, there are a number of limitations to the approaches that are currently used to evaluate how sound brand positioning initiatives are. The authors create and validate a generalizable, consumer-derived scale that evaluates the efficacy of brand positioning in an effort to get

beyond these restrictions. Positioning effectiveness is represented as a multidimensional construct based on a thorough literature analysis, incorporating theoretically significant aspects of positioning success such as favorability, credibility, and differentiation.

Customers have certain needs, goals, and levels of satisfaction. However, some customers are similar; they have the same needs in terms of products, services, and concepts. If the demands of these customers can be clearly recognised and those who share those needs are gathered in quantities and sizes that are sufficient, a market segment has been established. Retail marketers must create retail brands and ideas that appeal to the demands of the segment target since each consumer group, or market segment, has particular expectations. Retailers position their brands with an image that the targeted customers identify with after deciding which group to target. An essential component of contemporary retail marketing strategy is market segmentation, targeting, and positioning. Examined are the crucial choices and actions required for effective implementation. **(Sally dibb, Lyndon Simian, 1991).**

The business sector has seen intense rivalry as a result of economic globalisation. The fundamental human drive to push boundaries and seize as much market share as possible has given the marketing idea of brand positioning a new dimension. Making decisions is necessary to position a brand, but holding a position indicates that consumers will choose one brand over another. A brand may be positioned in a variety of ways, including by delivering a particular advantage, focusing on a certain segment, pricing, or distribution. **(Dan horsky and Paul nelsin, 1992).**

Positioning is a marketing verbal exchange device, and possibly the most important of them. It seeks to create the perception of a distinction among your product and those it competes with. That distinction ought to be applicable enough to offer the consumer a cause for the usage of your product in place of someone else. The art of positioning selects among all the possible things to mention approximately a product the only issue to be able to make the product most attractive as compared to its competitors. **(Jacques R. Chevron, 2007)**

2.3 THEORETICAL CONCEPT

BRAND POSITIONING

Positioning has evolved to refer to the process through which marketers attempt to build an image or identity for their product, brand, or organisation in the minds of their target market. The early work on positioning was consumer marketing oriented, and it was more concerned

with breaking through ambient "noise" and making a genuine connection with the intended receiver than it was with the subject of how it related to competing products.

A brand's difference, uniqueness, and provable value must be identified and communicated in order for brand positioning to be effective. Noting that "me too" brand positioning runs counter to the idea of distinctiveness, it must be avoided at all costs. This copycat brand positioning strategy only succeeds if the company provides its solutions at a substantial discount from those of its rivals.

Customers evaluate generic items from various brands based on the associations and characteristics they carry. Even if the brand's product offering isn't very different from that of the competitors, there is fierce market competition, and brand positioning is what drives demand for the things the brand offers.

Brand positioning often serves as the cornerstone of any company's branding strategy. A brand can succeed up until the point at which its positioning strategy strikes a chord with the target market's requirements and desires. But even a successful product might fail due to poor placement.

Generally, the process of brand positioning involves:

1. Finding the company's immediate rivals (which may include secondary players that provide your product or service amongst a wider range of solutions)
2. Recognising the current commercial posture of each rival (e.g., claiming to be the fastest, cheapest, largest, the cheapest, largest, the provider, etc.)
3. Capturing the provider's current positioning in a document (may not exist if start-up business).
4. Assessing the company's posture in relation to that of its rivals to find workable points of distinction
5. Creating a unique, distinctive, and value-based brand positioning statement, key messaging, and consumer value propositions.

More generally, there are three types of positioning concepts:

1. Functional positions
 - Solve problems
 - Provide benefits to customers
 - Get favorable perception by investors and lenders
2. Symbolic positions
 - Self-image enhancement
 - Ego identification
 - Belongingness and social meaningfulness
 - Affective fulfilment
3. Experiential positions
 - Provide sensory stimulation
 - Provide cognitive stimulation

There are two basic platforms on which a product may be positioned: the consumer and the competitor. The campaigns and messaging are always directed towards the customer (the product user) when the positioning is based on the consumer.

Peter England always markets their products with a focus on the consumer, the product user.

Louis Philip focuses on these kinds of advertising as well.

The alternative positioning strategy is based on rivalry. These campaigns are meant to compete with other market participants.

Television advertising for Dettol consistently focus on messages that demonstrate how this product will provide you with more protection than the competition.

A promotional programme may be developed using a variety of positioning tactics.

The 7 such strategies are discussed below:

POSITIONING BY PRODUCT ATTRIBUTES AND BENEFITS

Relating a product to a characteristic, a feature, a consumer feature, or both. A product may occasionally be positioned concurrently in relation to two or more qualities. The attribute dimension that considers price and quality is frequently used to place items.

Setting the brand apart from competitors based on the unique qualities or benefits provided is a popular strategy. A product may occasionally be promoted for more than one advantage. By connecting a product with an attribute, a feature of the product, or a characteristic of the customer, marketers aim to pinpoint salient qualities (those that are essential to consumers and serve as the foundation for purchasing decisions).

- Take Ariel as an example. The product's micro cleaning technology has the special benefit of cleaning even the dirtiest of garments.
- Colgate promises benefits including cavity prevention and fresh breath.
- Promise, Balsara's toothpaste, had a chance to overthrow Colgate's dominance by being the first to declare that it contained clove, setting it apart from the competition.
- Over Hindustan Lever's Surf, Nirma provided the advantage of a low price, which helped it succeed.
- In comparison to its rivals, Maruti Suzuki offers advantages in terms of optimum fuel efficiency and safety. It was able to capture 60% of the Indian vehicle market because to this tactic.

POSITIONING BY PRICE/QUALITY

Price and quality attributes are frequently used by marketers to position their businesses. One way they accomplish it is through advertisements that portray the image of a premium brand in which price, while not unimportant, is viewed as secondary to the superior benefits associated with utilising the brand. This positioning strategy is used by premium brands at the upper end of the market. Concentrating on the value or quality that the brand offers at a very reasonable price is another method to leverage price/quality characteristics for positioning. Price is a key factor, but for the positioning strategy to work, the product quality must be on level with or greater than that of rival companies.

Parle Bisleri – “Bada Bisleri, same price” ad campaign.

POSITIONING BY USE OR APPLICATION

Associating a brand with a particular usage or application is another technique to convey a certain image or position for the brand.

Surf Excel is positioned as stain remover ‘Surf Excel hena!’

Also, Clinic All Clear – “Dare to wear Black”.

POSITIONING BY PRODUCT CLASS

A product's competition is frequently sourced from industries unrelated to its class. For instance, airlines are aware that while they compete with one another, there are also effective alternatives in the form of trains and buses. The cassettes sector must be a competitor for CD producers. The product is positioned in comparison to others that, while not identical, offer the same class of advantages.

BY PRODUCT USER

Another strategy is to associate a product's positioning with a specific user or set of users. Motography Motorola Mobile Ad. The product's user persona is positioned in this advertisement.

POSITIONING BY COMPETITOR

The positioning strategy of a company may consider competitors just as vital as its own goods or services. An effective positioning strategy for a product or brand in the current market may concentrate on certain rivals. Although in this scenario the rivalry is inside the same product category, the strategy is comparable to positioning by product class. By employing this tactic, Onida was positioned to compete with the major players in the television business. ONIDA colour TV was introduced with the slogan "Onida is the leader, all others are clones." Owners' Pride, Neighbour's Envy.

POSITIONING BY CULTURAL SYMBOLS

A further positioning technique that uses cultural symbols to distinguish across brands. Examples include Ronald McDonald, Tata Tea, and Humara Bajaj. Each of these icons has distinguished the product it symbolises from rivals successfully.

CHAPTER -3
RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research is the methodical, thorough examination of a certain subject, problem, or concern. The ideal way to do this is to frame the problem as a question, with the research's goal being to provide an answer. Research is not just limited to the fields of science and technology. These are huge areas that have been studied in other fields, such languages, literature, history, and sociology. In order to learn more about, interpret, or revise the facts, events, behaviours, and ideas, research must be a proactive, rigorous, methodical process of inquiry. It is the procedure utilised to gather facts and information in order to make business choices.

A scientific approach to problem-solving is research technique. It is the precise method or set of procedures used to locate, choose, process, and analyse data pertaining to a subject. It also covers the goals of the research project. The methodology part of a research paper gives the reader the chance to assess the general validity and dependability of a study. It outlines what research activity is, how to continue, how to gauge progress, etc. The methodology section answers two main questions:

- How was the data collected or generated?
- How was it analysed?

A researcher must develop a technique for the selected problem. One should be aware that even though the strategy used to solve two issues is the same, the methodology may vary. Research methodology comprehends perception such research designs. target population. sample size and sampling procedures, data collection instruments and data analysis procedure. Technical research is an academic endeavour. Research, according to Clifford Woody (Kothari 1988), is "an activity that defines and redefines issues." Creating a hypothesis, gathering and analysing evidence, drawing conclusions, and then carefully testing those conclusions to see if they are consistent with the hypothesis. The manipulation of objects, concepts, or symbols for the purpose of generalising, extending, correcting, or verifying the knowledge, whether that knowledge aids in the development of theory or the practise of an art, is defined by D. Slazenger and M. Stephenson (1930) in the Encyclopedia of Social Science. Thus, research advances the body of knowledge by making innovative contributions to it. Research can also help the mind become more open

to new or diverse perspectives. Such an attitude would lead to fresh and original observations regarding commonplace events and occurrences.

The preparation of the research project's design, also known as the "research design," is the difficult process that comes after the task of defining the research questions. A research design is the choice of what, where, when, how much, and by what methods to conduct an investigation or research study.

3.2 RESEARCH DESIGN

The methodical process through which a research would be done is known as the research design. It acts as a strategy for acquiring, measuring, and analysing data. The research design establishes the study methodology. The research design is developed once it has been formulated. The creation of such a design makes it feasible for the study to be as effective as possible and to produce the most information conceivable. The research methodology in this study is descriptive research. A type of fact-finding study is descriptive research. It's frequently used in studies in the physical, biological, and social sciences. The primary goal of descriptive research is to provide a description of the current situation. When a specific phenomenon is being studied, descriptive research is required to clarify and explain its internal links and characteristics. Prior to the start of data collection, the descriptive study will present an accurate picture of the respondents and the analytic strategy. Or, people, things, and circumstances. In contrast to exploratory research, descriptive research establishes the study topics, participants, and analytic technique before data collecting ever starts. Descriptive research is concerned with measuring and estimating the frequencies with which things occur or the degree of correlation or association between various variables. It helps to measure the market size, market structure and the behaviour and attitudes of consumers in the market place.

3.3 POPULATION

The term "population" refers to the entire group of persons who constitute the study's participants or responses. The population here is the customers of Keerthi nirmal rice mill.

3.4 SAMPLING

The act of selecting a representative portion of the population being studied for analysis is known as sampling. Sampling is the process of learning information about the complete population by focusing on a portion of it. If only a representative portion of the universe is

sampled in any inquiry, we refer to it as sampling data collection. A sample is a representative portion. The sampling method is convenience sampling.

The sampling technique known as convenience sampling makes use of individuals who are most readily accessible. Typically, samples of this kind are skewed. Most likely, it does not meet the criteria for a random sample, which is one in which each member of the population has an equal chance of being chosen. It is restricted in terms of generalisation since it does not accurately reflect the population. The findings from the convenience samples cannot be used to derive valid conclusions about the big groupings. A researcher may use convenience sampling, a non-probability method, to obtain a rough estimate of the truth without incurring the time and expense of a random sample.

3.5 SAMPLE SIZE

A sample is a limited portion of a population whose characteristics are researched to learn more about the population as a whole. It may be described as a group of respondents (people) chosen from a wide population for the purpose of a survey when referring to individuals. The process of choosing sample participants from a population is known as a sampling method. 200 respondents were gathered for the research study in order to measure and understand how Keerthi Nirmal Rice Mill compares to other rice brands available on the market.

200 respondents are taken from customers of Keerthi nirmal rice.

3.6 DATA COLLECTION

The process of preparing and gathering data is referred to as data collection. In order to make decisions on crucial topics, data collecting is done in order to collect information to retain on record. to impart knowledge to others. Data is mostly gathered to offer details on a certain subject. Due to its significance and bearing on the study effort, the planning of data collecting for research projects is often determined early on in the research process. A survey questionnaire is used to obtain the data for this study from the respondents. The researcher should keep two types of data. They are:

- Primary data
- Secondary data

The researcher had to rely on the main data to complete the study's goal. Primary data are those that are newly and first gathered through a questionnaire. They were informed that there is no right or wrong answer to these questions and that their professional career would not be kept totally hidden in order to respond to the questions freely, honestly, and truly. The primary data is collected by using a questionnaire method.

The term "secondary" refers to information that has previously been gathered and subjected to statistical analysis. As secondary data sources for this investigation, the researcher used textbooks, journals, periodicals, and websites. The term "secondary" refers to information that has previously been gathered and subjected to statistical analysis. As secondary data sources for this investigation, the researcher used textbooks, journals, magazines, and websites.

DATA COLLECTION TOOL

A summated instrument scale known as the Likert scale is used in surveys as a tool for data collecting. It comprises of several remarks that indicate whether a person has a favourable or unfavourable opinion on the subject of interest. On each statement, the respondents are asked if they concur or disagree. Each response is given a numerical score to represent the attitude it reflects, and the numbers are added up to determine the attitude of the responder.

3.7 STATISTICAL TREATMENT

Statistical tools are helpful in the study of obtained data since they help to support conclusions with numerical evidence. The research project in question employs percentage analysis. This allows the researcher to easily analyse the data he has obtained and understand it.

For a better understanding of the gathered data, percentage analysis is a technique that represents raw data streams as a percentage (a part in 100 - percentage). In order to represent the acquired data and produce a contingency table from the frequency distribution, percentage analysis is used.

3.8 SOFTWARE USED FOR THE STUDY

This research project used MS Excel to analyse the data and draw conclusions. Microsoft creates and distributes MS Excel, a commercial spreadsheet programme, for the Microsoft Windows and Mac OS operating systems. Among other helpful capabilities, it has the

capacity to carry out simple calculations and utilise graphing tools, build pivot tables, and develop macros.

3.9 PERIOD OF THE STUDY

The study was conducted from 14th July 2022 to 08th September 2022

CHAPTER- 4
DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

The process of inspecting, purifying, transforming, and modelling data in order to find relevant information, make conclusions, and support decision-making. Data analysis takes on many forms and methodologies, incorporating various techniques under a variety of names, in various fields of business, science, and social science.

The objective of data analysis is to extract useful information from data so that decisions can be made using that information. Data analysis is the process of looking at data with logical and analytical thinking to investigate each part of the data that is presented. To reach a conclusion or set of findings, data is collected from a variety of sources, examined, and then analysed. There are many different data analysis techniques, and a few examples include data mining, text analytics, business intelligence, and data visualisation. One of the most important steps in ensuring data integrity is the thorough and appropriate analysis of study results. Any study's data analysis is its most crucial component. The information gathered is summarised during the data analysis process. It involves applying logic and analytical thinking to data in order to spot trends, correlations, and patterns. After all of the data has been gathered, data analysis is a technique used to analyse the acquired data. The type of data used determines the type of data analysis tool used. Before processing, the completed survey was checked for accuracy and consistency. The data was then coded to enable categorization of the responses. Graphs and percentage analysis were used to analyse the data in this study. After being tabulated, the data was converted to percentages. Following that, the percentage is graphically represented using graphs like bar charts. Finally, inferences are made in light of the graph and tabulated data.

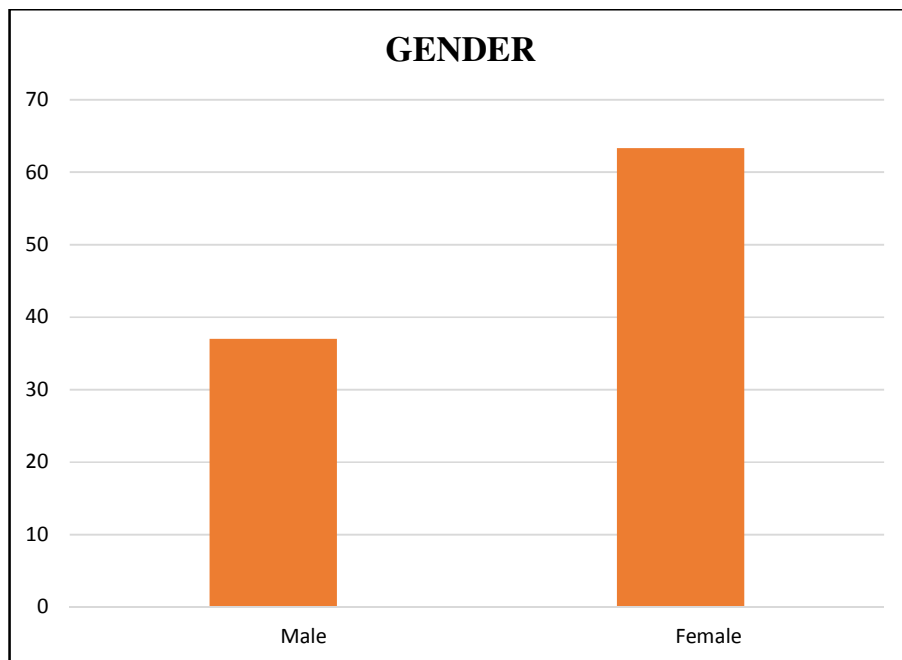
4.2 DATA ANALYSIS

Table 4.1 Gender wise classification of respondents

Gender	No. of respondents	percentage
Male	74	37
Female	126	63.3
Total	200	100

Source: primary data

Figure 4.1 Gender wise classification of respondents



Interpretation

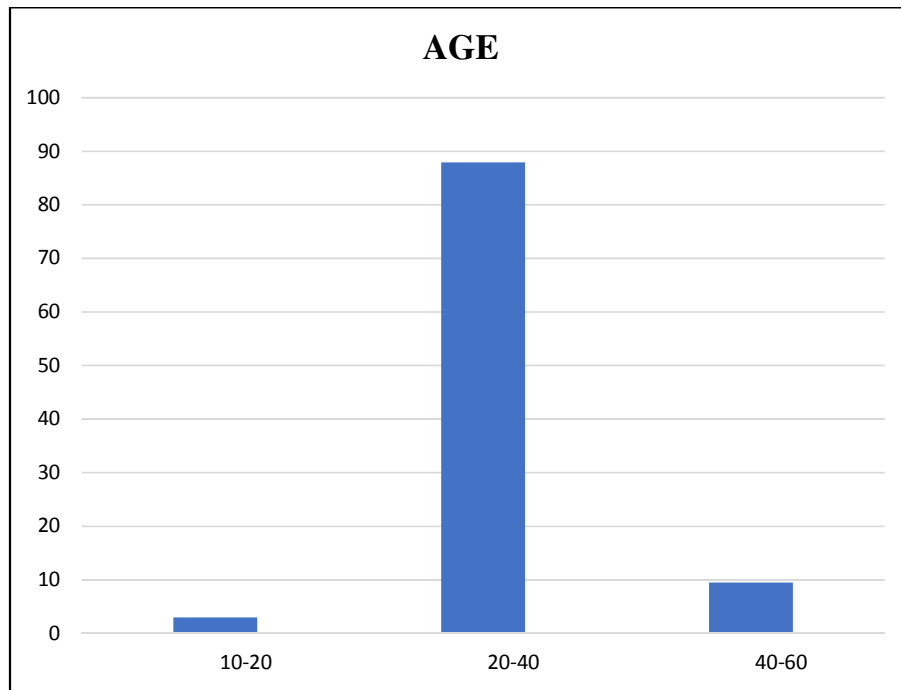
The table above shows that 37% of respondents were male and 63.3% of the respondents are female.

Table 4.2 Age wise classification of respondents

Age	No. of respondents	Percentage
10-20	6	3
20-40	175	87.9
40-60	19	9.5
Total	200	100

Source: primary data

Figure 4.2 Age wise classification of respondents



Interpretation

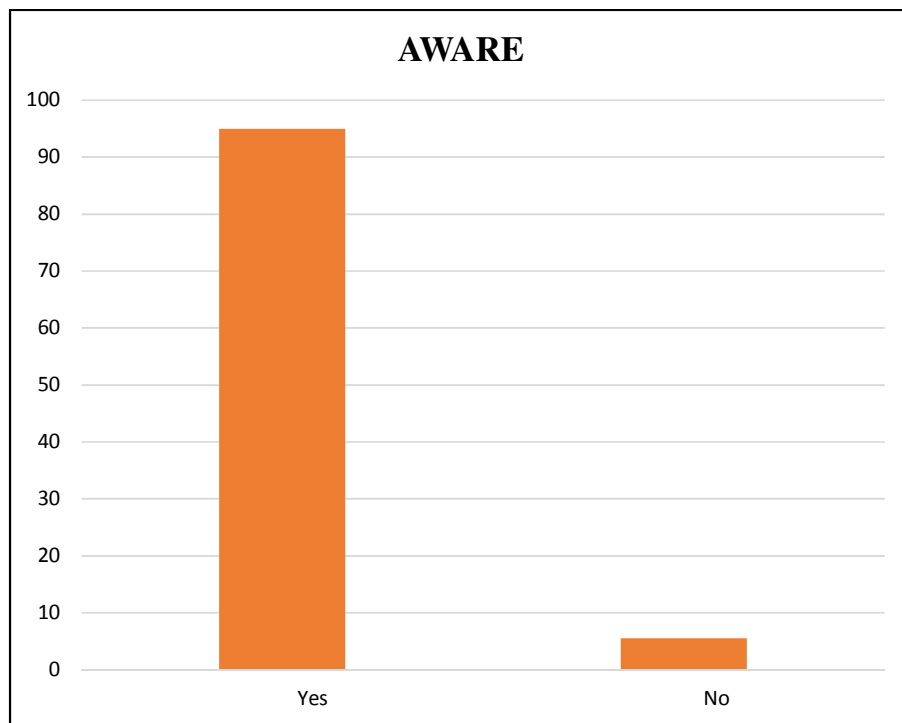
From the fig 4.2 we can see that, 3% of respondents are belongs to the age group of 10 to 20, 87.9% of respondents are belongs to the age group of 20 to 40, 9.5% of the respondents are belongs to the age group of 40-60.

Table 4.3 Aware of Keerthi nirmal rice

Response	No of respondents	Percentage
Yes	189	95
No	11	5.5
Total	200	100

Source: Primary data

Figure 4.3 Aware of Keerthi nirmal rice



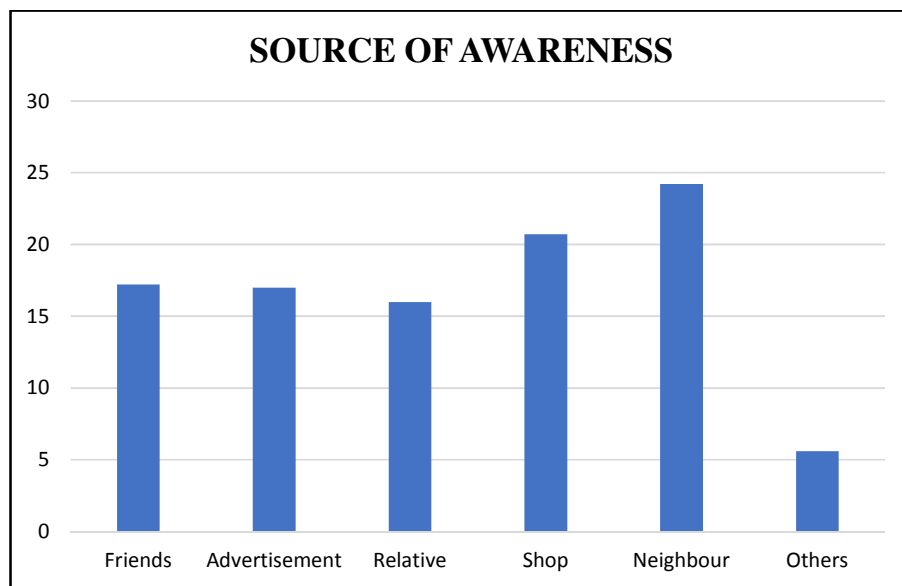
Interpretation

The above table 4.3 shows that 95% of respondents are aware of Keerthi nirmal rice and 5.5% of respondents are not aware of Keerthi nirmal rice.

Table 4.4 Source of awareness of Keerthi nirmal rice

Response	No of respondents	Percentage
Friends	34	17.2
Advertisement	34	17
Relative	32	16
Shop	41	20.7
Neighbour	48	24.2
Others	11	5.6
Total	200	100

Source: primary data

Figure 4.4 Source of awareness of Keerthi nirmal rice

Interpretation

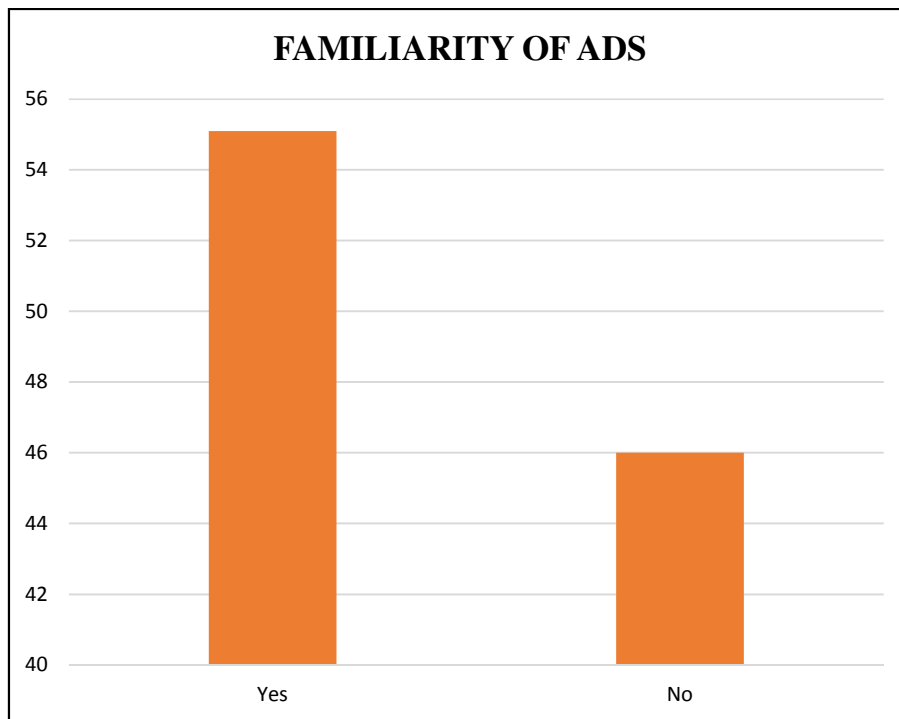
The above table 4.4 shows that 17.2% of respondent aware about this brand through friends, 17% of respondents are aware about this brand through advertisement, 16% of respondents aware through relative, 20.7% of respondents are aware about this brand through shop, 24.2% of respondents are aware about this brand through neighbour, and 5.6% of respondents are aware about this brand through other source.

Table 4.5 familiarity of ads of Keerthi nirmal rice

Response	No of respondents	Percentage
Yes	108	55.1
No	92	46
Total	200	100

Source: primary data

Figure 4.5 Familiarity of ads of Keerthi nirmal rice



Interpretation

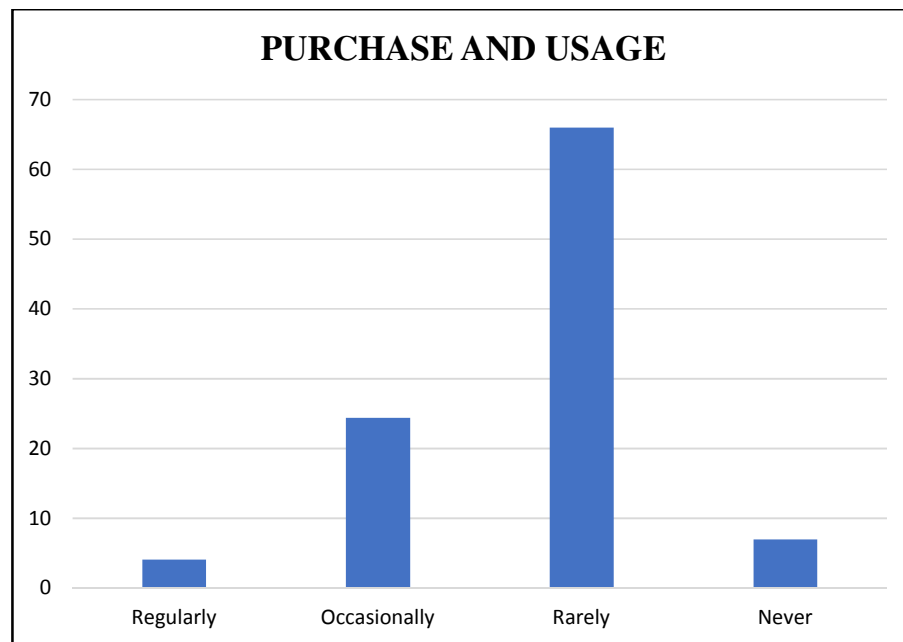
The above table 4.5 shows that 55.1% of respondents are familiar about the ads of Keerthi nirmal rice and 46% of respondents are not familiar about the ads of Keerthi nirmal rice.

Table 4.6 Purchase and usage of Keerthi nirmal rice

Response	No of Respondents	Percentage
Regularly	8	4.1
Occasionally	48	24.4
Rarely	130	66
Never	14	7
Total	200	100

Source: primary data

Figure 4.6 Purchase and usage of Keerthi nirmal rice



Interpretation

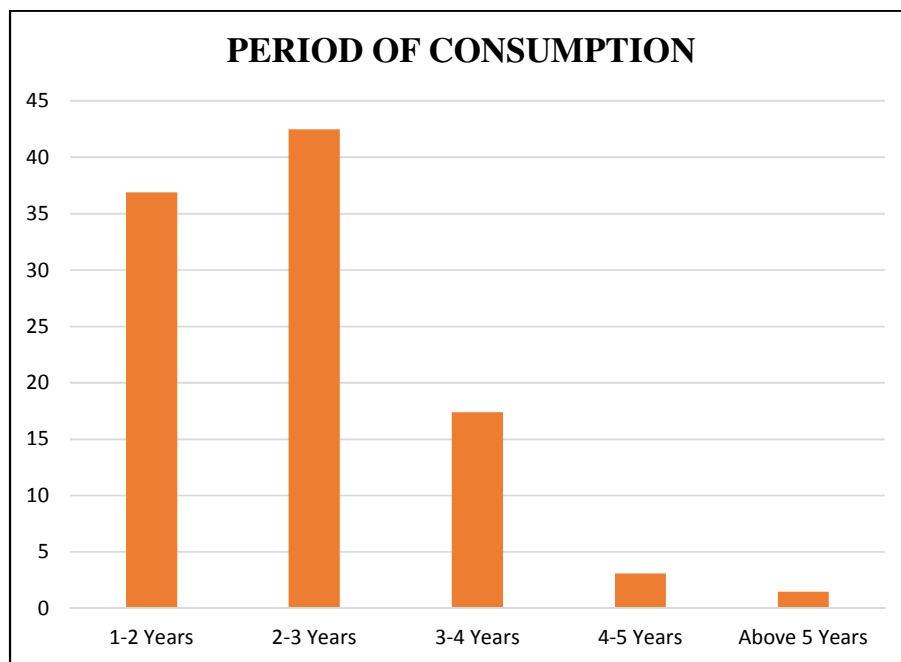
From the above table it is inferred that 4.1% of the respondents are regularly purchasing Keerthi nirmal rice, 24.4% of the respondents are occasionally purchasing Keerthi nirmal rice, 66% of the respondents are rarely purchasing, and 7% of the respondents are never purchasing Keerthi nirmal rice.

Table 4.7 Period of consumption of Keerthi nirmal rice

Response	No of respondents	Percentage
1-2 Years	72	36.9
2-3 Years	85	42.5
3-4 Years	34	17.4
4-5 Years	6	3.1
Above 5 Years	3	1.5
Total	200	100

Source: primary data

Figure 4.7 period of consumption of Keerthi nirmal rice



Interpretation

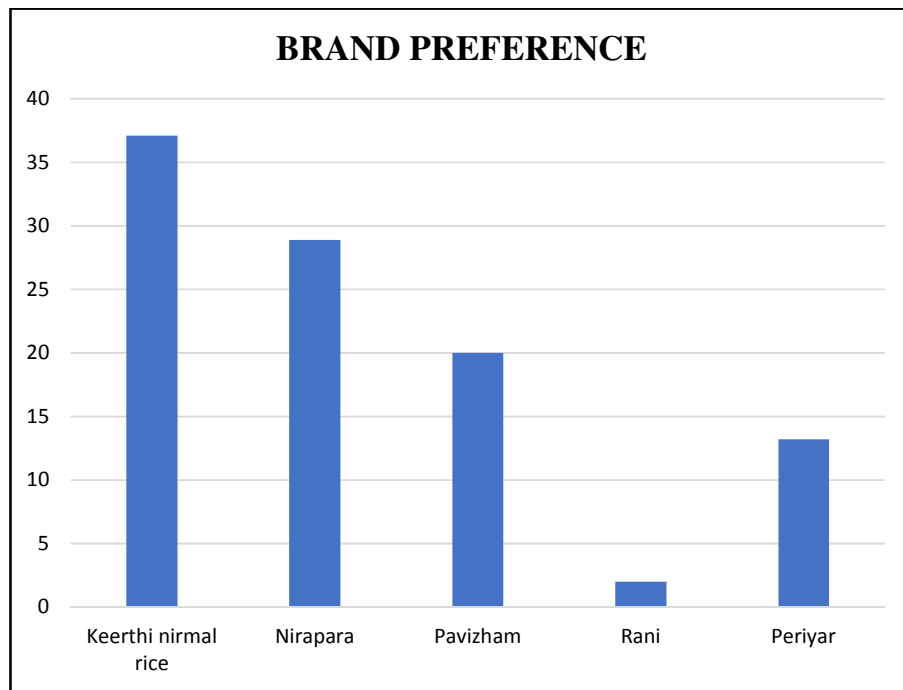
The above table shows that 36.9% of respondents were consuming Keerthi nirmal rice for 1-2 years, 42.5% of respondents consuming for 2-3 years, 17.4% of respondents consuming 3-4 years and 3.1% of respondents consuming for 4-5 years and only 1.5% of respondents consuming Keerthi nirmal rice above 5 years.

Table 4.8 Brand preference of consumers

Response	No of respondents	Percentage
Keerthi nirmal rice	73	37.1
Nirapara	57	28.9
Pavizham	40	20
Rani	4	2
Periyar	26	13.2
Total	200	100

Source: primary data

Figure 4.8 Brand preference of consumers



Interpretation

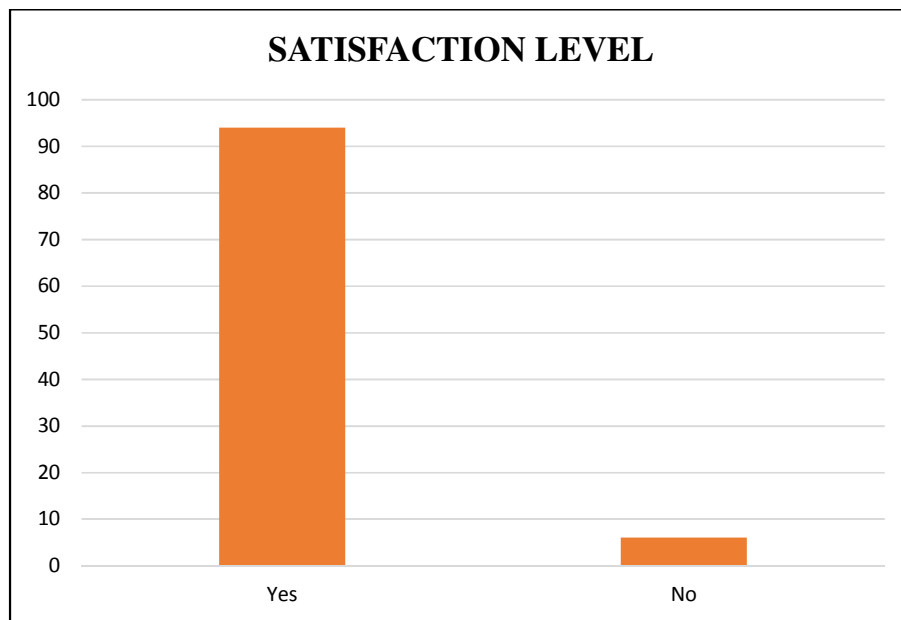
From the above table it is inferred that 37.1% of respondents prefer Keerthi nirmal rice, 28.9% of the respondents prefer nirapara rice, 20% of the respondents prefer pavizham rice, 2% of the respondents prefer rani rice and 13.2% of the respondents prefer periyar rice.

Table 4.9 Satisfaction level of respondents towards Keerthi nirmal rice

Response	No of respondents	Percentage
Yes	188	94
No	12	6.1
Total	200	100

Source: primary data

Figure 4.9 Satisfaction level of respondents towards Keerthi nirmal rice



Interpretation

The above table 4.9 shows that 94% of the respondents are satisfied with Keerthi nirmal rice and 6.1% of the respondents are dissatisfied with Keerthi nirmal rice.

Table 4.10 factor influenced by the customers for the purchase of Keerthi nirmal rice

Factors	Rank Values	5	4	3	2	1	Total	Weighted mean	VI
	Rank	I	II	III	IV	V		(200)	
Economic in price		91 (455)	66 (264)	34 (102)	5 (10)	4 (4)	835	4.17	satisfied
Compact Package		85 (425)	69 (276)	41 (123)	3 (6)	2 (2)	832	4.16	satisfied
Brand		90 (450)	83 (332)	17 (51)	6 (12)	4 (4)	849	4.24	satisfied
Availability		119 (595)	56 (224)	21 (63)	3 (6)	1 (1)	889	4.44	satisfied
Quality		104 (520)	65 (260)	29 (87)	1 (2)	1 (1)	870	4.35	satisfied
Overall							4275	21.36	

Source: primary data

The mean values are presented in the following table

Scale	Range	Response
5	4.50-5.00	Highly satisfied
4	3.50-4.49	Satisfied
3	2.50-3.49	Neither satisfied nor dissatisfied
2	1.50-2.49	Dissatisfied
1	1.00-1.49	Highly dissatisfied

Interpretation

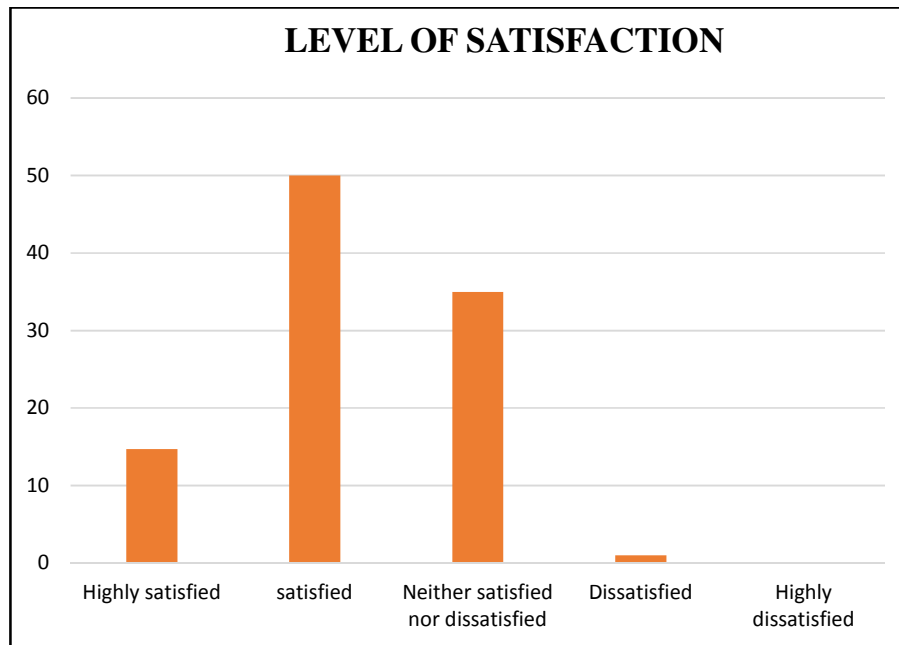
The above table shows that availability is the most satisfied factor which influencing the customers to purchase Keerthi nirmal rice. its mean score is 4.44. quality is another satisfied factor which influencing the customers to purchase Keerthi nirmal rice with mean score 4.35. one of the other satisfied factor to purchase Keerthi nirmal rice is brand with mean score 4.24. economic in price is satisfied with mean score 4.17 and compact package has mean score 4.16.

Table 4.11 Level of satisfaction of respondents about availability

Response	No of respondents	Percentage
Highly satisfied	29	14.7
satisfied	100	50
Neither satisfied nor dissatisfied	69	35
Dissatisfied	2	1
Highly dissatisfied	0	0.00
Total	200	100

Source: primary data

Figure 4.11 Level of satisfaction of respondents about availability



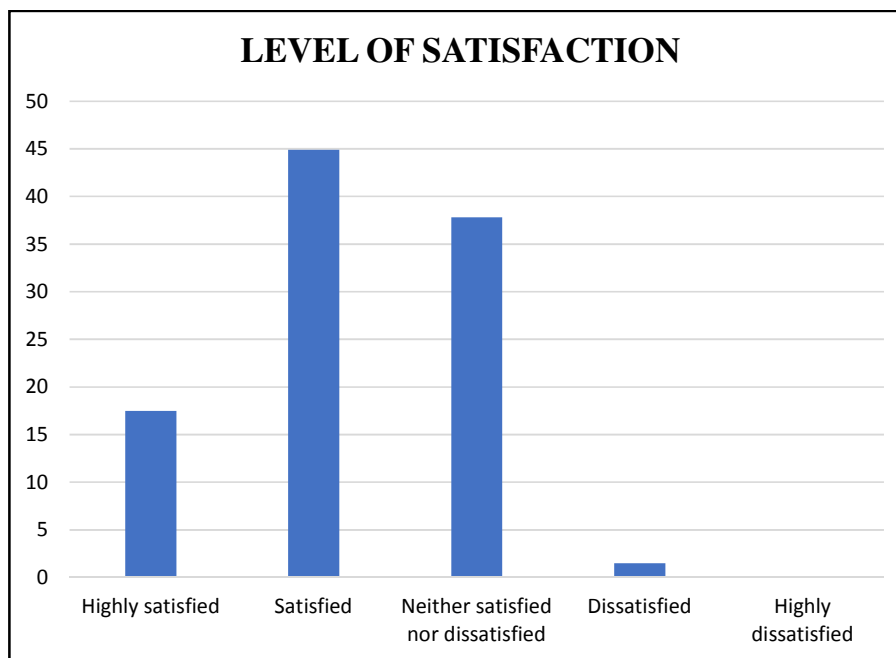
Interpretation

From the above table it is inferred that 14.7% of the respondents are Highly satisfied with availability of Keerthi nirmal rice, 50% of the respondents are satisfied with availability, 35% of the respondents are Neither satisfied nor dissatisfied with availability, and 1% of the respondents are dissatisfied with availability of Keerthi nirmal rice.

Table 4.12 Level of satisfaction of respondents about price

Response	No of respondents	Percentage
Highly satisfied	35	17.5
Satisfied	88	44.9
Neither satisfied nor dissatisfied	74	37.8
Dissatisfied	3	1.5
Highly dissatisfied	0	0.00
Total	200	100

Source: primary data

Figure 4.12 Level of satisfaction of respondents about price

Interpretation

The above table shows that 17.5% of the respondents are highly satisfied with price of Keerthi nirmal rice, 44.9% of the respondents are satisfied with price, 37.8% of the respondents are neither satisfied nor dissatisfied with price, 1.5% of the respondents are dissatisfied with price of Keerthi nirmal rice.

Table 4.13 Level of satisfaction of respondents about quantity and quality

Response	No of respondents	Percentage
Highly satisfied	39	19.8
satisfied	80	40
Neither satisfied nor dissatisfied	78	39.6
Dissatisfied	2	1
Highly dissatisfied	1	0.5
Total	200	100

Source: primary data

Figure 4.13 Level of satisfaction of respondents about quantity and quality

Interpretation

The above table shows that 19.8% of the respondents are highly satisfied with quantity and quality of Keerthi nirmal rice, 39.1% of the respondents are satisfied with quantity and quality, 39.6% of the respondents are neither satisfied nor dissatisfied with quantity and quality, 1% of the respondents are dissatisfied with quantity and quality and 0.5% of the respondents are highly dissatisfied with quantity and quality of Keerthi nirmal rice.

Table 4.14 Level of satisfaction of respondents about package

Response	No of respondents	Percentage
Highly satisfied	38	19
satisfied	89	45.2
Neither satisfied nor dissatisfied	72	36.5
Dissatisfied	1	0.5
Highly dissatisfied	0	0.00
Total	200	100

Source: primary data

Figure 4.14 Level of satisfaction of respondents about package



Interpretation

From the above table it is inferred that 19% of the respondents are Highly satisfied with package of Keerthi nirmal rice, 45.2% of the respondents are satisfied with package, 36.5% of the respondents are Neither satisfied nor dissatisfied with package, and 0.5% of the respondents are dissatisfied with package of Keerthi nirmal rice.

Table 4.15 Level of satisfaction of respondents about advertisement

Response	No of respondents	Percentage
Highly satisfied	24	12.2
satisfied	99	50.5
Neither satisfied nor dissatisfied	74	37
Dissatisfied	3	1.5
Highly dissatisfied	0	0.00
Total	200	100

Source: primary data

Figure 4.15 Level of satisfaction of respondents about advertisement



Interpretation

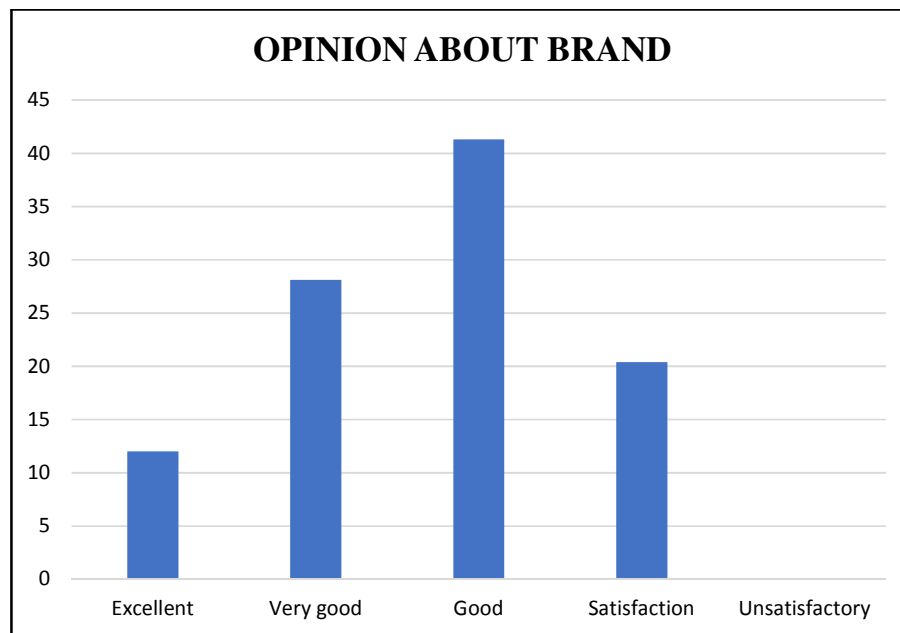
From the above table it is inferred that 12.2% of the respondents are Highly satisfied with advertisement of Keerthi nirmal rice, 50.5% of the respondents are satisfied with advertisement, 37% of the respondents are Neither satisfied nor dissatisfied with advertisement, and 1.5% of the respondents are dissatisfied with advertisement of Keerthi nirmal rice.

Table 4.16 General opinion about brand Keerthi nirmal rice

Response	No of respondents	Percentage
Excellent	24	12
Very good	55	28.1
Good	81	41.3
Satisfaction	40	20.4
Unsatisfactory	0	0.00
Total	200	100

Source: primary data

Figure 4.16 General opinion about brand Keerthi nirmal rice



Interpretation

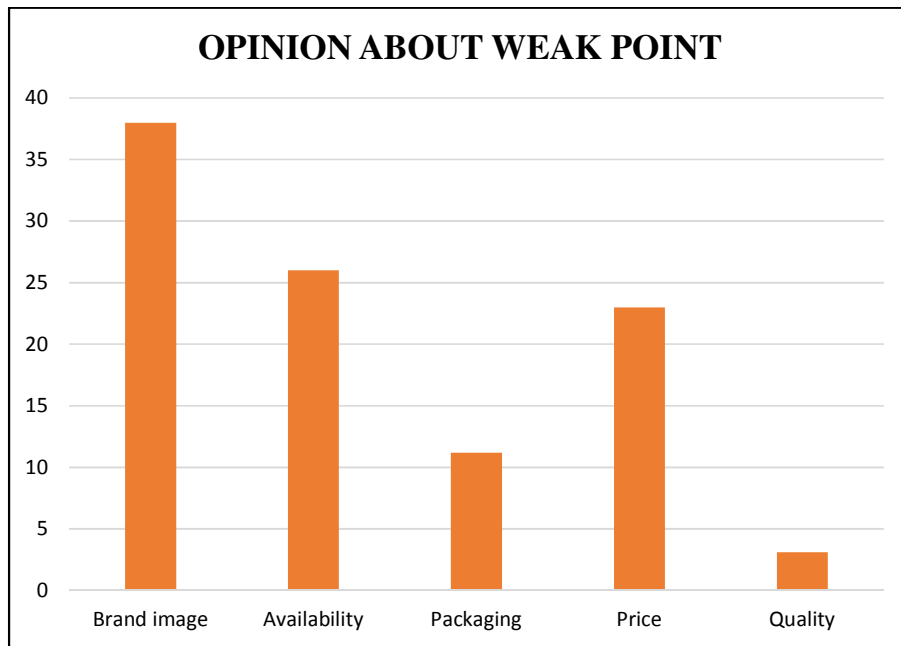
The above table shows that 12 %of the respondents are gave excellent, 28.1%of the respondents are gave very good, 41.3%of the respondents are gave good, 20.4%of the respondents are gave satisfaction.

Table 4.17 Opinion about weak point of brand Keerthi nirmal rice

Response	No of respondents	Percentage
Brand image	76	38
Availability	51	26
Packaging	22	11.2
Price	45	23
Quality	6	3.1
Total	200	100

Source: primary data

Figure 4.17 Opinion about weak point of brand Keerthi nirmal rice



Interpretation

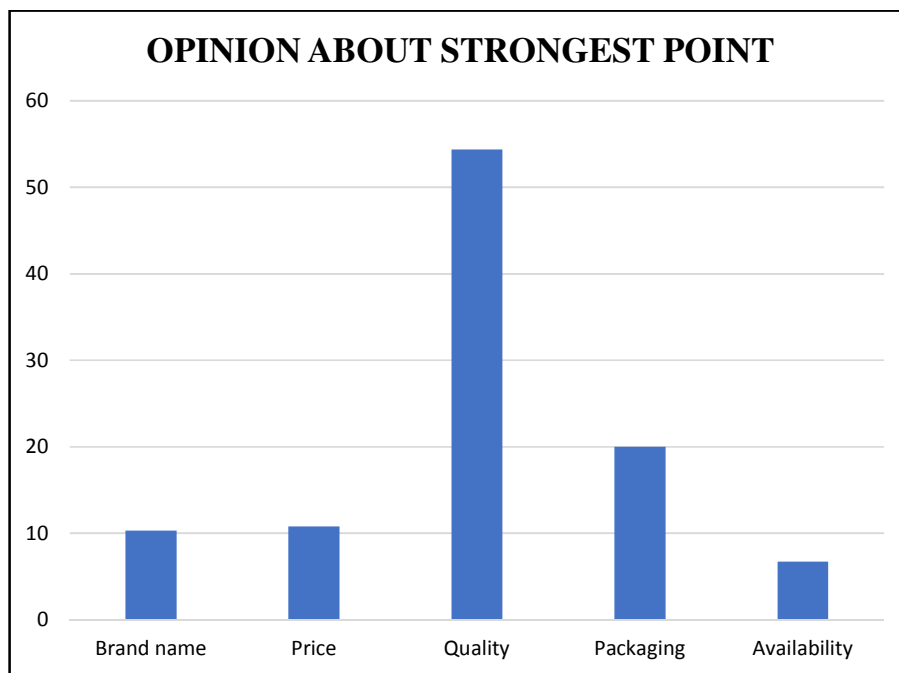
The above table shows that 38% of the respondents are selected brand image as weak point, 26% of the respondents are selected availability, 11.2 % of the respondents are selected packaging, 23% of the respondents are selected price, and 3.1 % of the respondents are selected quality.

Table 4.18 Opinion about strongest point of brand Keerthi nirmal rice

Response	No of respondents	Percentage
Brand name	20	10.3
Price	21	10.8
Quality	106	54.4
Packaging	40	20
Availability	13	6.7
Total	200	100

Source: primary data

Figure 4.18 Opinion about strongest point of brand Keerthi nirmal rice



Interpretation

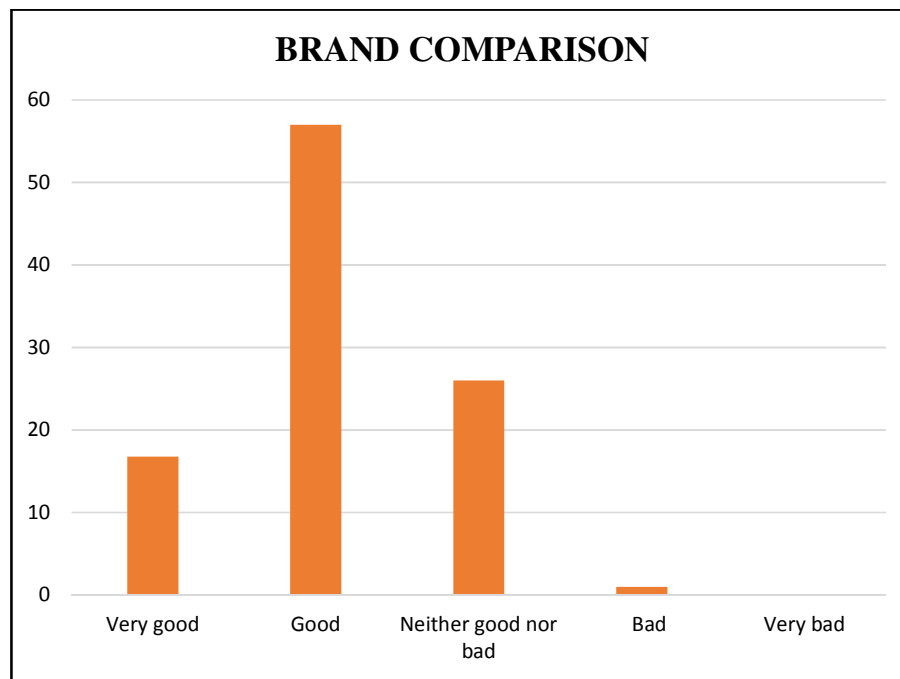
The above table shows that 10.3% of the respondents are selected brand name as strongest point, 10.8% of the respondents are selected price, 54.4 % of the respondents are selected quality, 20% of the respondents are selected packaging, and 6.7 % of the respondents are selected availability.

Table 4.19 Comparison of Keerthi nirmal rice with other brands

Response	No of respondents	Percentage
Very good	33	16.8
Good	114	57
Neither good nor bad	51	26
Bad	2	1
Very bad	0	0.00
Total	200	100

Source: primary data

Figure 4.19 Comparison of Keerthi nirmal rice with other brands



Interpretation

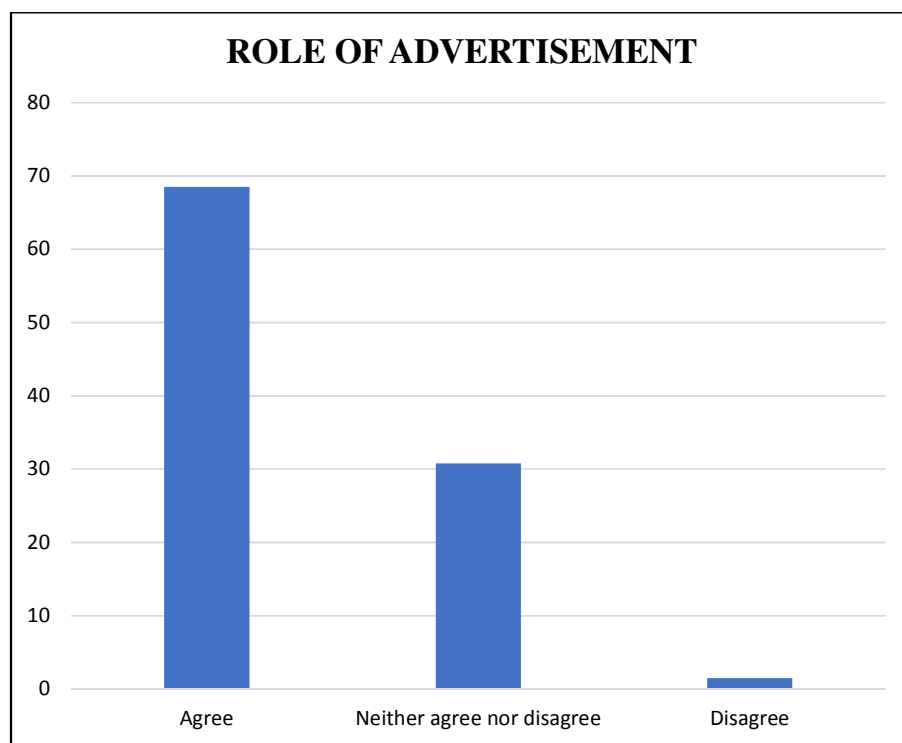
From the fig 4.19 we can see that,16.8% of respondents say that Keerthi nirmal rice are very good than other brands, 57% of respondents say that Keerthi nirmal rice are good than other brands, 26% of respondents say that the Keerthi nirmal rice are neither good nor bad than other brands and 1% of respondents say that Keerthi nirmal rice are bad when compared to other brands.

Table 4.20 Role of advertisement in the purchase of Keerthi nirmal rice

Response	No of respondents	Percentage
Agree	137	68.5
Neither agree nor disagree	60	30.8
Disagree	3	1.5
Total	200	100

Source: primary data

Figure 4.20 Role of advertisement in the purchase of Keerthi nirmal rice



Interpretation

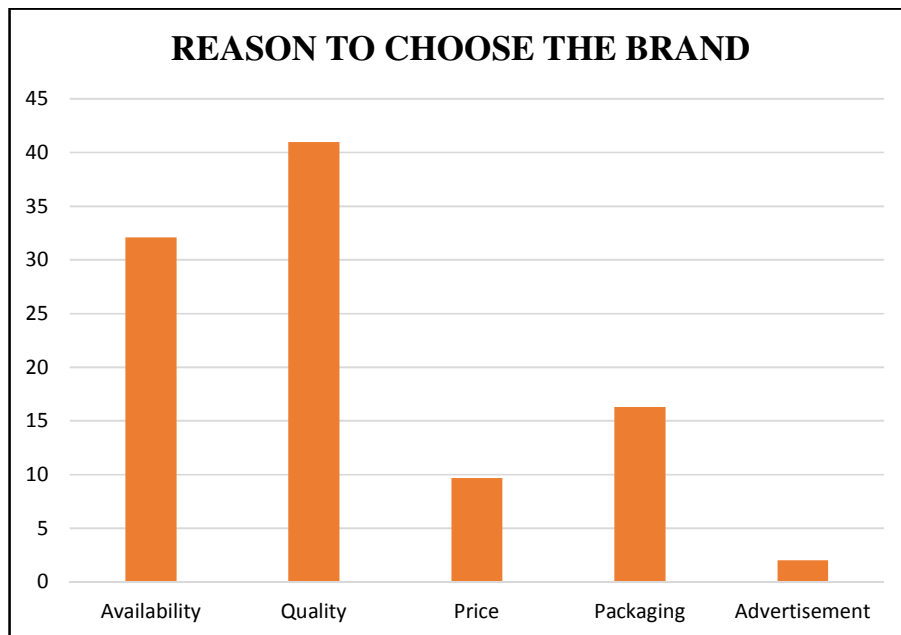
From the table 4.20 shows that 68.5 % of the respondents are agree that advertisement is an effective tool in positioning the brand Keerthi nirmal rice, 30.8 % of the respondents are neither agree nor disagree, and 1.5 % of the respondents are disagree.

Table 4.21 Reason to choose the brand Keerthi nirmal rice

Response	No of respondents	Percentage
Availability	63	32.1
Quality	82	41
Price	19	9.7
Packaging	32	16.3
Advertisement	4	2
Total	200	100

Source: primary data

Figure 4.21 Reason to choose the brand Keerthi nirmal rice



Interpretation

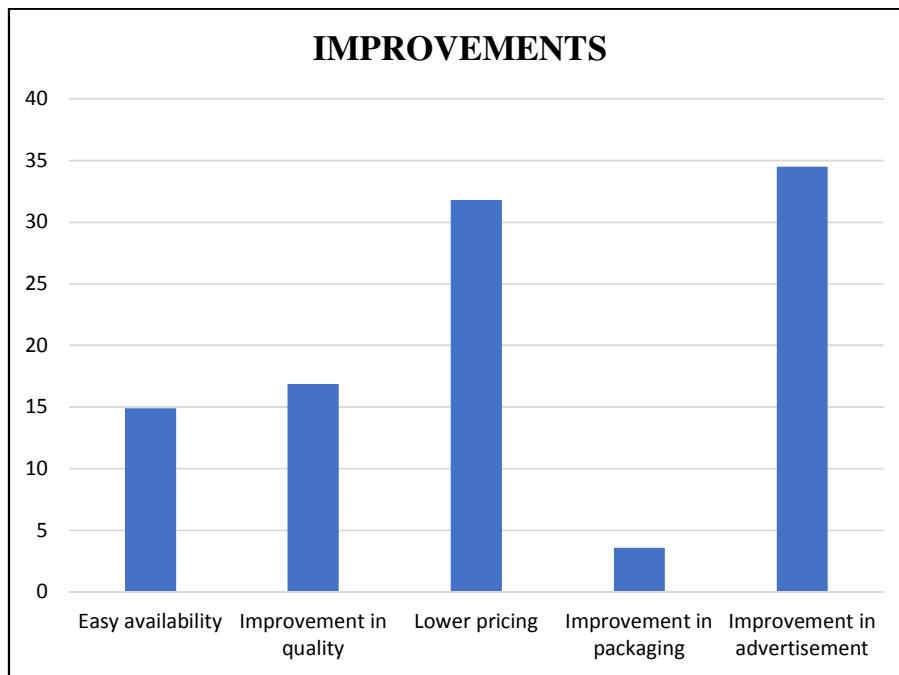
The above table shows that 32.1 % of respondents say that availability is the reason to choose the brand Keerthi nirmal rice than other brands, 41% of the respondents chosen quality, 9.7 % of respondents chosen price, 16.3% of respondents chosen package, and 2 % of respondents chosen advertisement.

Table 4.22 Improvements like to see in Keerthi nirmal rice

Response	No of respondents	Percentage
Easy availability	29	14.9
Improvement in quality	33	16.9
Lower pricing	62	31.8
Improvement in packaging	7	3.6
Improvement in advertisement	69	34.5
Total	200	100

Source: primary data

Figure 4.22 Improvements like to see in Keerthi nirmal rice



Interpretation

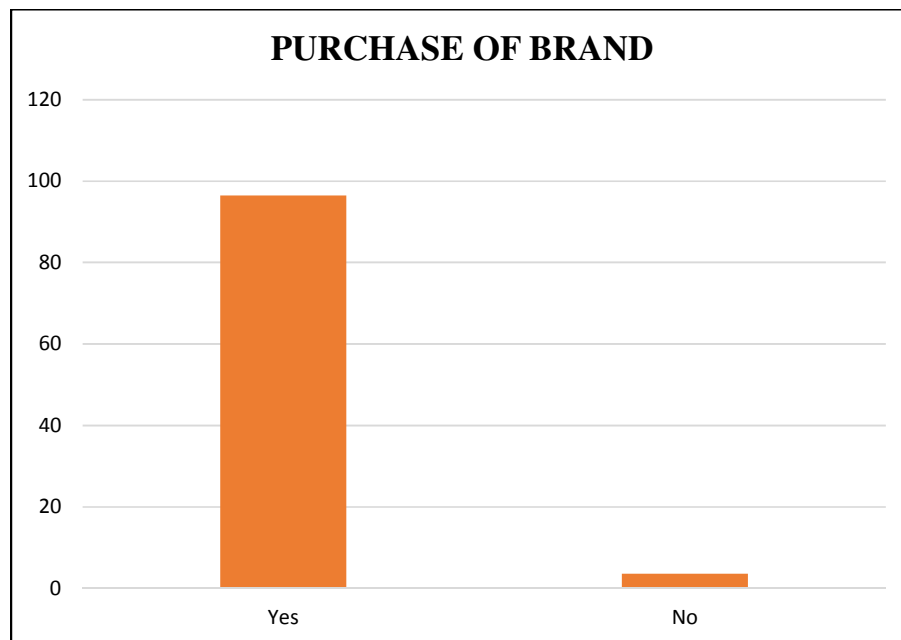
The table shows that 14.9% respondents like to see Keerthi nirmal rice in easily available, 16.9% of respondents like to see improvement in quality, 31.8 % of respondents like to see Keerthi nirmal rice in lower pricing, 3.6% of respondents desire to have improvement in packaging of Keerthi nirmal rice and 34.5% of the respondents like to see improvement in advertisement.

Table 4.23 Purchase of Keerthi nirmal rice

Response	No of respondents	Percentage
Yes	193	96.5
No	7	3.6
Total2	200	100

Source: primary data

Figure 4.23 Purchase of Keerthi nirmal rice



Interpretation

The table shows that 96.5 % of respondents like to purchase the brand Keerthi nirmal rice again and 3.6 % of respondents not like to purchase Keerthi nirmal rice again.

CHAPTER- 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

One of the last sections of a research paper is the discussion section, where an author describes, evaluates, and interprets their findings. They discuss the implications of those findings and connect everything to the research question. The goal of the discussion section is to explain any new knowledge or insights that emerged as a result of the research and to interpret and describe the significance of your findings in relation to what is already known about the research problem being investigated. Discussion examines the results and places them in the context of the entire study. The reader can see the connections between each section of the study because it brings together all the sections that came before it. The author performs the three crucial tasks of interpretation, analysis, and explanation in the discussion section. In addition to explaining the significance of the research findings and how they fit into the body of existing knowledge, an effective discussion section will be open and honest about the study's limitations. A discussion involves a much more in-depth analysis of the findings. The author must analyse the reasoning behind the results in order to interpret them. The discussion section is also where the author acknowledges the limitations of the research and points out areas that need more investigation in the future. Finally, this section explores the research's implications in light of the findings and outcomes and derives important conclusions from those implications. Also, we can say that this section of the paper is not strictly managed by objective reporting of information; rather, it is a place where you can engage in creative problem-solving through an understanding of the evidence. This is frequently where meaning is added to the results. After discussing the study's findings, it is necessary to link them to earlier research so that we can pinpoint the study's contribution. Whether or not to include them as sections in a research paper depends on the information that the researcher hopes to impart. Before discussing the study findings, some researchers would first present the study results. Using this approach, a researcher can develop expertise in only presenting the study's findings in relation to its goals and questions.

5.2 SUMMARY OF FINDINGS

The following details can be inferred after analysis with a sample size of 200, by questionnaire method to find out the level of brand positioning of Keerthi nirmal rice mill.

- From the study it is clear that majority 87.9 % of the respondents age group is 20-40 and 9.5% of respondents are in the age 40-60 And 3% of the respondents are in the age 10-20 So Keerthi nirmal rice have a good market among youngsters and adults
- According to the study conducted it is clear that majority 63.3% of the respondents are female. And 37% of the respondents were male.
- From the study it is clear that majority 95% of the respondents are aware of Keerthi nirmal rice.
- Majority 24.2 % of the respondents get information by advertisement and 20.7 % of the respondents get information by shop.
- Majority 55.1 % of the respondents are familiar with the ads of Keerthi nirmal rice
- Majority 66 % of the respondents are rarely purchasing Keerthi nirmal rice and also 24.4 % of the respondents are occasionally purchasing Keerthi nirmal rice.
- According to the study conducted it is clear that majority 42.5 % of the respondents are using Keerthi nirmal rice for the 2-3 years.
- Majority 37.1 % of the respondents prefer Keerthi nirmal rice.
- From the study it is clear that majority 94 % of the respondents are satisfied with Keerthi nirmal rice
- According to the study it is clear that availability with mean score 4.44 is the most satisfied factor which influencing the customers to purchase Keerthi nirmal rice.
- Majority 50 % of the respondents are satisfied with availability
- Majority 44.9 % of the respondents are satisfied with price.
- Majority 40% of the respondents are satisfied with quantity and quality of Keerthi nirmal rice.
- Majority 45.2 % of the respondents are satisfied with packaging of Keerthi nirmal rice.
- Majority 50.5 % of the respondents are satisfied with advertisement.
- According to the study it is clear that majority 41.3 % of the respondents are gave good.

- From the study it is clear majority 38 % of the respondents says that brand image is the weak point of Keerthi nirmal rice and 54.4 % of the respondents says that quality is the strongest point in Keerthi nirmal rice.
- Majority 57 % of the respondents are gave good when compared to other brands.
- According to the study it is clear that advertisement plays a greater role in purchase of Keerthi nirmal rice that is 68.5% of respondent aware about this brand through advertisement.
- Majority 41 % of the respondents says that quality is the reason to choose the brand Keerthi nirmal rice.
- The following improvement were asked by the consumers:
 1. Improvement in advertisement
 2. Lower pricing
- Majority 96.5 % of the respondents says that they will purchase Keerthi nirmal rice again.

5.3 SUGGESTIONS

Here are some useful suggestions for Keerthi nirmal rice mill which help them to improve the brand positioning.

- currently Keerthi nirmal rice have good brand position in the market.so it should try to introduce new product s in the existing product line.
- Company should concentrate more on advertisement, as it plays a vital role in influencing buying behaviour of the consumers
- It should take effective steps to improve the quality of product
- For attracting more customers company should provide discount offer for bulk purchases
- Communicate with the customers as far as possible
- Price should be reasonable, so it must be affordable for every customer

5.4 LIMITATIONS OF THE STUDY

- Errors may occur
- There is no guarantee that respondents provided complete and accurate information

- Respondents' attitudes, opinions and communication
- Survey was confined to only one geographical area of Keerthi Nirmal Rice Mills

5.5 CONCLUSION

One of the top producers of rice is Keerthi nirmal rice, kalady, mattoor. It is having good reputation across the board where it operates. The researcher in this study examined the positioning of the Keerthi nirmal rice brand. It is clear from analysis and interpretation that the company faces fierce competition from Pavizham, Rani, periyar etc. To keep the current customers and draw in new ones, they should try to start new advertising campaigns. The company should therefore continue with its current programmes and implement more and more plans and campaigns to ensure continuous improvement in the brand position of the products.

This study is mainly conducted for the understanding the brand positioning of Keerthi nirmal rice mill. Now the company is facing competition so huge advertisement is necessary to ensure the demand of the products. From this study it is clear that most of the customers are satisfied with the products of Keerthi agro mill. Also, through this study, understands that quality, compact package, economic in price, availability, and price are important influencing factor that influences them to purchase Keerthi nirmal rice. The company must take initiative to fully position the Keerthi nirmal rice in the potential market.

After considering these matters and evaluating the performance it can be concluded that the future of the company will be very prosperous. As the researcher I hope that the company will find this study useful endeavor to better serve the customer.

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APPENDIX

QUESTIONNAIRE

Hi, I am a PG student in Master of Business Administration affiliated to the University of Calicut. As a part of my dissertation, I am conducting a study on BRAND POSITIONING OF KEERTHI NIRMAL RICE MILL. I would be very thankful if you can answer the survey and share it among your family and friends.

1. Name: ----- (not mandatory)

2. Gender: Male Female

3. Age: 10-20 20-40 40-60

4. Are you aware of Keerthi Nirmal rice?

Yes No

5. How do you come to know about Keerthi Nirmal Rice?

Friends Advertisement Shops Relative Neighbour Other

6. Have you seen ads of Keerthi Nirmal Rice?

Yes No

7. How often you purchase and use Keerthi Nirmal Rice

Regularly Occasionally Rarely Never

8. How long you are using Keerthi Nirmal Rice?

1-2 years 2-3 years 3-4 years 4-5 years above 5 years

9. Which brand of product do you prefer more?

STUDY ON BRAND POSITIONING OF KEERTHI NIRMAL RICE

Keerthi Nirmal Rice Nirapara Pavizham Rani periyar
10. Are you satisfied with Keerthi Nirmal Rice?

Yes No

11. Rank the factor which influence you to purchase this brand?

RATE	1	2	3	4	5
Economic In price					
Compact package					
Brand image					
Availability					
Quality					

12. Measure the level of satisfaction towards the availability of Keerthi Nirmal Rice?

Highly satisfied satisfied Neither satisfied nor dissatisfied Dissatisfied
Highly Dissatisfied

13. Measure the level of satisfaction towards quality and quantity of Keerthi Nirmal Rice?

Highly satisfied satisfied Neither satisfied nor dissatisfied Dissatisfied
Highly Dissatisfied

14. Measure the level of satisfaction towards price of Keerthi Nirmal Rice?

Highly satisfied satisfied Neither satisfied nor dissatisfied Dissatisfied

Highly Dissatisfied

15. Measure the level of satisfaction towards packaging of Keerthi Nirmal Rice?

Highly satisfied satisfied Neither satisfied nor dissatisfied Dissatisfied

Highly Dissatisfied

16. Measure the level of satisfaction towards Advertisement provided by Keerthi Nirmal Rice?

Highly satisfied satisfied Neither satisfied nor dissatisfied Dissatisfied

Highly Dissatisfied

17. What is your opinion of brand image of Keerthi Nirmal Rice?

- a) Excellent
- b) Very good
- c) Good
- d) Satisfaction
- e) Unsatisfactory

18. As per your view what is the weak point of Keerthi Nirmal Rice?

- a) Brand image
- b) Availability
- c) Packaging
- d) Price
- e) Quality

19. What is your opinion about the strongest point of brand Keerthi nirmal rice from the following factor of building brand image?

- a) Brand name
- b) Price
- c) Availability
- d) Quality
- e) Packaging

20. What is your opinion about Keerthi Nirmal Rice products compare to competitive brand?

- a) Very good
- b) Good
- c) Neither good or bad
- d) Bad
- e) Very bad

21. Do you think advertisement is an effective tool in positioning the brand Keerthi nirmal rice?

- Agree Neither agree nor disagree Disagree

22. why did you choose this brand over competitor brand?

- a) Availability
- b) Quality
- c) Price
- d) Package
- e) Advertisement

23. What improvement that you would like to see in Keerthi Nirmal Rice?

- a) Easy availability
- b) Improvement in quality
- c) Lower pricing
- d) Improvement in package
- e) Improvement in advertisement

24. Will you purchase Nirmal rice again?

- Yes No

25. Please Give some valuable suggestion:
