



# Industrial Marketing

By Arunkumar Palanisamy

VDM Verlag Okt 2010, 2010. Taschenbuch. Book Condition: Neu. 220x150x4 mm. This item is printed on demand - Print on Demand Neuware - Title of the project 'Study of the Effect on the sales of Indian Oil Bitumen due to import in west Bengal' Itself suggests the gist of the project. Indian Oil Corporation Limited is the flagship national oil company in the downstream sector. Its objective is to maintain the highest market share in all its product portfolios. So this project was assigned to me to contribute towards the goal of this organization as well as this was a good exercise from my learning point of view. The basic approach in this project is identifying what are the reasons for decrease in the sale of IOCL bitumen market in West Bengal due to import of bitumen by importers or customers themselves. To know the perception of the customer about the imported bitumen. By using such information we can analyze market conditions and can make our policies to acquire highest market share. 64 pp. Englisch.



**READ ONLINE**  
[ 5.12 MB ]

## Reviews

*I actually began looking at this pdf. It is actually rally interesting through reading time period. You will not really feel monotony at at any time of your respective time (that's what catalogues are for concerning if you ask me).*

*-- Brayan Mohr Sr.*

*A superior quality publication along with the font used was fascinating to learn. I have read through and i also am certain that i am going to going to go through yet again again in the future. Your life period will likely be enhance the instant you total reading this publication.*

*-- Donnie Rice*