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SHRI VIJAY MAHANTESH ARTS AND COMMERCE COLLEGE FOR WOMEN, ILKAL.

DEPARTMMENT OF ECONOMICS

Effectiveness of Advertising in Granite Industry - A Case Study of Ankita stones Ilkal

Submitted to

DEPARTMENT OF ECONOMICS

Shri Vijaya Mahantesh Arts & Commerce College For Women, Ilkal.

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Assistant Professor

Submitted by

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B.A. VI semester

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DECLARATION

We hereby declare that the project entitled "Effectiveness of Advertising in Granite

Industry – A Case Study of Ankita stones Ilkal", submitted for the academic

Curriculum is our original work.

Students Name:

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ACKNOWLEDGEMENT

We sincerely thank to Honorable 'Smt V C.Nelogal' without whom we wouldn't have completed this project report.

It's our proud privilege to express deep gratitude to Principal Shri. B.B.Suggamad, and Smt. S.S.Upanal, Faculty members of our department for their useful suggestion, encouragement and support which helped us accomplish the project.

And above all, we are thankful to ourfamily and friends who helped us for the completion of this project report.

Date: 2-7-2022

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CERTIFICATE

This is to certify that Miss Rekha Valikar, Meenakshi Lokanayak, Basavarajeshwari, Rajeshwari Hiremath, Sreedevi Kochistudents of Bachelor of Arts of Shri Vijaya Mahantesh Arts & Commerce womens' College, Ilkal have successfully completed their final semester project entitled "A Case Study of Ankita stones Ilkal" under my guidance as a value addition to academic curriculum.

(V.C. Valikar)

Assistant Professor

Project Guide

Principal

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Introduction to the study

Introduction

The area of work undertaken is "Effectiveness of Advertising in Granite Industry - A Case Study of Ankita stones Ilkal".

The main purpose of the study is to know the effectiveness of advertisement at Ankit stones and suggest suggestions if any, which will help the firm to advertise effectively & to make customers aware regarding its products. The advertisement helps the firm to attract new customers & to increase the sales.

As there is a lot of scope for granite products both local & national wise. As there are many granite firms are situated in ilkal region to survive the heavy competition, effective advertisement strategies should be used which will give an edge over the competitors.

Advertising: It is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsors and viewed via various media; including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages.

Advertising Effectiveness

Degree to which an advertisement or advertising campaign achieves its stated objectives. Advertising effectiveness is typically gauged by measuring a campaign's impact on sales, brand awareness and/or market share.

Advertising is the ultimate tool that corporations use to communicate to consumers through television, radio, newspapers, billboards, and every other place imaginable. Corporations benefit from advertising through increased sales. The effects of advertising have appreciably increased the quality of life of consumers. Finally, the communication potential of advertising has made it essential to the function and well-being of today's

market. Advertising is an effective function of the economy that is an asset to both corporations and consumers. Corporations have made every effort to submerge consumers in their advertising since the beginning of time. They money that corporations are willing to spend delivering ads has doubled since 1976, and continues to grow by over 50% every ten years.

In the United States, $162 billion was spent – or $623 for every person in the country – on advertising

in just one year. Corporations and businesses are willing to devote such an enormous investment of money simply due to the fact that if done properly, advertising will more than pay for. Advertisement is a communication whose purpose is to inform potential customers about products and services and how to use and obtain them. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, and internet. It is often placed by an advertising agency on behalf of a company. Advertisement influences our lives in many unsuspecting ways because of rapid changes in the macro environment. These days advertising is regarded as 'a paid form of non-personal presentation of ideas, goods and services by an identified sponsor Testing or evaluation of advertising effectiveness refers to the managerial exercise aimed at relating the advertising results to the established standards of performance and objectives so as to assess the real value of the advertising performance. This evaluation exercise is also known as the advertising research. It is a research activity undertaken to measure the worth of the specific elements of an advertisement or the aspects of entire advertising program. It is an attempt to know whether the message designed properly has reached the greatest number of prospects at the least practical cost. There are various types of media use for advertising these are: print media, electronic media etc. Of all the media, newspaper is considered as the backbone of advertising program as it has continued to remain the most powerful message carrier. Of the total space, 45 percent goes to advertisements in form or the other and rest for textual matter.

Modes of advertisement
logos

A first step for business should be a proper logo. A logo can communicate a great deal about your business, and some planning can also help you avoid some later expenses. If your logo, for example, is too trendy and fashionable, it may need updating in just a few years.

Business Cards

Once you have a logo, having business cards made is a great way to pass your info along to personal acquaintances and clients

Flyers and Brochures

Flyers, brochures and rack cards have a particular response as they are usually chosen by the reader and carried off to be reread or passed on. In this way they work hard as a continuing advertisement.

Print Advertising:

Print Advertising can make an impact if you find the right vehicle. Your target audience must be

limited to that fraction of the readership of that particular publication...

Email Marketing: Email marketing has changed much in the last few years. Like cold- call marketing after caller i.d., email marketing is no longer feasible. Once you have a list of voluntary ("opt-in"), willing email participants, there are tasteful ways of keeping them informed.

Need of the study:

Need to doing the study on advertising effectiveness is whether the advertising campaign was successful or not, the awareness level of products, the advertising campaign increased the customer base or not and which media carry the advertisement succesfully.

Objectives of the study:

- To study the role of advertising in granite industry.
- To analyse the concept aspects relating to granite industry.
- To study the mode of advertising.
- To analyse the opinions of respondence towards effectiveness of advertisement in granite industry.
- To suggest suggestion in the right of finding of the study.

Research Methodology:

In today's competitive corporate world, the granite industry is one of the fast developing industries, which will dominate all the other industries in the days to come. Now-a- days granite industries are established even in small towns, which are helping to provide employment opportunities in the local areas.

The study was conducted to know effectiveness of advertising in ganite business at Ankit stones Ilkal-A newly established enterprise.

This section explains how the data is collected i.e. either from primary and secondary data. It explains what method is used to collect the data, which instrument is used for collecting and what is the sample plan for this project.

1.Research Design: The research design is the blueprint for the fulfilment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analysing needed information.

2.**Data Collection Methods**:

Primary Data: Data from primary source was collected through present questionnaire, field survey and personal interview.

Secondary Data: It will be collected through the history of the Granite industries, using various salesreports, internal experts and internet.

3.**Research Instruments:** Research instruments used for the primary data collection is Questionnaires.

4.**Sample Design:** Probability sampling.

Sampling Techniques: Convenience.

Sample Size:52 respondents.

Area Of Study: Ilkal,Dt: Bagalkot

Statistical Tool Applied: Percentage Analysis.

Sample Size: The sample size, which is taken for the study is of 52 people at ilkal, was randomly selected. These samples were been provided with a complete set of questions on which the information was elicited and their response was recorded. A questionnaire was drafted in such a way that it covered the various aspects of the required subject.

Scope of the study:

1.The study will attempt to find out the advantages level of production.

2.The study can help to find out whether the advertisement is reached the target audience.

3.The advertiser can identify the gap of improvement themselves.

4.The study can find out whether the advertisement was educating the customer in right way or not.

Limitations of the Study:

- The study was confined to Ilkal city only.
- The project relied mainly on the primary data.
- Consumers gives very unclear picture.
- The main limitation was time. There was problem to contacting the businessmen and servicemen due to shortage of time with them.
- Respondents taste, preference and fashion may changes.

Granite products -A conceptual frame work

Industry profile

Introduction to granites

Granite is a common and widely occurring type of intrusive, felsic, igneous rock. Granite has a medium to coarse texture, occasionally with some individual crystals larger than the groundmass forming a rock known as porphyry. Granites can be pink to dark gray or even black, depending on their chemistry and mineralogy. Outcrops of granite tend to form tors, and rounded massifs. Granites sometimes occur in circular depression surrounded by a range of hills, formed by the metamorphic aureole or hornets.

Granite is nearly always massive (lacking internal structures), hard and tough, and therefore it has gained widespread use as a construction stone. The average density of granite is 2.75 g/cm3 and its viscosity at standard temperature and pressure is ~4.5 • 1019Pa·s

The word granite comes from the Latingranum, a grain, in reference to the coarse-grained structure ofsuch acrystalline rock.

Mineralogy

Granite is classified according to the QAPF diagram for coarse grained plutonic rocks (granitites) and is named according to the percentage of quartz, alkali feldspar (orthoclase, sanidine, or microcline) and plagioclase feldspar on the

A-Q-P half of the diagram. True granite according to modern petrologic convention contains both plagioclase and alkali feldspars.

When a granitoid is devoid or nearly devoid of plagioclase the rock is referred to as alkali granite. When a granitoid contains <10% orthoclase it is called tonalite; pyroxene and

amphibole are common in tonalite. A granite containing both muscovite and biotite micas is called a binary or two-mica granite. Two-mica granites are typically high in potassium and low in plagioclase, and are usually S-type granites or A-type granites. The volcanic equivalent of plutonic granite is rhyolite. Granite has poor primary permeability but strong secondary permeability.

Chemical composition

A worldwide average of the average proportion of the different chemical components ingranites, in descending order by weight percent, is:

SiO2— 72.04%
Al2O3 — 14.42%
K2O — 4.12%
Na2O— 3.69%
CaO — 1.82%
FeO — 1.68%
Fe2O — 1.22%
MgO — 0.71%
TiO — 0.30%
P2O5— 0.12%
MnO — 0.05%

Occurrence

Granite is currently known only on Earth where it forms a major part of continental crust. Granite often occurs as relatively small, less than 100 km^2 stock masses (stocks) and in batholiths that are often associated with organic mountain ranges. Small dikes of granitic composition called haplites are often associated with the margins of granitic intrusions. In some locations very coarse-grained pegmatite masses occur with granite.

Granite has been intruded into the crust of the Earth during all geologic periods, although much of it is of Precambrian age. Granitic rock is widely distributed throughout the continental crust of the Earth and is the most abundant basement rock that underlies the relatively thin sedimentary veneer of the continents.

Origin

Granite is an igneous rock and is formed from magma. Granitic magma has many potential origins but it must intrude other rocks. Most granite intrusions are emplaced at depth within the crust, usually greater than 1.5 kilometres and up to 50 km depth within thick continental crust. The origin of granite is contentious and has led to varied schemes of classification. Classification schemes are regional; there is a French scheme, a British scheme and an American scheme. This confusion arises because the classification schemes define granite by different means. Generally the 'alphabet- soup' classification is used because it classifies based on genesis or origin of the magma.

Geochemical origins

Granitoids are a ubiquitous component of the crust. They have crystallized from magmas that have compositions at or near a eutectic point (or a temperature minimum on a cotectic curve). Magmas will evolve to the eutectic because of igneous differentiation, or because they represent low degrees of partial melting. Fractional crystallization serves to reduce a melt in iron, magnesium, titanium, calcium and sodium, and enrich the melt in potassium and silicon - alkali feldspar (rich in potassium) and quartz (SiO_2), are two of the defining constituents of granite.

> This process operates regardless of the origin of the parental magma to the granite, and

regardless of its chemistry. However, the composition and origin of the magma which differentiates into granite, leaves certain geochemical and mineral evidence as to what the granite's parental rock was. The final mineralogy, texture and chemical composition of granite is often distinctive as to its origin. For instance, granite which is formed from

on being invited by various educational and social organizati
abroad.

melted sediments may have more alkali feldspar, whereas granite derived from melted basalt may be richer in plagioclase feldspar. It is on this basis that the modern "alphabet" classification schemes are based.

Alphabet soup classification

The 'alphabet soup' scheme of Chappell & White was proposed initially to divide granites into I-type granite (or igneousprotolith) granite and S-type or sedimentary protolith granite. Both of these types of granite are formed by melting of high grade metamorphic rocks, either other granite or intrusive mafic rocks, or buried sediment, respectively.

M-type or mantle derived granite was proposed later, to cover those granites which were clearly sourced from crystallized mafic magmas, generally sourced from the mantle. These are rare, because it is difficult to turn basalt into granite via fractional crystallization.

A-type or androgenic granites are formed above volcanic "hot spot" activity and have peculiar mineralogy and geochemistry. These granites are formed by melting of the lower crust under conditions that are usually extremely dry. The rhyolites of the Yellowstone caldera are examples of volcanic equivalents of A-type granite.

Granitization

An old, and largely discounted theory, granitization states that granite is formed in place by extreme metasomatism by fluids bringing in elements e.g. potassium and removing others e.g. calcium to transform the metamorphic rock into a granite. This was supposed to occur across a migrating front. The production of granite by metamorphic heat is difficult, but is observed to occur in certain amphibolites and granulate terrains. In-situ granitisation or melting by metamorphism is difficult to recognize except where leucotomy and melanosome textures are present in gneisses. Once a metamorphic rock is melted it is no longer a metamorphic rock and is a magma, so these rocks are seen as a transitional between the two, but are not technically granite as they do not actually intrude into other rocks. In all cases, melting of solid rock requires high temperature, and also water or other volatiles which act as a catalyst by lowering the solidus temperature of the rock.

The ascent and emplacement of large volumes of granite within the upper continental crust is a source of much debate amongst geologists. There is a lack of field evidence for any proposed mechanisms, so hypotheses are predominantly based upon experimental data. There are two major hypotheses for the ascent of magma through the crust:

- Stokes Diapir
- Fracture Propagation

Of these two mechanisms, Stokes diaper was favored for many years in the absence of a reasonable alternative. The basic idea is that magma will rise through the crust as a single mass through buoyancy. As it rises it heats the wall rocks, causing them to behave as a power-law fluid and thus flow around the pluton allowing it to pass rapidly and without major heat loss (Weinberg, 1994). This is entirely feasible in the warm, ductile lower crust where rocks are easily deformed, but runs into problems in the upper crust which is far colder and more brittle. Rocks there do not defor expend far too much energy in heating wall rocks, thus cooling and solidifying before reaching higher levels within the crust.

Nowadays fractur propagation is the mechanism preferred by many geologists as it largely eliminates the major problems of moving a huge mass of magma through cold brittle crust. Magma rises instead in small channels along self- propagating dykes which form along new or pre-existing fault systems and networks of active shear zones (Clemens, 1998) . As these narrow conduits open, the first magma to enter solidifies and provides a form of insulation for later magma.

Granitic magma must make room for it or be intruded into other rocks in order to form an intrusion, and several mechanisms have been proposed to explain how large batholiths have been emplaced

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gained widespread use as a construction stone. The average densityof granite is 2.75 g/cm3 and its viscosity at standard temperature and pressure is ~4.5 • 1019Pa·s the word granite comes from the Latingranum, a grain, in reference to the coarse-grained structure of such acrystalline rock.

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Granitic magma must make room for it or be intruded into other rocks in order to form an intrusion,and several mechanisms have been proposed to explain how large batholiths have been emplaced: Stopping, where the granite cracks the wall rocks and pushes upwards as it removes blocks of theoverlying crust Assimilation, where the granite melts its way up into the crust and removes overlyingmaterial in this way Inflation, where the granite body inflates under pressure and is injected intoposition Most geologists today accept that a combination of these phenomena can be used to explain granite intrusions, and that not all granites can be explained entirely by one or another mechanism.

Natural Radiation

Granite is a natural source of radiation, like most natural stones. However, some granite has been reported to have higher radioactivity thereby raising some concerns about their safety.

Some granites contain around 10 to 20 parts per million of uranium. By contrast, more mafic rocks such as tonalite, gabbro or diorite have 1 to 5 ppm uranium, and limestone's and sedimentary rocks usually have equally low amounts. Many large granite plutons are the sources for palaeochannel-hosted or roll front uranium ore deposits, where the uranium washes into the sediments from the granite uplands and associated, often highly radioactive, pegmatites. Granite could be considered a potential natural radiological hazard as, for instance, villages located

Uses :

Antiquity

Life-size elephant and other creatures carved ingranite; Mahabalipuram, India.

The Red Pyramid of Egypt (c.26th century BC), named for the light crimson hue of its exposed granite surfaces, is the third largest of Egyptian pyramids. Menkaure's Pyramid, likely dating to the same era, was constructed of limestone and granite blocks. The Great Pyramid of Giza (c.2580 BC] contains a huge granite sarcophagus fashioned of "Red Aswan Granite." The mostly ruined Black Pyramid dating from the reign of Amenemhat III once had a polished granite pyramid ion or capstone, now on display in the main hall of the Egyptian Museum in Cairo (see Dahshur). Other uses in Ancient Egypt include columns, door lintels, sills, jambs, and wall and floor veneer. How the Egyptians worked the solid granite is still a matter of debate.

Dr. Patrick Hunt has postulated that the Egyptians used emery shown to have higher hardness on the Mohs scale.

Many large Hindu temples in southern India, particularly those built by the 11th century king RajarajaChola I, were made of granite. There is a large amount of granite in these structures. They arecomparable to the Great Pyramid of Giza.

Various resources from national geological survey organizations are accessible online to assist in assessing the risk factors in granite country and design rules relating, in particular, to preventing accumulation of radon gas in enclosed basements and dwellings.

"A study of Granite Countertops by National Health and Engineering Inc of USA, undertaken in November, 2008 however, did not find single granite that poses any health risk. Quantities of radon and radiation emitted by stones included in the analysis all fell well below average outdoor background levels that are commonly found in the United States. Scientists conducted more than 400 tests of 115 different varieties of granite countertops, including stones cited in media reports as being potentially problematic.

The stones tested include types of granite that comprise approximately 80 percent of the annual U.S. market share for granite countertops, based on the most recent market data available."

Modern Building

Granite has been extensively used as a dimension stone and as flooring tiles in public andcommercial buildings and monuments. Because of its abundance, granite was commonly used to

build foundations for homes in New England. The Granite Railway, America's first railroad, was built to haul granite from the quarries in Quincy, Massachusetts, to the Neponset River in the 1820s. With increasing amounts of acid rain in parts of the world, granite has begun to supplant marble as a monument material, since it is much more durable. Polished granite is also a popular choice for kitchen countertops due to its high durability and aesthetic qualities.

Curling stones are traditionally fashioned of Ailsa Craig granite. The first stones were made in the 1750s, the original source being Ailsa Craig in Scotland. Because of the particular rarity of the granite, the best stones can cost as much as US$1,500. Between 60–70 percent of the stones used today are made from Ailsa Craig granite, although the island is now a wildlife reserve and is no longer used for quarrying.

Engineering

Engineers have traditionally used polished granite surfaces to establish a plane of reference, since they are relatively impervious and inflexible. Sandblasted concrete with a heavy aggregate content has an appearance similar to rough granite, and is often used as a substitute when use of real granite is impractical. A most unusual use of granite was in the construction of the rails for the Haytor Granite Tramway, Devon, England, in 18

Rock climbing

Granite is one of the rocks most prized by climbers, for its steepness,

soundness, crack systems, and friction. Well-known venues for granite climbing include Yosemite, the Bugaboos, the Mont Blanc massif (and peaks such as the Aiguille du Dru, the Aiguille du Midi and the GrandesJorasses), the Bregaglia, Corsica, parts of the Karakoram, the Fitzroy Massif, Patagonia, Baffin Island, the Cornish coast and the Cairngorms.

Granite rock climbing is so popular that many of the artificial rock climbing walls found in gyms and theme parks are made to look and feel like granite. Most, however, are made from manufactured materials, given the fact that granite is generally too heavy for portable rock climbing walls, as well as the buildings in which stationary walls are located. Granite is one of the most commonly used

materials for construction purpose. Granite is a natural stone, which is immensely used in home construction. Granite is available in various forms like Granite tiles, Granite blocks, etc. Granite is highly durable, acid proof and hard material. In addition to this,

There is a vast variety of Granite tools available in the marketplace for cutting, polishing and carving of Granite. Granite polishing adds a new luster in Granite. There modernized Granite polishing machines, which are capable of polishing the Granite very efficiently.

Profile of the study area

Company Profile

Name of the company	:	Ankit Stones
Location	:	NH 50 ILKAL AT/ ILKAL Dist: Bagalkot (Karnataka) Tq : Hunagund
Telephone		9742415774
Type of unit	:	Private Company
Year of Establishment	:	May 16th 2010
Total area covered	:	200/200 site
Number of employees	:	48
Approximate production p.a : 1400000 sqftTotal customers		170000 sqft Approximate sales p.a: : 100% national oriented
Present turn over	:	4-5lakhs p.m

Vision

To be amongst the most admired Indian companies by providing quality, cost effective automotive components and services to customers with a significant global presence.

Mission

To be the market leader by providing customer delight through world- class quality, service and cost- effectiveness in a progressive, innovative and challenging environment. We will provide maximum satisfaction to our customers.

History of Ankit Stones

Introduction:

Ankit stones Industries is a private organization is very well known in the field of granites in the national market. It was set up in May 16th 2010 and is located at balakundi village near Ilkal in Bagalkot district, Karnataka. It is mainly concerned with production of granite slabs taking from surrounding quarries.

Ankit stones Industries have optimum quality of Ruby red, Cats eye, Mudgal grey. Ilkal city is called as "PINKCITY" in the internationl market.

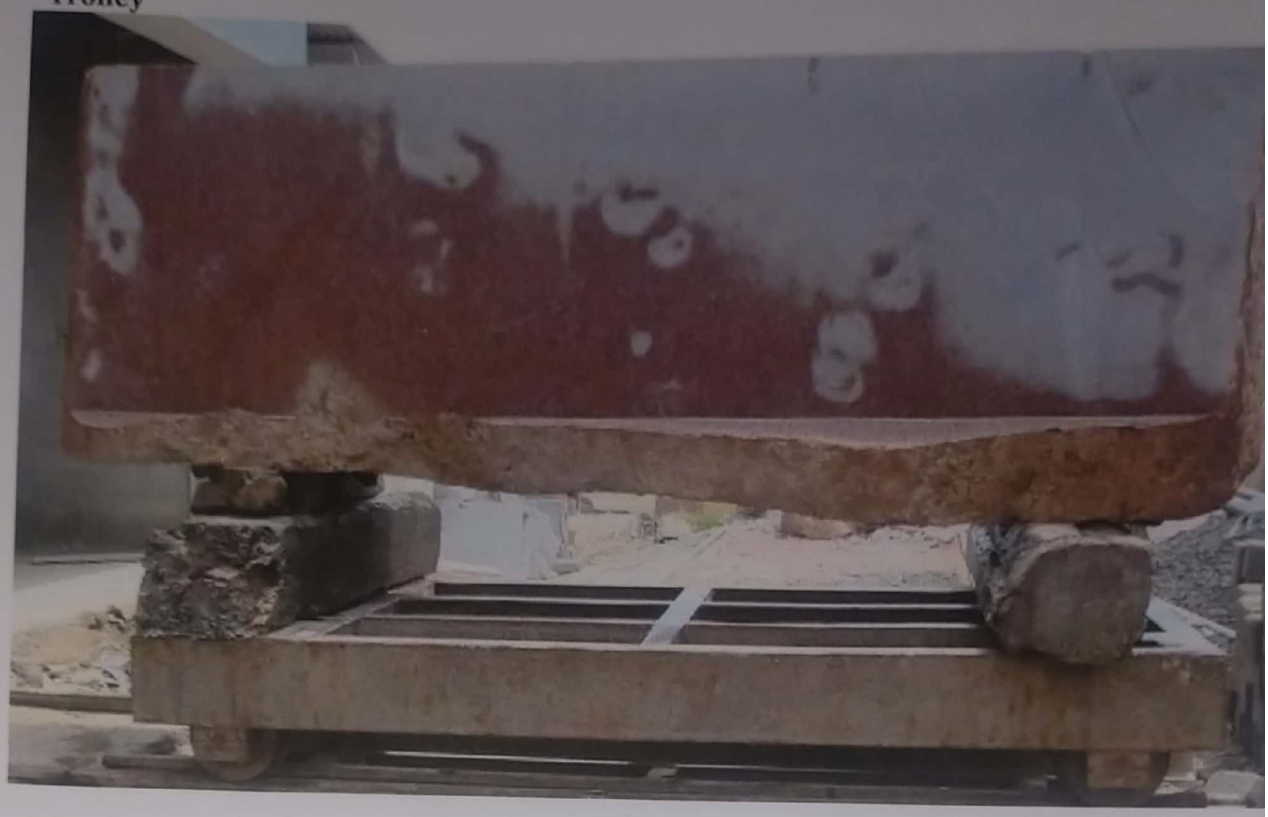
Ankit stones Industries have its total area of 7 acres but building is build in 200/200 site, it is provided employment to around 20 employees. It is private organization and has no firms in and outside India. It consist of line and staff organization and its registered office in Ilkal at Joshi galli, ward no: 01 located in Bagalkot district.

Granites are one of the commodities, which are having its own name in the international market. Surya Granites has started by Yamnur Saka father of proparitor. The Business is carried out by Mr.Srinivas Saka and his brother Mr. Viswas Saka they are the active participants in leading firm. The production is 170000 sqft per annum with the turnover of Rs.4-5 lakhs p.m. Today in the international market the need for Granites have gone up.

Following are some of the Granites Factories with Profile

Factories	Year of establishment	Initial investment	No of employees	Production per annual	Turnover
Gayatri Granites	1996	40 Lakhs	25	40000sqft	45 Lakhs
Saka Granites	1992	35 Lakhs	30	30000sqft	55 Lakhs
Sapthgiri Granites Industries	1990	25 Lakhs	20	36000sqft	65 Lakhs
Deepak Granites	2000	40 Lakhs	25	30000sqft	50 Lakhs

Trolley



This Trolley takes the raw blocks to the Cutting machine to cut them in to Slabs.

Establishment:

Mr.Yamnur Saka And His Sons Mr. Srinivas Saka And Mr.Viswas Saka established Ankit stones on 16th May of 2010 and started production with 10 workers in Balakundi village in Industrial area, which is surrounded by around 160 Granite industries not only in Ilkal but also nearby villages.

Objective:

Objective refers to the basic idea and goal with which any firm is established. We can even say it is a reason behind the establishment of any firm. And as we know it very well that every firm has one or the other objective behind its establishment, in the same way Surya granite Industries is also established with an objective to provide 'good quality of granite slabs with reasonable price as per the standards and specifications provided by the customers and to contribute to the social welfare of the society'.

Location:

Location is any area where the industry or firm is set up to carry out its activities more conveniently and economically. Location of any firm plays an important role in controlling costs or expenses. A firm must be located in an area where the transport facility, power facility, etc is easily available Surya Granite industry is located besides the highway, which connects to different cities, power facility is also made at work place with good infrastructure facility. The company is also providing accommodation to its employees with lights and fans facility. In short we can say that the firm provides very healthy and lively environment to work, which we can say is an ideal working environment for any employee to work in the firm.

The firm has storehouse, which is used to store the raw materials i.e. blocks and the finished goods before dispatching them. It area covered by storehouse is about 3000 sqft, and area covered by each machine is about 2000 sqft.

Capital:

Capital is nothing but the finance or funds invested and required to run a business. It is very well said that capital is the life blood of any business firm. And we know it very well that it is highly impossible to run a business without capital. So capital plays very important role and need very good knowledge and experience to make capital investment decisions. Any firm's capital generally consists of owned funds and borrowed funds, which represents combined investment in any business.

Surya Granite Industries invested Rs.1.2 crore at the time of inception and sources used to raise the funds was from banks and owned funds. The firm raised 75% of its total capital from banks and the remaining funds from indigenous lenders and owned funds. The firm has invested Rs.60 lakhs for plant and machineries. Each machinery cost Rs.15 lakhs. The company maintains stock of raw materials worth Rs.20 lakhs and finished goods worth Rs.15 lakhs. The firm maintains working capital of Rs.30 lakhs per year

Fixed assets: Fixed assets are nothing but the immovable property related to business activity, which is owned by the firm. These fixed assets include land and building, plant and machineries, etc.

Ankit stones Industries has its own land and building to carry out its business activities. The firm has also invested Rs.60 lakhs in plant and machineries. The firm owns 4 machines each cost Rs.15 lakhs. And it also has 3 polishing machines each cost of Rs.90000 i.e. Rs.270000. The output given by each machine is 8000 sqft p.m.

Manpower:

Manpower means human resource that is employees, which constitutes the heart and soul ofany business. Human resources are the real assets of any firm. When asked to one of the wellknown businessman regarding the importance of man power, he sharply answered that 'take awayall my money, take away all my immovable property, take away my entire business, take awayeverything but leave only my employees because if they are there with me I can rebuild my business,which will be more stronger than this one as we know man power is the key resource to any business. Ankit stones Industries provided employment to around 20 employees, which includes personal accountant, production manager, sales manager, machine operator, etc. It makes payment toits employees on monthly basis. Manager gets his salary on monthly basis. Accountant gets fixedamount for preparing the accounts. And the rest of the employees gets fixed amount of wages onmonthly basis. The company divides the work of 20 employees in 2 shifts. The first shift is frommorning 8 to evening 6, and it consists of 12 workers. The second shift is from night 8 to morning 6,and it consists of 8 workers.

Target customers:

Target customers are the actual customers, who form a particular segment of the market and thesecustomers produce products keeping in mind the requirements and the standards specified.

The target customers of Ankit stones are big commercial projects like Shopping molls, Theatres,Apartments, granite slabs showrooms etc.

Suppliers:

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

Ankit stones purchases raw materials from

Pawar Trading Company, at Balkundi village which is 5 km far from

Surya granites.Shashi Trading Company, at Makapur which is 52 km far

from Surya granites Adoni Exports, at Bandargal village which is 12 km

far from Surya granites.

Balaji Enterprises, at Kuknur village which is 77 km far from Surya granites.

Inventory:

Inventory is nothing but maintaining the stock of the raw materials and other required materials to carry out production activities. Inventory plays very important role to carry out the production activity continuously and to meet the increasing demands of the customers at any time.

Ankit stones maintains the stock of raw materials worth Rs. 20 lakhs and stock of finished goods worth Rs. 15 lakhs.

Network or Distribution Channel

Network or distribution channel is the process or steps undertaken by the firm, which includes the movement of finished goods from production point to the consumption that is to the final consumers.

Since from its inception the company follows the direct marketing as well as 1 level channel.

The firm sells its products directly to customers or through dealers, to Bangalore, Delhi, Kolkata, Chennai, Kerala, Surat, etc. This is how the firm distributes its products to reach the final customer.

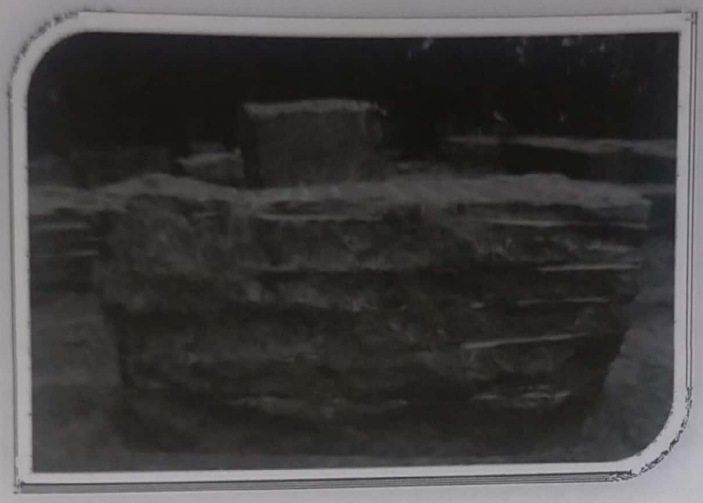
Production

Production deals with the relationship between the input and output. The process includes the blasting of raw rocks and making from into the fine blocks, which are ready to export, and polishing purpose. The raw materials, which are left after making the blocks, are stored in a unwanted place and this place is called as dump yard the distance between the dump yard and the production place should be

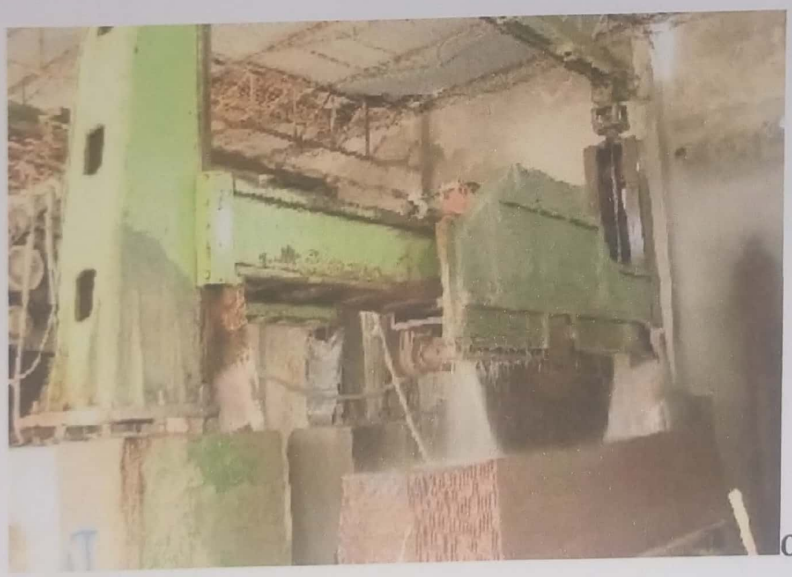
km to 2km.

The company purchases raw blocks from quarries and cut them in to fine slabs and after cutting the slabs are send to polishing unit, these polished slabs are stored in a godwan and are ready to sell them. Quality is the main motto of this organization.

The company is mainly producing pink granites, mudghal grey, ruby red, rajeshree etc. and other available colors of slabs. Production process is carried on high technology machines etc were these machines cost around 15 lakhs.



Raw Material



Cutting Machine

There are totally 4 cutting machines in the company. These are water cutting machines. These machines cut the raw blocks in to slabs of particular size specified by the customers. The following are the different sizes of slabs;

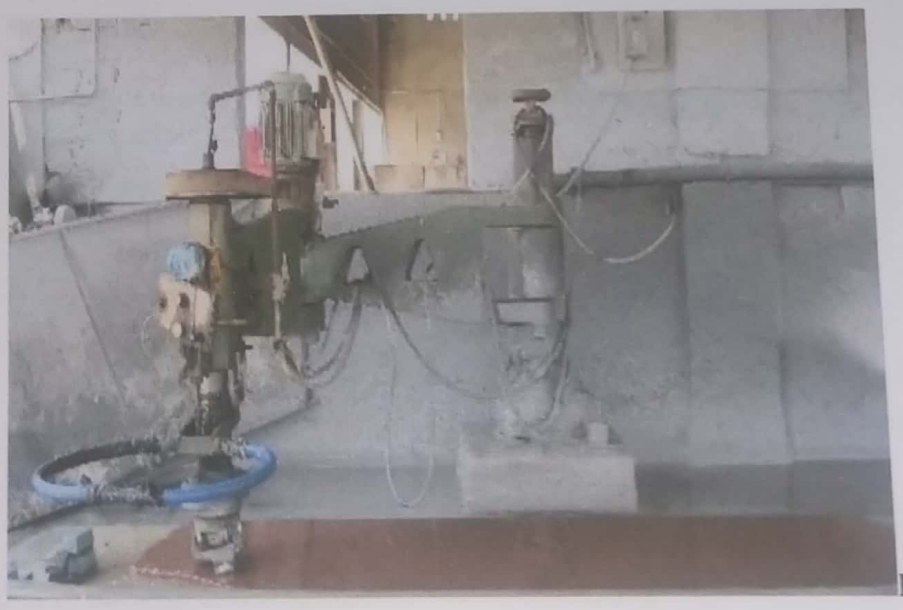
Thickness:

17 mm
20 mm

Length and Breadth:
6x2
10x2
8x393

Polishing unit

In there are orders of granite tiles, the company has its own polishing factory. Total polishing factory costs 15 lakhs in which the cutting machine cost about 10 lakhs.
The polished granites tiles are packed in a systematic manner to in care the breakage of tiles. Then these are ready for export to foreign countries.
There are no of workers working in the polishing factory. The workers are divided on their work done, cutting men is separate one whole has experience in cutting the blocks the polishing worker is been appointed separately for polishing the granite tiles.
The polishing process required high technique machineries for cutting and polishing. The water is required in the cutting and sizing the granite tiles.



Polishing unit

Product profile

The company produces various types of slabs. They are as under:

Importance of Marketing

- It is totally depends on personal efforts and resources, making it informal and flexible.
- Satisfying the customer needs and wants of the customer.
- Understanding the market conditions.

Problems faced by the company

- Local and limited market: The Company is facing marketing problem in local and limitedmarket due to more competition.
- Lack of sales force: The Company cannot afford to maintain a well-oiled because of sellingexpense will be increasing.
- Lack of transportation: In this area we are not got the all transportation facilities, we haveusing only road transport.

Approaches by the company through marketing mix:

Business, as a whole, engages in different marketing activities is called marketing mix. Though there

are many elements a popular classification consists of

the 4p's-Product

Price

Promotion

Place

Product

It includes everything a customer gets design, quality, packaging..

Design: The Company's product design on the basis of customer order and company preparing

different size on basis of customer order.

Types of slabs:
Ruby
Red cats
Eye Mudagal
Himalayan blue red galaxy

Quality: The Company is maintaining good quality in the field of granite products.

Packaging: The materials company being using source of packaging the product by the wood.

Price: The company charges the amount of money to the granite slabs, or the sum of the values thatconsumers exchange for the benefits of the of having or using the product or services

Price of the granites slabs: Rs. 70 per. Sq feet The Company adopting the penetration pricing strategy

i.e. the Company charges low prices for the granite slabs.

abroad.

Promotion:

The company providing transportation facilities on the basis of bulk orders and the company providing funds to the charitable trust, sponsorship in societal functions like Ambedkarjayanti,Independence Day, Republic day etc....

Place:

The place is nothing but distribution is about getting the granites slabs to the customers (dealers).

Competitors

Ankit stones face heavy competitions as there are many granite industries in ilkal. But the firm facescompetition from following industries.

Gayatri Granites

Plainum Granites

Jain Granites

Mittal Granites

Medical facility

Every company or industry has its own medical facilities provided to the workers in the company likewise the Gem Company. Has also medical facilities provided to the workers. The medical facilities are provided to the workers, if following conditions is there:

- If there is any accident by the vehicle while working in the company.
- If there are any injuries while working in the machinery repairs.
- If there is any injury working in the electrical department.

The medical facility is provided to workers is at the cost of the free services the workers don't incurs

the cost.

Performance Appraisal

Appraising performance of individuals, groups and organization has become a common Patrice. The co has its own appraisal method. The employers has to evaluate officer has to appraisethe performance of their subordinates

In this the performance appraise is done in a systematic and planned manner. The term performance refers to the degree of accomplishments of the job or ultimate result, on the other hand the term appraisal refer on the evaluation of or assessment of work being done in terms of quality, quantity, honest and working capacity, etc.

Content of the performance Appraisal:-

It depends upon the nature and level of job. It is not uniform for all types of jobs.

- Regularity of attendance
- Leadership style
- Ability to work with others
- Initiative
- Technical skill
- Judgment skills
- Area of work interest.

Effectiveness of Training at Ankit Stones

Training:

Training is the process by which the aptitudes, skills and abilities of employees to perform specificjobs are increased.

According to G.A.Cole, "Training is learning activity, which is directed towards the acquisition of

specific knowledge and skills for the purpose of definite job or occupation or task"

According to P.Subbrao, Training is short-term educational process and utilizing a systematic andorganized procedure by which employees gain specific knowledge for specific job or occupation Training is the process of increasing the knowledge and skill for doing a particular job; it is anorganised procedure by which people learn the knowledge and skill for definite purpose. Training isaimed at improving the behavior and performance of person.

abroad.

Needs for training:

The company provides the training to all employees irrespective of their qualification skill experienceand levels of job.

The training is needed for the following purpose:

Job requirements employees selected for a job might lack the qualifications required to perform a job effectively. New and inexperienced employee required detailed instruction for effective performance on the job. Remedial training should be given to such people to match the needs of the organization. New employees need to be provided orientation training to make them familiar with the job and organization.

Technology changes: It is changing very fast. Now automation and mechanization are being increasingly applied in office. And service sector increasing use of fast changing technique requires training in to new technology.

Organization viability: In order to survive and grow an organization must continuously adopt itself to the changing environment. Existing employees need refresher training to keep them a breast of new knowledge.

Benefits of Training to Employees:

Training is useful to employees in the following ways:-

- Self Confidence
- Higher Earnings
- Safety
- Adaptability
- Promotion
- New Skills

Effectiveness Of Advertising in Granite Business

Findings and suggestions

Findings

- 56% of the people are aware of ankit stones.
- 100%People in ilkal region are aware of other granites.
- 40% of people came to know through newspaper, 4% through trade fairs, 20% through TV ads,12% through sales person & 24% through hoardings regarding the granites.
- 86% of respondents like to read /watch the advertisement, and 14% of respondents does not read /watch the advertisement.
- 52% of respondents prefer reading Vijay Karnataka, 20% prefer prajawani & 28% prefer readingthe Vishwavani.
- 40% of respondents have seen ads of Ankit stones in local channels and 60% of respondents didn't seen.
- 40% of respondents have seen the hoardings of Ankit stones & 60% of respondents have notseen the hoardings of Ankit stones.
- 16% of respondents have seen the pamphlets of ankit stones & 84% of respondents have not seenthe pamphlets of Ankit stones.
- 68% of respondents came to know about ankit stones through friends, 12% through relativesrespectively. & 20% through advertisement.
- 64% of respondents are aware of advertisement given by other companies & 366% ofrespondents are unaware of advertisements given by other granite companies.

- 48% respondents say TV ads impact more, Hoardings are 28%, news paper are 20% 56% of respondents have met salespersons & 44% of respondents have not met salespersons of granitecompanies.
- 56% of respondents met sales persons of Ankit Granites and 44% have not met.
- 20% respondents feel that the road shows would be more effective for ankit stones 12% respondents say newspaper would be more effective. 8% respondents say fairs, 48 % respondents say TV ads, 12%% of the respondents say leaflets would be more effective.

Suggestions

From the findings I came to know that "Ankit Stones" is involved less in advertising & promotion activities & effectiveness of advertisement is low, so based on findings I suggest the following suggestions.

- The "ankit stones" should advertise through newspapers as it is main source of advertisement
  in this region & cheaper than other modes of advertisement.
- "Ankit stones" should advertise its products through local TV channels so that it creates
  awareness in the minds of the customers & helps the firm to increase its sales.
- It should promote its products through hoardings which can be beneficial in this region.
- It can create awareness in the minds of the customers regarding their products by providingpamphlets among people.
- It should carry regular trade shows, so that people can get attracted towards the "Ankitstones".

Conclusion:

Only few numbers of people know regarding Ankit stones.

Ankit stones should concentrate more on advertisement & promotion activities to attract customers &to promote their products.

It should advertise through newspapers, local TV channels, hoardings to make aware of its products& to increase sales.

Advertisement may help to attract new customers & to increase sales.