

A

SYNOPSIS ON

**“ANALYTICAL STUDY ON IMPACT OF DIGITAL
MARKETING FOR BRAND PROMOTION OF
ARC INDUSTRIES NAGPUR PVT.LTD.”**

UNDER SUPERVISION OF:

.....

SUBMITTED BY

NAME :

ENROLLMENT NO. :

PROJECTHELPLINE.IN

1. TITLE OF THE PROJECT

“ANALYTICAL STUDY ON IMPACT OF DIGITAL MARKETING FOR BRAND PROMOTION OF ARC INDUSTRIES NAGPUR PVT.LTD.”

2. STATEMENT OF THE PROBLEM

The study will find how in their era any company will use digital marketing and strong social media for the promotion of the brands and awareness about its product.

3. WHY IS THE TOPIC CHOSEN

Now, a days impact of digital marketing is very important for brand promotion. Journalism also finds digital marketing as are the important tool for promotion of brand.

4. WHAT CONTRIBUTION WOULD THE PROJECT MAKE AND TO WHOME

The study will contribute towards the advantage of digital marketing using Social media for brand promotion of Arc Industries Nagpur Pvt. Ltd.

PROJECTHELPLINE.IN

5. OBJECTIVES OF THE STUDY

The overall dissertation research has the following objectives-

1. I identify the impact of digital marketing (e-commerce) in current business scenario in India with focus on Arc Industries Nagpur Pvt. Ltd.

PROJECTHELPLINE.IN

6. RESEARCH METHODOLOGY

METHODOLOGY ADOPTED:- This research is aimed at studying the impact of digital marketing for brand promotion of Arc Industries Nagpur Pvt. Ltd.

RESEARCH DESIGN:-The research design will be used in this study is both 'Descriptive' and 'exploratory'.

DATA COLLECTION METHODS:

The data will be collected using both by primary data collection methods as well as secondary sources.

PRIMARY DATA: Most of the information will be gathered through primary sources'.

The methods that will be used to collect primary data are:

- a) Questionnaire
- b) Interview

SECONDARY DATA:

The **secondary data** will be collected through:

- a) Text Book
- b) Magazines
- c) Journals
- d) Internet

SAMPLE SIZE: 50

REPORT WRITING AND PRESENTATION

Report Encompasses – Charts, diagrams

7. COMPANY OVERVIEW

8. CHAPTER SCHEME

Chapter	1	Introduction
Chapter	2	Objective and Scope
Chapter	3	Theoretical perspectives
Chapter	4	Methodology
Chapter	5	Data Collection & Data Analysis
Chapter	6	Findings & Recommendations
Chapter	7	Conclusion
Chapter	8	Limitations of the study
Appendices and Annexure		
Bibliography		

PROJECTHELP.NET