



Marketing strategy of HUL food product's for Customer

By Sunil Kumar Yadav

LAP Lambert Academic Publishing Nov 2013, 2013. Taschenbuch. Book Condition: Neu. 220x150x7 mm. Neuware - Fast Moving Consumer Goods popularly known FMCG is as the name suggests is the most demanded products in the market. It includes every thing from food items like flour, biscuits, ice creams, etc to body products soaps, face creams to cigarettes to beverages, etc. consumers need these things in their everyday life so they invests a good portion of there income in these things. In this project researchers focus on tracking down the changing requirements, preferences, needs of customers and their changing perspective on the different products offered. Hence the study of HUL can give us a wide knowledge in the fields like successful implementations of marketing strategy in urban and rural India .Hindustan Unilever Limited (HUL) is India's largest fast moving consumer goods company. It is a leading player in home and personal care products, foods and beverages, and speciality chemicals. We shall feel amply rewarded if our endeavour proves to be helpful in the development of research plans. We look forward to suggestions from researchers in improving the contents and presentation. 112 pp. Englisch.



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