

Study to find new Business Opportunities of Dulux Paint in Commercial Properties with Thrust to Institutions in and Around Pune

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ABSTRACT

In this paper, the market research has been conducted to map the potential of Pune in order to increase the market share of Dulux in commercial properties. Here the entire region has been divided into clusters inducing large commercial properties and individual. The behaviour has been studied using various tools such as primary data collection techniques. Questionnaire design, brand mapping, further the data so collected has been screened through a series of stages and final analysis has been done, based on observations. The findings have been graphically represented to define the attributes clearly such as brand recall, average painting cycle, the average annual budget, etc. Thus, the paper ends at important findings based on which suggestions or recommendations have been underlined. This paper revolves around a primary data obtained from 300 respondents (users of paint), in order to map the factors which could help Dulux in increasing its market share in Pune, in the commercial property segment.

KEYWORDS: Business opportunities, Dulux paints, Market Potential market, Market share, Pune.

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