

## A Study to find Business Opportunities for Akzonobel India Ltd. in Surat City of Gujarat

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### ABSTRACT

Paint not only fills the home with life, but is an essential decorative and protective component of our abode. Concrete structures deteriorate with time and this deterioration comes into effect due to heat, UV rays, temperature, water and dust. The life of homes just then degrades and homes get affected by harmful bacteria, fungus and algae causing the surface unable to breathe. But, people seldom repainting unless it becomes an alarming situation. The contribution stands missing from the societies around the country which are growing at a rapid rate. Hence, to comprehend the basic repainting pattern of the societies, the survey was carried out through the cold calling process which would yield future business as well as spread an awareness of the repainting needs of the society. On the basis of the responses, the findings are demonstrated through various graphs that imply that the demand for repainting varies as per the society size, location, cluster, time period of the previous job and the decision dependence of various resources associated with the repainting site.

**KEYWORDS:** Consumer purchase behaviour, Repainting need, Decorative exterior paints.

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