



**Raj Kumar Goel Institute of Technology**  
5 K.M. Stone, Delhi-Meerut Road, Ghaziabad, U.P.



## **MARKET RESEARCH/SURVEY REPORT**

**ON**

## **PATANJALI PRODUCTS**

**Date: 21<sup>st</sup> May-23<sup>rd</sup> May'2022**

**Target Participants: MBA I yr Students**

In order to give the students practical /live exposure regarding market research /Survey, RKGIT(Department of Management Studies ) organized a market survey for MBA 1st year students on 21<sup>st</sup> May-23<sup>rd</sup> May'2022

The activity was performed in a group of 5-6 members. The survey was performed on Patanjali products where student managers gathered information regarding various Patanjali products from dealers of various catchment / area.

The objective of the project was to conduct a research on Patanjali Products in the market, and to study the behavior of patanjali retailers and also to find out customer preferences about Patanjali.

It was a fun filled activity where all the students participated and learned the basic techniques related to Product Survey.

**Areas covered:** Ghaziabad, Hapur, Meerut, Modinagr and nearby areas

The Activity was organized by CRMC members, Mr. Harsh Mohan Sharma and Mr. Ashish Kumar Singh





