

A
PROJECT REPORT

ON

"A STUDY ON MARKETING STRATEGY FOLLOWED BY NOISE"

Submitted to

G. S. College of Commerce & Economics, Nagpur

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Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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Academic Year 2023 – 24



G. S. College of Commerce & Economics, Nagpur

Academic Year 2023 – 24



CERTIFICATE

This is to certify that “ **PAWAN SINGH** ” has submitted the project report titled “**A STUDY ON MARKETING STRATEGY FOLLOWED BY NOISE**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaja Nagpur University, Nagpur.

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DATE:

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Academic Year 2023 – 24



DECLARATION

I here-by declare that the project with title “A STUDY ON MARKETING STRATEGY FOLLOWED BY NOISE ” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaja Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

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Academic Year 2023 – 24



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PAWAN SINGH

Place: Nagpur

Date:

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CHAPTER 1

INTRODUCTION

INTRODUCTION

Noise is an India-based consumer electronics brand established in 2014 that markets earphones, headphones stereos, Smart watch and Smart Eyewear. Nexxbase marketing Private Limited .Noise (legal name "Nexxbase marketing Pvt. Ltd.") is an India-based company which was incorporated in 2014. Noise markets earphones, headphones stereos, smart watch smart eyewear, and premium watch.

Noise was founded with the "sole aim of bringing affordable, durable, and importantly, 'fashionable' audio products and accessories to millennial's", which can be termed the mission and vision of noise company.Noise, India's leading connected lifestyle tech brand, has yet again emerged as the smartwatch leader with a whopping market share of 27.6%, recording over 90% YoY growth according to the latest IDC India Monthly Wearable Device Tracker.

Nexxbase marketing (Noise) ranks among the top 5th biggest wearable seller globally

WHAT IS MARKETING?

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

WHAT IS MARKETING STRATEGY?

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

HOW WAS NOISE STARTED?

Noise started out selling smartphone case but amit and gaurav saw the smartphone revolution realized that with a phone at the center of most people's lives, smartphone accessories would be the next big thing in India. Noise diversified into smart wearables and wireless headphones.

Noise makes the latest personal technology accessories available and affordable to young Indian consumers. We have been listed as bestselling brand on Amazon and Flipkart for four years in row and in 2019, Noise was the biggest Indian seller of wireless earphones in the country. We were also the only Indian brand amongst the top 5th brands selling wireless earphones in India

The Future of noise is renewing its focus on smart wearables & hearables. (Wireless headphone with advanced features) We aim to be the biggest player in the Indian market, a household name with young, highly tech-savvy Indian consumers and a brand Indians are be proud of.

The board at Noise has passed a special resolution to issue 2,400 Series A compulsory convertible preference shares at an issue price of Rs3, 45,833 per share for a consideration of Rs 83crore its regulatory filings sourced from the Registrar of companies (RoC) show Following the allotment of the series shares, the Amit Khatri led company has been valued at around \$460 million or Rs 3,820 crore. With this investment, Bose Corporation has acquired a 2.17% stake in the company. Amit khatri diluted his stake to 53.44% while Gaurav Khatri's stake stands at 36.23%. The firm also has an ESOP pool of 7.25%

NOISE - NAME, TAGLINE & LOGO

Tagline of NOISE

❖ W LOUD NOISE CAN MAKE YOU DEAF, KEEP NOISE DOWN.

LOGO of NOISE



THE FORMULA OF NOISE SUCCESS

The founders of Noise Amit Khatri and Gaurav Khatri is known for its innovative products is the wearable and hearable space. Within three years of its pivot, it took the lead in market share in the smart watch segment in 2020 and the maintained it for more than eight quarters.

NOISE – STRATEGIES

D2D STRATEGY:-

As Noise started its journey as a D2D brand, so 20% of its business comes directly from its own website. However, the brand is also observing growth in its offline business including general trade, modern trade and LFAs. Last year offline business contributed 3% of the overall business, and this year the brand is expecting 20% to 30% of business to come from offline.

However, going ahead the brand will be focusing on both the verticals – online and offline.

SOCIAL MEDIA STRATEGY:-

An app that targets the customers of the 18-35 age groups cannot miss social media marketing. Noise understands that most of its target groups are active social media users. So, that it focuses on creating social media ads and creates engaging posts to connect with the audience.

TARGETED AUDIENC:-

Ever since its inception, Noise always targeted the youth who were into fitness office worker. All their products were manufactured keeping their target audience in mind. The demand for these indestructible audio products and smartwatch has always been on the rise.

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE

❖ **Overview noise** : (also known as Imagine Marketing) is a lifestyle brand that creates and sells consumers electronics. Its product range includes earbuds, headphones and Smartwatch contemporary design

- **Legal Name** : Nexxbase Marketing Pvt Ltd
- **Founding Date** : 2018
- **Status** : Active
- **Founder** : 1. Amit Khatri
: 2. Gaurav Khatri
- **Headquarters** : Gurugram Haryana , India
- **Sector** : Retail audio consumer electronics ecommerce lifestyle wearable's
- **Website** : <https://www.gonoise.com/>



After the launch, the public loved the products offered by the company's Noise, admiring its quality right from the beginning. As per reports, the company's revenues in 2022-23 at Rs 1,426 Crore. The Company's intends to increase its revenue by 2024

In 2023, the company was has further solidified its position in the market.

The vessel has raised an estimated \$10 million in funding from the Bose Corporation. The money gadget and wearable's brand Noise announced a strategic funding from global audio giant Bose.

The earphones and headphones and smartwatch for noise are designed entirely in India. According to news reports, certain noise 95% products are produced in India.

The manufacturing process for Noise smartwatch and all products is extremely efficient and straightforward; raw materials are delivered to a factory where they're assembled, tested for quality assurance, and shipped. The team behind Noise smartwatch works hard to ensure fast and consistent production so that its customers can easily enjoy high-quality products.



SWOT ANALYSIS

Strengths:

- High-quality products
- Strong brand reputation and recognition
- Strong distribution and sales network
- Ability to customize noise to meet customer requirements
- Strong financial position

Weaknesses:

- Dependence on specific suppliers for materials
- Limited production capacity
- Limited product line
- No any service center in every city
- High operating costs

Opportunities:

- Introduction of new product lines
- Diversification into related industries
- Developing eco-friendly and sustainable products
- Investment in research and development
- Open the new service center

Threats:

- Increasing regulatory requirements and environmental regulations
- Fluctuations in raw material prices
- Economic downturns and uncertainty
- Unpredictable weather patterns and natural disasters
- Changes in consumer preferences and buying behaviors.

CHAPTER 3

LITERATURE REVIEW

LITERATURE REVIEW

- Consumer Perceptions of Noise Audio Products: A Qualitative Study

Author: Emily Johnson (September 2022)

This qualitative study investigates consumer perceptions and attitudes towards Go Noise audio products. Through in-depth interviews and focus groups, the research explores factors influencing purchase decisions, brand loyalty, and satisfaction levels among consumers

- Disrupting the Wearable Technology Market: A Case Study of Go Noise Company

Author: John Smith (May 2023)

This case study analyzes Go Noise Company's entry into the wearable technology market, exploring its strategies for disrupting established players and capturing market share. The study delves into the company's product innovation, marketing tactics, and competitive positioning, offering insights into its success factors.

- Innovative Marketing Strategies of Go Noise: A Comparative Study

Author: Maria Rodriguez (November 2023)

This comparative study evaluates Go Noise Company's marketing strategies vis-à-vis its competitors in the consumer electronics industry. Through a comparative analysis of branding, advertising campaigns, and digital marketing efforts, the research highlights Go Noise's unique approaches and competitive advantages

- Market Analysis of Go Noise Company in the Asia-Pacific Region

Author: Zhang Wei (January 2024)

This market analysis report assesses Go Noise Company's performance and market position in the Asia-Pacific region. Utilizing sales data, consumer surveys, and industry trends, the study examines the company's growth trajectory, competitive landscape, and future prospects in key markets.

CHAPTER 4

PROBLEM DEFINITIONS

PROBLEM DEFINITION

A Nexxbase marketing Private Limited may face different problems depending on its operations, but a general problem definition could be: "A noise company is facing challenges in operating profitably due to factors such as high overhead costs, limited customer demand, intense competition, changing market trends, and regulatory compliance requirements."

To address this problem, the boat company may need to evaluate its business strategy, streamline its operations, improve its marketing and sales efforts, expand its product offerings, and invest in technology and innovation to stay ahead of the competition. Additionally, the company may need to seek professional advice or consult with experts in the industry to find solutions to its specific challenges.

CHAPTER 5

RESEARCH STUDY

5.1

OBJECTIVES OF STUDY

OBJECTIVES OF STUDY

1. TO UNDERSTAND RELATIONSHIP OF NOISE'S CUSTOMER
2. TO ANALYSE EFFECTIVENESS OF NOSIE MARKETING CAMPAIGNS
3. TO VALUE CUSTOMERS SATISFACTION OF NOISE

5.2

SCOPE OF STUDY

SCOPE OF STUDY

Noise Design: The Company may conduct research and development to design new noise or improve existing ones. This would involve considering factors such as performance, safety, comfort, new technology and aesthetics.

Noise Manufacturing: the noise company would need to manufacture the noise. This would involve selecting appropriate materials, designing production processes, and supply chain.

Sales and Marketing: The noise company would need to identify potential customers for company and develop sales and marketing strategies to reach them. This may involve advertising, attending trade shows, or partnering with dealers and distributors.

Customer Support: The Company would need to provide ongoing customer support, including warranty services, technical assistance, and maintenance support.

Regulatory Compliance: The noise company would need to comply with various regulations related to noise company design, manufacturing, and sale, such as safety standards, environmental regulations, and licensing requirements.

5.3

LIMITATIONS OF STUDY

LIMITATION OF STUDY

Limited data: Depending on the noise company's there may be limited publicly available data or information about the company's operations, financial performance, and customer base.

Market volatility: The noise industry is subject to market volatility, which can impact sales, prices, and profitability.

Environmental factors: The performance of a noise company can be influenced by various environmental factors, such as weather patterns, and climate change. These factors can affect the availability of resources, impact customer demand, and disrupt supply chains.

Regulatory changes: The noise company is subject to various regulations and compliance requirements, which can change over time. These changes can impact the company's operations, financial performance, and overall strategy.

5.4

HYPOTHESIS

HYPOTHESIS

HYPOTHESIS

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis.-

Null Hypothesis (H₀):- Noise does not use numerous approaches to promote products.

Alternate Hypothesis (H₁):-Noise uses numerous approaches to promote products.

HYPOTHESIS TESTING

Null Hypothesis (H₀):- Noise does not use numerous approaches to promote products.

Alternate Hypothesis (H₁):- Noise uses numerous approaches to promote products.

From this study it is significant that number of noise companies use multiple approaches to promote their products, therefore we support the alternative hypothesis (H₁) and reject the null hypothesis (H₀).

CHAPTER 6
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Steps or techniques used to identify, select, process, and analyses information so as to clearly understanding the research problem with the help of data or information. In this study both primary and secondary data has been used for carrying out the result.

MODE OF DATA COLLECTION:

There are two types of data:

- ▶ **Primary Data:** We have collected primary data through questionnaire.
- ▶ **Secondary Data:** Secondary research is also known as desk research. This type of research relies on pre-existing data sources such as company websites, articles and market research reports. It is generally carried out at a desk, either offline (via books, research documents, etc.) or online (via websites, pdf reports, etc.).

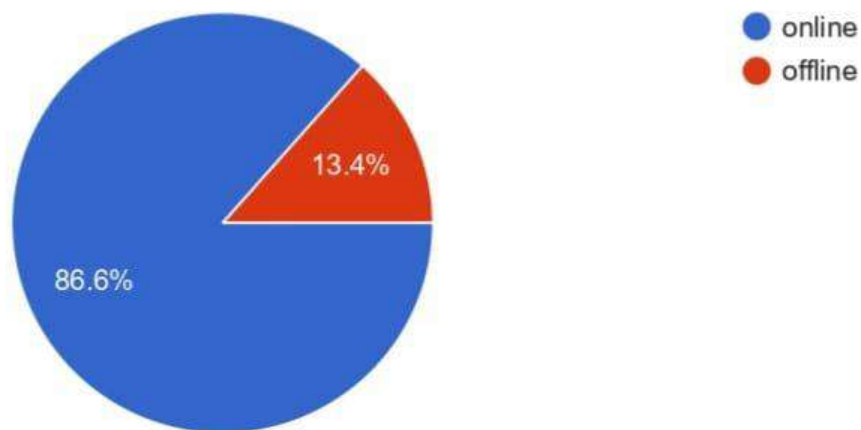
This study is based on secondary data which collected using different websites available on the internet.

We also collected data from various websites available on the internet including the official website of the company and other survey conducting websites.

CHAPTER 7
**DATA ANALYSIS &
INTERPRETATION**

DATA ANALYSIS & INTERPRETATION

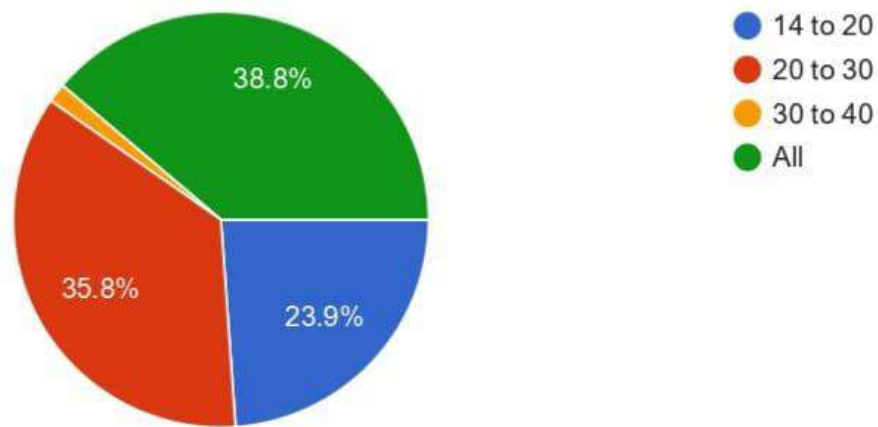
Q1) which marketing mode does Noise prefer?



• RESPONSE	• No.of Respondents
• offline	• 9
• online	• 58

- **Interpretation:**
- In this study Noise Company prefer online mode for their marketing.

Q2) which age group prefers Noise products?

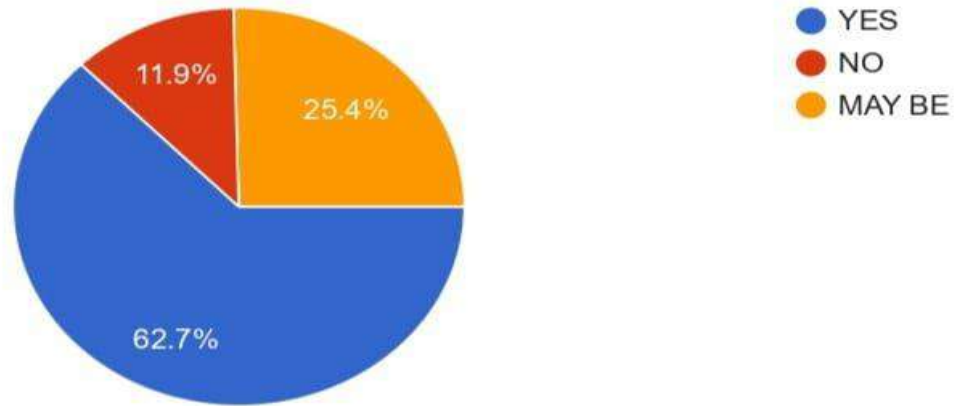


• Age of groups	• Response
• 14-20	• 16
• 20-30	• 24
• 30-40	• 1
• All	• 26

• **Interpretation:**

- In this study of All age group has given more preference to Noise product..

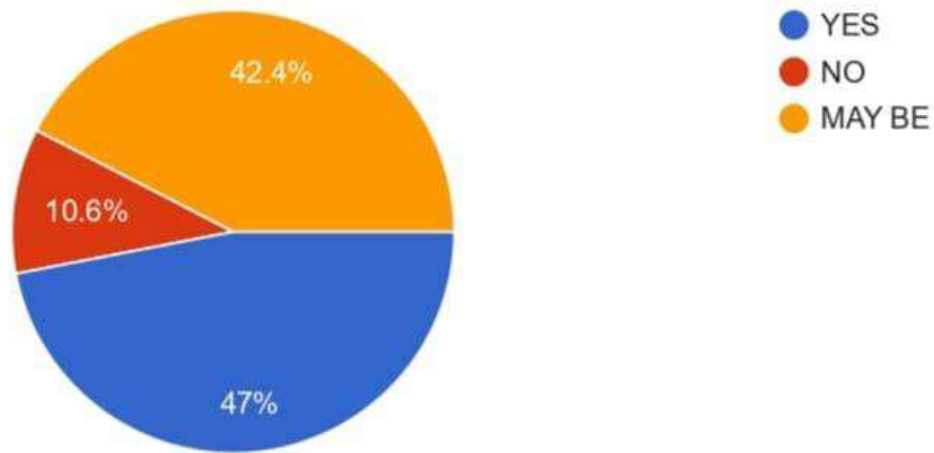
Q3) Do you like Noise products?



• RESPONSE	• No.of Respondents
• YES	• 42
• NO	• 8
• MAY BE	○ 17

- **Interpretation:**
- In this study 62.7% has like noise products.

Q4) Do you think that Noise customer care provide good service?

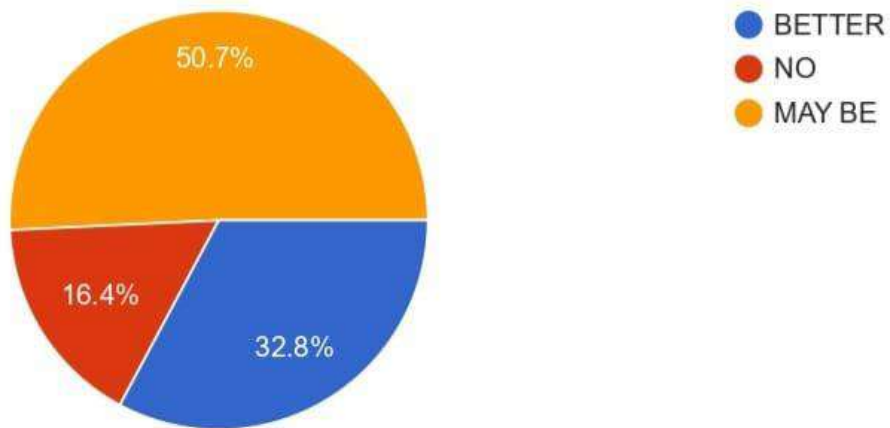


• RESPONSE	• No. of Respondents
• YES	• 32
• NO	• 7
• MAY BE	○ 28

• **Interpretation:**

- In this study most people think Noise provide good customer service.

Q5) Do you think that noise marketing and service is better than any other company?



RESPONSE	No. of Respondents
BETTER	22
NO	11
MAY BE	34

Interpretation:

In this study most people think Noise marketing may be better than other company

CHAPTER 8

FINDINGS

FINDINGS

- According to this question, we can conclude that approx. 86.8% of people are think noise use ONLINE MARKETIN and 13.4% of people are think noise use OFFLINE MARKETING mode.
- According to the question, we can see that most of the people 26% are think all age group prefers to noise product and 24.0% are think 20+30 age group prefers to noise product.
- According to the question, we can see the 62% of people are like noise product and 25.4% MAYBE like noise product.
- According to this question, we can see that most of the people are satisfied with the services of NOSECOMPANY.
- According to the question, we can see that 50.7% are MAYBE satisfied with the noise marketing and services.

CHAPTER 9
SUGGESTION

SUGGESTION

JL Audio - JL Audio is a leading manufacturer of marine audio equipment, known for their high-quality speakers, amplifiers, and subwoofers. They are constantly pushing the boundaries of what is possible in marine audio, and their products are designed to deliver exceptional sound quality even in harsh marine environments.

BOAT Audio and Smart watch - Fusion is a company that specializes in high-quality speaker, ear buds and smart watch. Their products are designed to withstand the rigors of life on the water, and they offer a range of innovative features such as wireless connectivity, Bluetooth streaming, and multi-zone control.

FASTRACK – Fastrack is a company that focuses on high-performance smart watch with many specifications like (Water resistant, SPO2 tracker, Sleep Tracker and Heart Rate Monition). They offer a range of smart watch that are designed to deliver too much comfortable and technology, windy conditions. They are committed to using the latest technology and materials to create the best possible to used.

SAMSUNG Audio and Smart Watch - Samsung is a company that focuses on high-quality and high-performance. Samsung provide so much technology on audio and watch product the Samsung watch are provide Bluetooth, Wi-Fi and GPS and Samsung are also connect to phone. And Samsung audio are specifications are comfortable and high-quality audio.

CHAPTER 10

CONCLUSION

CONCLUSION

The Noise brand is a well-known and popular audio and smart watch company that specializes in affordable and high-quality earphones, watch, and smart ring. Noise earphones and watch are designed to be durable and water-resistant, making them a good choice for use in outdoor and water-based environments. Noise offers a range of earphone models to suit different needs and preferences, including wired and wireless options, noise-cancelling technology, and deep bass. Noise offers a range of smartwatch to suit with Bluetooth Calling, voice assistance and touchscreen. Noise watch and earphones have received positive reviews from many consumers for their quality, comfortable fit, and value for money. While there are some concerns about the reliability of Noise's customer service and warranty policies, overall, the company has a better reputation and has been successful in the Indian market.

CHAPTER 11
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CHAPTER 12

ANEXTURE

Questionnaire

Q.1) Which marketing mode does noise prefer?

- Online
- Offline

Q.2) Which age group prefers noise products?

- 14-20
- 20-30
- 30-40
- All

Q.3) Do you like noise products?

- Yes
- No
- Maybe

Q.4) Do you think that noise customer care provide good service?

- Yes
- No
- Maybe

Q.5) Do you think that noise marketing is better than any other company?

- Yes
- No
- Maybe