A STUDY ON THE EFFECT OF MARKETING STRATEGIES ON PERFORMANCE IN PAPER INDUSTRY

DR.M.THIAGARAJAN*; C.PRABU**; J.RAMESH***

* ASSOCIATE PROFESSOR
INSTITUTION: VEL TECH INSTITUTE OF MANAGEMENT (VTIM)
VEL TECH UNIVERSITY, AVADI

** ASSISTANT PROFESSOR,
DEPT OF MANAGEMENT STUDIES,
JERUSULAM ENGINEERING COLLEGE, PALLIKARUNAI,
CHENNAI

*** ASSISTANT PROFESSOR,
DEPT OF MANAGEMENT STUDIES,
JERUSULAM ENGINEERING COLLEGE, PALLIKARUNAI,
CHENNAI

ABSTRACT
Paper is an essential requirement of modern life. The amount of paper consumed is one of the yardsticks of economic development. This is because the demand for paper increases with the literacy rate of the country. Paper has many other uses as well paper is fast replacing many commodities and is new being used on a large scale as a packing material. Paper in necessary to communicate with each other and to record certain things or future reference. Initially rocks and trees did it after removing their bark and making, a level surface. After that palm leaves were used for communication purpose. Then metal sheets were made communication used to be done through them by inscribing with sharp instruments. In olden days the kings used silken cloth to write important documents.

KEY WORDS: sement, Target, Positioning, Niche,