HYPOTHESIS

Other things being equal, in terms of deployable resources, in the market place; the comparative study of different promotional and distribution practices by marketers will certainly lead to a safer and better practical approach in formulation of a strategy, in the rapidly changing and varied environmental context.

This will be proved in the proposed research work by the text in the form of chapters, as the hypothesis will be proved in the subjective manner by exploring of the facts and the trends.

The responses obtained through the questionnaire will be used to test the following Hypothesis:-

RQ:- To identify Gaps in the present Promotion and Distribution Practices of the Ten Brands and make a “Gap Chart”

Ho1:- There is no Gap in Promotion Practices of the Ten Brands.

Ho2:- There is no Gap in Distribution Practices of the Ten Brands.

Ho3:- Better Promotion and Distribution Practices tend to lead to an overall favorable image of the company.