'A STUDY OF MARKET POTENTIAL AND MARKETING MIX OF NOTEBOOK INDUSTRY IN SATARA TALUKA'

A Dissertation Submitted to Shivaji University, Kolhapur

For the Degree of Master of Philosophy

In

Business Management Under the Faculty of Commerce

By

PATHAK GANESH PANDIT (B.Sc., M.B.A.)

Under the Guidance of

Dr. L. N. GHATAGE

(M.A.,M.Phil.,Ph.D.)

Head, Department of Economics Chhatrapati Shivaji College, Satara

Through

The Director

Rayat Shikshan Sanstha's

Dr.S.S.Mahajan Karmaveer Bhaurao Patil Institute Of Management

Head.

Studies and Research, Satara.

(Research Sub-Centre)

nent of Commerce & Management, Shivaji University, Kolhapur.

August 2010

Bhaurao Patil Institute Of Management Studies & Research Salara

BARR. BAEASAHEB KHARDEKAR LIBRARY GUK- 5838 - TO 6259 WAJE UNIVERSITY, KOLHAPUR.