



## **PRODUCT STRATEGIES AND ADVERTISING OF SMALL FIRMS: A STUDY OF PUNJAB UNITS**

**Dr. RAJ KUMAR GAUTAM\***

\*Assistant Professor in Management, Punjabi University,  
Regional Center for IT & Management, Mohali, Punjab, India..

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### **ABSTRACT**

*The aim of the paper is to study the reasons of starting business, and also reasons for addition and deletion of products in the globalize era. The study further aimed to know the prevailing packaging practices and the awareness level and perceptions of the entrepreneurs towards the policies of the state and center government. In the era of globalization SSI is facing lot of problems in areas of product mix such as product addition and other product related issues. The entrepreneur's perception relating to these various issues have been highlighted in this paper. Total 173 units manufacturing textiles, bicycle and bicycle parts, food products and beverages and leather and leather products in the state of Punjab have been surveyed. A number of statements indicating the various issues related to product, packaging has been developed and the respondents were asked to express their level of agreement/disagreement. The major finding reveals that small manufacturers are not comfortable in the globalize era and finding it difficult to survive. The small entrepreneurs are also not happy with the facilities and incentives being given by the center and state governments. The various solutions to these problems have also been highlighted in the paper.*

**KEYWORDS:** *product addition, product deletion, packaging, Policy changes.*