

A PROJECT REPORT ON
“STUDY ON MARKETING STRATEGY OF NOISE”

A Project Submitted to
University of Mumbai for Partial Completion of the Degree
of Bachelor in Commerce (Accounting and finance)
Under the Faculty of Commerce

By

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Under the Guidance of

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JNAN VIKAS MANDAL’S

Mohanlal Raichand Mehta College of Commerce

Diwali Maa College of Science

Amritlal Raichand Mehta College of Arts

Dr. R.T. Doshi College of Computer Science

NAAC Re-Accredited Grade 'A+' (CGPA : 3.31) (3rd Cycle)

Sector-19, Airoli, Navi Mumbai, Maharashtra 400708



FEBRUARY, 2024.

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CERTIFICATE

This is to certify that **MR. RONIT PADMAKAR SHINGOTE** has worked and duly completed his Project work for the degree of Bachelor in Commerce (Accounting and Finance) under the Faculty of Commerce in the subject of **Management control** and his project is entitled, “**STUDY ON MARKETING STRATEGY OF NOISE**”. Under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and fact reported by her personal findings and investigations.

Guiding Teacher,

ASST. PROF. DR. KISHOR CHAUHAN.

Date of submission:

DECLARATION

I am the undersigned **MR. RONIT PADMAKAR SHINGOTE** here by, declare that the work embodied in this project work titled “**STUDY ON MARKETING STRATEGY OF NOISE**”, forms my own contribution to the research work carried out by me under the guidance of **ASST. PROF. DR. KISHOR CHAUHAN** is a result of my own research work and has been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, hereby further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

R. P. Shingote

MR. RONIT PADMAKAR SHINGOTE

Certified by:

ASST. PROF. DR. KISHOR CHAUHAN.

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To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

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Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

“STUDY ON MARKETING STRATEGY OF NOISE”



The advertisement features a man in a light blue blazer looking at his smartwatch. The background is dark blue with a grid of white dots. The NOISE logo is prominently displayed, along with text stating it is India's No. 1 Wearable Watch Brand in 2Q20, as per IDC Worldwide Wearable Device Tracker, 2Q2020 September Release.

NOISE | **India's No. 1**
Wearable Watch Brand in 2Q20
IDC Worldwide Wearable Device Tracker,
2Q2020 September Release.

The best becomes better,
officially.
All thanks to you.

Sr. No.	DESCRIPTION	PAGE No.
1.	CHAPTER-1 INTRODUCTION 1.1 Abstract/Executive Summary 1.2 Purpose/Objective of the study 1.3 Hypothesis 1.4 Conceptual model 1.5 Scope 1.6 Limitations	10
2.	CHAPTER-2 LITERATURE REVIEW 2.1 About Industry 2.2 Competitors 2.3 About the Company 2.4 SWOT Analysis	16
3.	CHAPTER-3 RESEARCH DESIGN 3.1 Type of Research 3.2 Research Method 3.3 Types of Data 3.4 Sample Size	51

	3.5 Sample Method 3.6 Data Collection Method	
4.	CHAPTER-4 Classification & Tabulation of Data	54
5.	CHAPTER-5 Analysis & Interpretation of Data	59
6.	CHAPTER-6 Findings, Conclusions & Recommendations	79

7.	CHAPTER -7 BIBLIOGRAPHY	83
8.	CHAPTER – 8 ANNEXURE: QUESTIONNAIRE	85

CHAPTER-1

INTRODUCTION

EXECUTIVE SUMMARY

Noise is a brand that offers a wide range of affordable electronic products such as smartwatches, earphones, headphones, and fitness bands. In order to increase its market share and brand recognition, Noise could focus on the following marketing strategies:

Digital marketing: In order to reach a wider audience and increase brand awareness, Noise could focus on digital marketing strategies such as social media advertising, influencer marketing, and search engine optimization (SEO).

Product differentiation: Noise could differentiate its products from its competitors by focusing on innovative features such as advanced noise-cancellation technology, unique designs, and personalized user experiences.

Customer engagement: Noise could focus on building stronger relationships with its customers by engaging with them through social media, email marketing, and customer service initiatives.

Global expansion: Noise could expand its presence in other regions and countries, where it may have a smaller presence or face less competition, by partnering with local retailers or e-commerce platforms.

Brand partnerships: Noise could collaborate with other brands or influencers to increase brand awareness and reach new audiences.

OBJECTIVE OF THE STUDY IN POINTS

To Evaluate the effectiveness of Noise's current marketing strategy in terms of brand awareness, customer engagement, and sales performance.

To Understand the target audience of the Noise brand and analyze how the company has tailored its marketing strategy to meet their needs and preferences.

To Identify the key marketing channels and tactics used by Noise, including social media marketing, influencer marketing, content marketing, and email marketing.

To Analyze the competitive landscape and assess the impact of competition on Noise's marketing strategy.

To Identify potential gaps and areas of improvement in Noise's marketing strategy and provide recommendations on how the company can enhance its marketing efforts to achieve its business objectives.

CONCEPTUAL MODEL



Implementation Marketing Mix



Market Analysis Segmentation

SCOPE

Brand Analysis:

Conducting a comprehensive brand analysis to understand the Noise brand's strengths, weaknesses, opportunities, and threats. This could involve analyzing the brand's history, brand personality, brand equity, and brand image.

Market Analysis:

Conducting a market analysis to identify the target audience, their needs, and preferences. This could involve analyzing the market size, trends, and competition.

Segmentation, Targeting, and Positioning:

Segmenting the market and identifying the target audience based on their demographics, psychographics, and behavior. Developing a unique selling proposition and positioning strategy to differentiate the Noise brand from its competitors.

Product Strategy:

Developing a product strategy that meets the target audience's needs and preferences. This could involve analyzing the product's features, design, and pricing.

Promotion Strategy:

Developing a comprehensive promotion strategy to create brand awareness and generate demand for the Noise brand. This could include advertising, public relations, social media, and influencer marketing.

Distribution Strategy:

Developing a distribution strategy to ensure that the Noise brand's products are available where and when the target audience wants to purchase them. This could involve analyzing the distribution channels, logistics, and supply chain management.

Implementation, Monitoring, and Control:

Implementing the marketing plan and monitoring the results. Making any necessary adjustments to ensure that the plan is on track to achieve the desired outcomes.

LIMITATIONS

Limited Data:

The study may be limited by the availability of data. The Noise brand may not have comprehensive data on its target audience, competitors, or market trends, which could limit the study's scope and accuracy.

Sample Size:

The study's sample size may be limited, which could affect the generalizability of the findings. If the sample size is too small, it may not represent the entire target audience or market.

Time Constraints:

The study may be limited by time constraints. If the study is conducted within a short timeframe, it may not provide a comprehensive analysis of the Noise brand's marketing strategy.

Resource Constraints:

The study may be limited by resource constraints. If the study is conducted with limited resources, it may not be possible to gather all the necessary data or conduct a comprehensive analysis of the marketing strategy.

Bias:

The study may be limited by bias. The researchers conducting the study may have personal biases that could affect their analysis and interpretation of the data.

External Factors:

The study may be limited by external factors such as changes in the market or unexpected events that could affect the Noise brand's marketing strategy.

CHAPTER-2

LITERATURE REVIEW

ABOUT INDUSTRY

The electronic industry, also known as the electronics industry, is a vast and dynamic industry that involves the manufacturing and development of electronic devices, systems, and equipment. This industry is one of the most important industries globally, as it plays a critical role in powering the digital economy and driving technological innovation.

The electronic industry has grown significantly over the past few decades, primarily driven by the rapid pace of technological advancement and the increasing demand for electronic devices and systems. This industry has expanded into various subsectors, including semiconductor manufacturing, consumer electronics, telecommunications, and computer hardware, among others.

One of the key drivers of the electronic industry is the semiconductor manufacturing sector, which involves the fabrication of integrated circuits and microchips that power various electronic devices, from smartphones to cars. The semiconductor industry has seen significant growth over the past few decades, driven by advancements in materials science and process engineering, which have enabled the development of smaller, faster, and more efficient semiconductors.

Another important subsector of the electronic industry is the consumer electronics sector, which includes devices such as smartphones, laptops, televisions, and gaming consoles, among others. The consumer electronics industry has also grown significantly over the past few decades, driven by the increasing demand for electronic devices that are portable, connected, and offer high-performance computing capabilities.

The telecommunications sector is another significant subsector of the electronic industry, which includes the development and deployment of communication networks, equipment, and services. The telecommunications industry has seen significant growth over the past few decades, driven by the increasing demand for faster and more reliable communication services, such as broadband internet, wireless networks, and 5G technology.

The computer hardware sector is another important subsector of the electronic industry, which includes the development and production of computer components, such as processors, memory, and storage devices, among others. The computer hardware industry has also grown significantly

over the past few decades, driven by advancements in computing technology and the increasing demand for high-performance computing systems.

The electronic industry also includes various other subsectors, such as automotive electronics, industrial electronics, and medical electronics, among others. These subsectors involve the development and deployment of electronic devices and systems in various industries, from healthcare to manufacturing to transportation.

Overall, the electronic industry is a complex and diverse industry that involves various subsectors and technologies. This industry is also characterized by rapid innovation and constant change, driven by advancements in technology, shifting consumer preferences, and changing market dynamics.

In recent years, the electronic industry has faced various challenges and opportunities. One of the biggest challenges facing the industry is the ongoing trade tensions between major global economies, such as the United States and China. These trade tensions have resulted in the imposition of tariffs and other trade barriers, which have impacted the global supply chain of electronic components and equipment.

Another challenge facing the electronic industry is the increasing pressure to address environmental concerns, such as reducing the carbon footprint and minimizing electronic waste. The electronic industry is a significant contributor to global carbon emissions, and electronic waste is a growing concern, as it can cause environmental and health hazards if not disposed of properly.

Despite these challenges, the electronic industry also presents various opportunities, particularly in the areas of technological innovation and digital transformation. The increasing adoption of new technologies, such as artificial intelligence, the Internet of Things, and blockchain, presents significant opportunities for the electronic industry to develop and deploy new products and services that can transform various industries.

COMPETITORS

BOAT

boAt is a homegrown audio electronics company that offers a range of products, including headphones, earbuds, speakers, and smartwatches, among others. The company's products are known for their stylish designs and affordable prices, and they pose a significant challenge to Noise brand's offerings in the headphone and earbud segments.

boAt is a homegrown audio electronics company that has quickly established itself as a major player in the Indian consumer electronics industry. Founded in 2016 by two Indian entrepreneurs, Aman Gupta and Sameer Mehta, boAt has achieved significant success in a relatively short period, thanks to its focus on offering stylish and affordable audio products that cater to the needs and preferences of Indian consumers.

boAt's product portfolio includes a range of audio devices, including headphones, earphones, wireless earbuds, speakers, and soundbars, among others. The company's products are known for their trendy designs, high-quality sound output, and affordable prices, making them popular among Indian consumers, especially the youth.



One of the key factors behind boAt's success is its strong focus on product design and innovation. The company's products are designed to stand out from the competition, with unique and stylish designs that appeal to the younger generation. Additionally, boAt invests heavily in research and development, constantly improving its product offerings to keep up with the changing market trends and consumer demands.

Another significant factor contributing to boAt's success is its emphasis on affordability. The company's products are priced competitively, making them accessible to a wide range of consumers, including those on a budget. Additionally, boAt offers frequent discounts and special offers to further incentivize customers to choose its products over those of its competitors.

boAt has also made significant efforts in marketing and branding to build a strong brand identity and connect with its target audience. The company has partnered with several high-profile celebrities, including Bollywood actors and sports stars, to promote its products and build brand awareness. Additionally, boAt has a strong social media presence, regularly engaging with its customers and fans on various platforms, including Instagram, Facebook, and Twitter.

Another important aspect of boAt's success is its focus on providing a seamless customer experience. The company offers fast and reliable customer service, with a dedicated support team that is available to assist customers with any issues they may face. Additionally, boAt has a user-friendly website and mobile app that make it easy for customers to browse and purchase its products online.

In recent years, boAt has experienced rapid growth, thanks to its successful business strategy and the booming Indian consumer electronics market. The company has expanded its product offerings to include new categories, such as smartwatches and home audio systems, and has also started exploring international markets, including the Middle East and Southeast Asia.

However, despite its impressive growth and success, boAt faces intense competition from several other players in the Indian consumer electronics industry, both domestic and international. Some of the key competitors of boAt include Xiaomi's Redmi, Realme, JBL, and Sony, among others.

To remain competitive in the market, boAt needs to continue to focus on product innovation, quality, affordability, and marketing efforts that resonate with its target audience. Additionally, the company needs to remain agile and adaptable to changing market trends and consumer demands, as the Indian consumer electronics market continues to evolve and grow. Overall, boAt's success story is a testament to the potential of Indian entrepreneurship and innovation, and the company is well positioned to continue to grow and succeed in the years to come.

REALME

Realme is a Chinese smartphone and electronics company that has gained a significant presence in the Indian market in recent years. The company offers a range of products, including smartphones, smartwatches, and earbuds, among others. The Realme Buds Air and Realme Watch are particularly popular and pose a significant challenge to Noise brand's earbud and smartwatch offerings. Realme is a Chinese smartphone manufacturer that has recently expanded into the wearables market with a range of products that includes handfree earphones and airpods. In this article, we'll take a closer look at Realme's wearables and explore their features and performance.



Realme Buds Air

The Realme Buds Air is a pair of truly wireless earbuds that offer a range of features at an affordable price point. The earbuds come in a compact charging case that can be easily carried in a pocket or bag. The case also doubles as a charger, providing up to 17 hours of battery life for the earbuds.

One of the standout features of the Realme Buds Air is their fast charging capability. The earbuds can be charged for just 10 minutes to provide up to 3 hours of listening time. The Buds Air also features touch controls, allowing users to control playback and answer calls without needing to use their phone.

The sound quality of the Realme Buds Air is decent, with a balanced sound profile that should please most users. The earbuds also come with a low-latency gaming mode that reduces audio lag when playing games.

Realme Buds Air Pro

The Realme Buds Air Pro is an upgraded version of the Buds Air that offers improved noise cancellation and audio quality. The earbuds feature active noise cancellation, which uses microphones to cancel out external noise. The Buds Air Pro also comes with a transparency mode that allows users to hear their surroundings without needing to remove the earbuds.

The sound quality of the Realme Buds Air Pro is excellent, with clear and detailed audio that should satisfy even the most discerning listeners. The earbuds also come with touch controls, fast charging, and a gaming mode that reduces audio lag.

Realme Buds Wireless Pro

The Realme Buds Wireless Pro is a pair of neckband-style earphones that offer excellent sound quality and noise cancellation. The earphones feature active noise cancellation, which uses microphones to cancel out external noise. The Buds Wireless Pro also comes with a transparency mode that allows users to hear their surroundings without needing to remove the earphones.

The sound quality of the Realme Buds Wireless Pro is excellent, with a balanced sound profile that should please most users. The earphones also come with touch controls, fast charging, and a long battery life that provides up to 22 hours of listening time.

Conclusion

Realme offers a range of wearables that cater to different budgets and requirements. The Realme Buds Air, Buds Air Pro, Buds Wireless Pro, and Buds Q2 are all affordable and offer a range of features that make them attractive to users. Whether you're looking for truly wireless earbuds or neckband-style earphones, Realme has an option that should suit your needs.

MI INDIA

Mi India is the Indian subsidiary of Xiaomi Corporation, offering a range of products, including smartphones, smart TVs, home appliances, and audio devices, among others. The company's Redmi Earbuds and Mi True Wireless Earphones, as well as its Mi Smart Band and Mi Watch, pose a significant challenge to Noise brand's earbud, smartwatch, and fitness band offerings in the Indian market.

Mi India is a well-known brand that produces a range of electronic products, including smartphones, tablets, laptops, and wearables. In this article, we'll take a closer look at Mi India's wearables, specifically their handfree earphones and airpods, and explore their features and performance.



Mi True Wireless Earphones 2

The Mi True Wireless Earphones 2 is a pair of truly wireless earbuds that offer a range of features at an affordable price point. The earbuds come in a compact charging case that can be easily carried in a pocket or bag. The case also doubles as a charger, providing up to 14 hours of battery life for the earbuds.

One of the standout features of the Mi True Wireless Earphones 2 is their fast charging capability. The earbuds can be charged for just 10 minutes to provide up to 2 hours of listening time. The Earphones 2 also features touch controls, allowing users to control playback and answer calls without needing to use their phone.

The sound quality of the Mi True Wireless Earphones 2 is impressive, with a balanced sound profile that should please most users. The earbuds also come with a low-latency gaming mode that reduces audio lag when playing games.

Mi True Wireless Earphones 2 Basic

The Mi True Wireless Earphones 2 Basic is an entry-level version of the Mi True Wireless Earphones 2 that offers similar features and performance. The earbuds come in a compact charging case that can be easily carried in a pocket or bag. The case also doubles as a charger, providing up to 20 hours of battery life for the earbuds.

One of the standout features of the Mi True Wireless Earphones 2 Basic is their touch controls, which allow users to control playback and answer calls without needing to use their phone. The earbuds also come with a low-latency gaming mode that reduces audio lag when playing games.

The sound quality of the Mi True Wireless Earphones 2 Basic is decent, with a balanced sound profile that should please most users. However, the earbuds lack noise-cancellation, which may be a deal-breaker for some users.

Mi Neckband Bluetooth Earphones Pro

The Mi Neckband Bluetooth Earphones Pro is a pair of neckband-style earphones that offer excellent sound quality and noise cancellation. The earphones feature active noise cancellation, which uses microphones to cancel out external noise. The Neckband Bluetooth Earphones Pro also comes with a transparency mode that allows users to hear their surroundings without needing to remove the earphones.

The sound quality of the Mi Neckband Bluetooth Earphones Pro is excellent, with clear and detailed audio that should satisfy even the most discerning listeners. The earphones also come with touch controls, fast charging, and a long battery life that provides up to 20 hours of listening time.

SYSKA

Syska is an Indian electronics company that offers a range of products, including lighting solutions, home appliances, and personal care products, among others. The company's Syska HE1100 Beat Pro earphones and Syska SW100 smartwatch pose a significant challenge to Noise brand's offerings in the earbud and smartwatch segments.

Syska is a well-known brand that produces a range of electronic products, including wearables like handfree earphones and airpods. In this article, we'll take a closer look at Syska's wearables and explore their features and performance.



Syska E10 Earphones

The Syska E10 Earphones are a pair of in-ear earphones that offer a comfortable fit and good sound quality. The earphones come with three sizes of ear tips to ensure a perfect fit for any user. The earphones are also lightweight, making them comfortable to wear for extended periods.

The sound quality of the Syska E10 Earphones is decent, with good clarity and detail. The earphones also come with an in-line remote and microphone, allowing users to control playback and answer calls without needing to use their phone.

One of the standout features of the Syska E10 Earphones is their tangle-free design, which prevents the earphones from getting tangled when stored in a bag or pocket. The earphones also come with a carrying case for added convenience.

Syska SoundPro Wireless Earphones

The Syska SoundPro Wireless Earphones are a pair of neckband-style earphones that offer good sound quality and a comfortable fit. The earphones feature Bluetooth 5.0 connectivity, allowing for a stable and reliable connection with any Bluetooth-enabled device.

The sound quality of the Syska SoundPro Wireless Earphones is good, with a balanced sound profile that should please most users. The earphones also come with an in-line remote and microphone, allowing users to control playback and answer calls without needing to use their phone.

One of the standout features of the Syska SoundPro Wireless Earphones is their long battery life, providing up to 10 hours of listening time on a single charge. The earphones also come with a quick charging feature, allowing users to get up to 3 hours of listening time with just 10 minutes of charging.

Syska Wave True Wireless Earphones

The Syska Wave True Wireless Earphones are a pair of truly wireless earbuds that offer a range of advanced features and good sound quality. The earbuds feature Bluetooth 5.0 connectivity, allowing for a stable and reliable connection with any Bluetooth-enabled device.

The sound quality of the Syska Wave True Wireless Earphones is good, with a balanced sound profile that should please most users. The earbuds also come with touch controls, allowing users to control playback and answer calls without needing to use their phone.

The sound quality of the Syska Power Bolt Wireless Earphones is good, with a balanced sound profile that should please most users. The earphones also come with touch controls, allowing users to control playback and answer calls without needing to use their phone.

ZEBRONICS

Zebronics is an Indian electronics company that offers a range of products, including computer peripherals, speakers, headphones, and earbuds, among others. The company's Zeb-Soul and Zeb Symphony earbuds, as well as its Zeb-Fit and Zeb-Smart fitness bands, pose a significant challenge to Noise brand's offerings in the earbud and fitness band segments.

Zebronics is an Indian brand that produces a wide range of electronic products, including wearables like handfree earphones and airpods. In this article, we'll take a closer look at Zebronics' wearables and explore their features and performance.



Zebronics Zeb-Symphony Earphones

The Zebronics Zeb-Symphony Earphones are a pair of in-ear earphones that offer a comfortable fit and good sound quality. The earphones come with three sizes of ear tips to ensure a perfect fit for any user. The earphones are also lightweight, making them comfortable to wear for extended periods.

The sound quality of the Zebronics Zeb-Symphony Earphones is good, with decent clarity and detail. The earphones also come with an in-line remote and microphone, allowing users to control playback and answer calls without needing to use their phone.

One of the standout features of the Zebronics Zeb-Symphony Earphones is their long battery life, providing up to 10 hours of listening time on a single charge. The earphones also come with a quick charging feature, allowing users to get up to 2 hours of listening time with just 10 minutes of charging.

Zebronics Zeb-Peace Earbuds

The Zebronics Zeb-Peace Earbuds are a pair of truly wireless earbuds that offer a range of advanced features and good sound quality. The earbuds feature Bluetooth 5.0 connectivity, allowing for a stable and reliable connection with any Bluetooth-enabled device.

The sound quality of the Zebronics Zeb-Peace Earbuds is good, with a balanced sound profile that should please most users. The earbuds also come with touch controls, allowing users to control playback and answer calls without needing to use their phone.

One of the standout features of the Zebronics Zeb-Peace Earbuds is their advanced noise cancellation technology, which uses two microphones to cancel out external noise. The earbuds also come with a transparency mode that allows users to hear their surroundings without needing to remove the earbuds.

The Zebronics Zeb-Peace Earbuds also come with a long battery life, providing up to 20 hours of listening time with the charging case. The earbuds also come with a quick charging feature, allowing users to get up to 3 hours of listening time with just 10 minutes of charging.

Zebronics Zeb-Sound Bomb Q Pro Earbuds

The Zebronics Zeb-Sound Bomb Q Pro Earbuds are a pair of truly wireless earbuds that offer a range of advanced features and good sound quality. The earbuds feature Bluetooth 5.0 connectivity, allowing for a stable and reliable connection with any Bluetooth-enabled device.

The sound quality of the Zebronics Zeb-Sound Bomb Q Pro Earbuds is good, with a balanced sound profile that should please most users. The earbuds also come with touch controls, allowing users to control playback and answer calls without needing to use their phone.

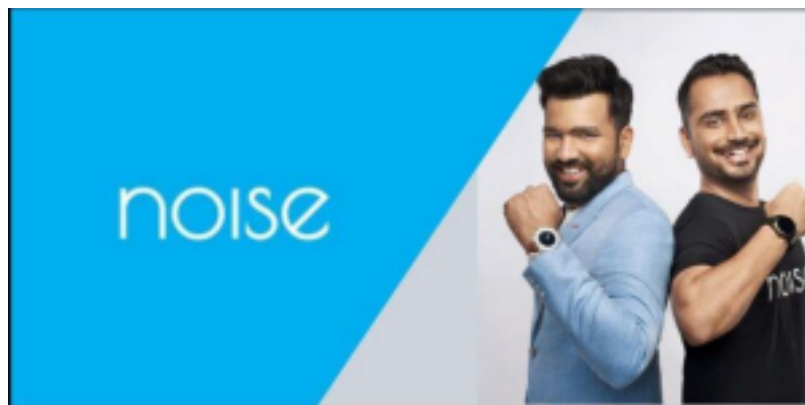
One of the standout features of the Zebronics Zeb-Sound Bomb Q Pro Earbuds is their advanced noise-cancellation technology, which uses two microphones to cancel out external noise. The earbuds also come with a transparency mode that allows users to hear their surroundings without needing to remove the earbuds.

ABOUT THE COMPANY

NOISE is a young Indian brand that was founded in 2018 with the goal of creating affordable, high quality electronic products. The brand is based in Gurugram, Haryana, and has quickly gained popularity in India due to its focus on providing customers with affordable and high-quality products.

The brand's initial focus was on creating wireless earphones and earbuds, and it has since expanded to offer a range of other electronic products such as smartwatches, fitness bands, power banks, and home audio devices.

One of the key factors contributing to the success of NOISE has been its focus on providing affordable products without compromising on quality. The brand's products are priced significantly lower than their competitors, making them accessible to a wider range of customers. Despite the lower price point, NOISE products are known for their quality and performance, which has helped the brand to build a loyal customer base.



Another factor contributing to the brand's success is its focus on innovation. NOISE has been quick to adopt new technologies and features in its products, such as advanced noise-cancellation technology in its earbuds and smartwatch features like heart rate monitoring and GPS tracking.

Currently, NOISE has a strong presence in India, with its products available through major e-commerce platforms like Amazon and Flipkart, as well as its own website. The brand has also expanded into other markets like the Middle East and Southeast Asia.

In terms of product offerings, NOISE has a wide range of wearables, including handsfree earphones, airpods, smartwatches, and fitness bands. The brand's earphones and earbuds are known for their sound quality and long battery life, while its smartwatches and fitness bands offer features like heart rate monitoring, GPS tracking, and notifications.

One of the key features of NOISE's wearables is their affordability. The brand's products are priced significantly lower than their competitors, making them accessible to a wider range of customers. However, this affordability does not come at the cost of quality, as NOISE products are known for their performance and durability.

In addition to its wearables, NOISE also offers a range of home audio devices, such as Bluetooth speakers and soundbars. These products are also known for their affordability and quality, making them popular with customers looking for high-quality audio products without breaking the bank.

NOISE has also been quick to embrace sustainability and ethical practices in its business operations. The brand uses eco-friendly materials in its products and packaging, and has implemented measures to reduce waste and emissions in its supply chain.

In conclusion, NOISE is a young Indian brand that has quickly gained popularity due to its focus on affordable, high-quality electronic products. The brand's focus on innovation, affordability, and sustainability has helped it to build a loyal customer base in India and other markets. With its expanding product offerings and commitment to ethical practices, NOISE is well-positioned for continued growth and success in the future.

NOISE EARBUDS

Noise is a popular brand that specializes in audio and fitness accessories. The brand's earbuds are one of its most popular products, offering high-quality audio, comfortable fit, and advanced features at an affordable price point. In this article, we will take a closer look at Noise's earbuds and their features.

Noise offers a range of earbuds to suit different needs and preferences. Some of the popular models include:

Noise Shots X5 Pro: The Noise Shots X5 Pro is a high-end wireless earbud that offers advanced features such as touch controls, voice assistant support, and IPX7 water resistance. The earbuds feature Qualcomm aptX and AAC audio technology, which ensures high-quality sound performance. The earbuds come with a portable charging case that offers up to 36 hours of battery life.



Noise Shots Rush: The Noise Shots Rush is a budget-friendly earbud that offers a comfortable fit and excellent sound quality. The earbuds feature a secure-fit ear hook design, which ensures that they stay in place during workouts and other activities. The earbuds offer up to 6 hours of playtime and come with a charging case that offers an additional 18 hours of battery life.

Noise Shots Neo 2: The Noise Shots Neo 2 is a mid-range earbud that offers a stylish design and advanced features such as touch controls, voice assistant support, and IPX4 water resistance. The earbuds feature Bluetooth 5.0 technology, which ensures a stable connection and high-quality sound performance. The earbuds offer up to 5 hours of playtime and come with a charging case that offers an additional 15 hours of battery life.

Noise Buds Play: The Noise Buds Play is a budget-friendly earbud that offers a comfortable fit and excellent sound quality. The earbuds feature a compact design and offer touch controls, voice assistant support, and IPX5 water resistance. The earbuds offer up to 4 hours of playtime and come with a charging case that offers an additional 16 hours of battery life.

Noise Shots X-Buds: The Noise Shots X-Buds is a budget-friendly earbud that offers a comfortable fit and good sound quality. The earbuds feature a lightweight design and offer touch controls and IPX4 water resistance. The earbuds offer up to 4 hours of playtime and come with a charging case that offers an additional 16 hours of battery life.

Noise earbuds offer a range of advanced features that enhance the overall user experience. Some of the key features of Noise earbuds include:

Bluetooth Connectivity: Noise earbuds feature Bluetooth connectivity, which allows users to connect to their smartphones, tablets, and other devices wirelessly. Bluetooth connectivity ensures a stable connection and high-quality sound performance.

Voice Assistant Support: Many Noise earbuds offer voice assistant support, which allows users to access their virtual assistants such as Siri and Google Assistant hands-free.

Touch Controls: Some Noise earbuds feature touch controls, which allow users to adjust the volume, skip tracks, and answer calls without having to take their earbuds out.

Water Resistance: Many Noise earbuds offer water resistance, which makes them perfect for use during workouts and other outdoor activities. Water resistance ensures that the earbuds are protected from sweat, rain, and other forms of moisture.

Battery Life: Noise earbuds offer varying levels of battery life, depending on the model. Some models offer up to 36 hours of battery life with the charging case, while others offer up to 4 hours of playtime with the earbuds alone.

NOISE PRODUCTS

NOISE HANDSFREE EARPHONES:

NOISE offers a variety of hands free earphones that come with different features and designs. Some of the key features include Bluetooth connectivity, noise-cancellation technology, long battery life, and ergonomic designs for comfort. The brand's earphones are known for their sound quality and durability, and are priced affordably compared to their competitors.

NOISE AIRPODS:

NOISE airpods are wireless earbuds that offer high-quality sound and convenient features at an affordable price. These earbuds are designed to work seamlessly with your smartphone or other Bluetooth-enabled devices, allowing you to enjoy your music and other audio content without any wires getting in the way.

One of the key features of NOISE airpods is their noise-cancellation technology. This technology helps to block out background noise, allowing you to focus on your audio content without any distractions. Whether you're in a noisy coffee shop or on a crowded bus, NOISE airpods can help you stay focused on what matters most.

Another important feature of NOISE airpods is their long battery life. Depending on the model you choose, you can expect anywhere from 20 to 30 hours of playtime on a single charge. This means you can use your NOISE airpods all day without having to worry about running out of battery life.

NOISE airpods are also designed with touch controls, which make it easy to control your audio content without having to take out your phone. You can pause and play your music, skip tracks, adjust the volume, and even activate your phone's voice assistant with just a few simple taps.

NOISE also offers a range of airpods, which are wireless earbuds that connect to your device via Bluetooth. These earbuds are known for their sound quality and long battery life, with some models offering up to 30 hours of playtime. Some of the features that you can expect from NOISE airpods include noise-cancellation technology, touch controls, and water-resistant designs.

NOISE SMARTWATCHES

NOISE smartwatches are designed to help you stay connected and track your fitness goals. They come with features like heart rate monitoring, GPS tracking, notification alerts, and touch displays. The brand offers a range of smartwatches with different designs and features, including models for men and women.

NOISE smartwatches are wearable devices that offer a range of features to help you stay connected, track your fitness goals, and manage your daily schedule. These watches are designed to work seamlessly with your smartphone or other devices, allowing you to stay connected and in control no matter where you are.

One of the key features of NOISE smartwatches is their fitness tracking capabilities. These watches are equipped with sensors that can track your steps, monitor your heart rate, and measure other important fitness metrics. This makes them a great choice for anyone who wants to stay on top of their health and fitness goals.

In addition to their fitness tracking features, NOISE smartwatches also offer a range of other useful features. For example, they can display notifications from your phone, including incoming calls, text messages, and social media alerts. They can also control music playback on your phone, set alarms and reminders, and even make mobile payments using NFC technology.

Noise smartwatches are also designed to be stylish and comfortable. They come in a range of colors and styles to suit your personal taste, and they are made from high-quality materials that are durable and long-lasting. They are also water-resistant, which means you can wear them in the rain or during a workout without having to worry about damaging them.

NOISE FITNESS BANDS:

NOISE fitness bands are designed to help you track your daily activity, monitor your heart rate, and keep tabs on your sleep patterns. These bands come with features like step tracking, calorie tracking, and goal setting, and can be synced with your smartphone for more detailed insights into your fitness routine. NOISE fitness bands are available in different designs and colors to suit your preferences.

NOISE fitness bands are wearable devices that are designed to help you track your fitness goals and stay on top of your health. These bands are equipped with a range of sensors that can monitor your activity levels, heart rate, and other important metrics, allowing you to track your progress and make adjustments to your routine as needed.

One of the key features of NOISE fitness bands is their activity tracking capabilities. These bands can track your steps, distance traveled, and calories burned throughout the day, giving you a clear picture of your overall activity level. They can also track your workouts, including running, cycling, and other activities, providing detailed information about your performance and progress over time.

In addition to their activity tracking features, NOISE fitness bands also offer a range of other useful features. For example, they can monitor your heart rate and provide real-time feedback about your cardiovascular health. They can also track your sleep patterns, providing insights into your sleep quality and helping you identify areas for improvement.

Another important feature of NOISE fitness bands is their long battery life. Depending on the model you choose, you can expect anywhere from one to two weeks of use on a single charge. This means you can wear your NOISE fitness band all day and night without having to worry about running out of battery life.

NOISE fitness bands are also designed to be comfortable and stylish. They come in a range of colors and styles to suit your personal taste, and they are made from high-quality materials that are durable and long-lasting. They are also water-resistant, which means you can wear them in the rain or during a workout without having to worry about damaging them.

NOISE BLUETOOTH SPEAKERS:

NOISE Bluetooth speakers are compact and portable, making them ideal for outdoor use or for taking with you on the go. These speakers come with features like waterproof designs, long battery life, and superior sound quality. The brand offers a range of Bluetooth speakers with different designs and features, including models that can be connected to multiple devices at once.

NOISE Bluetooth speakers are portable and wireless speakers that allow you to enjoy high-quality audio from your phone or other Bluetooth-enabled device. These speakers are designed to be compact and easy to carry, making them ideal for use at home, in the office, or on the go.

One of the key features of NOISE Bluetooth speakers is their excellent sound quality. These speakers are equipped with high-quality drivers and powerful amplifiers that deliver clear and crisp sound, even at high volumes. This makes them a great choice for listening to music, watching movies, or playing games.

In addition to their sound quality, NOISE Bluetooth speakers also offer a range of other useful features. For example, they are easy to set up and connect to your phone or other device via Bluetooth, allowing you to start enjoying your favorite tunes right away. They also offer a range of connectivity options, including an AUX input and a microSD card slot, giving you even more ways to listen to your music.

Another important feature of NOISE Bluetooth speakers is their long battery life. Depending on the model you choose, you can expect anywhere from six to twelve hours of use on a single charge. This means you can use your NOISE Bluetooth speaker all day and night without having to worry about running out of battery life.

NOISE Bluetooth speakers are also designed to be durable and long-lasting. They are made from high-quality materials that can withstand the rigors of daily use, and they are built to last. They are also water-resistant, which means you can take them with you to the beach, pool, or anywhere else you want to enjoy your music without having to worry about damaging them.

NOISE SOUNDBARS:

NOISE soundbars are designed to enhance your home audio experience, with features like wireless connectivity, multiple input options, and high-quality sound output. These soundbars can be connected to your TV or other devices to provide a cinematic audio experience. NOISE soundbars are known for their affordability and quality, making them a popular choice for customers looking for a high-quality home audio solution.

NOISE soundbars are sleek and stylish speakers that provide immersive sound quality to enhance your home entertainment experience. These soundbars are designed to be easy to use and set up, making them a great choice for anyone who wants to upgrade their TV or movie watching experience.

One of the key features of NOISE soundbars is their powerful sound output. These soundbars are equipped with multiple drivers and powerful amplifiers that deliver clear and immersive sound. They are also designed to be easy to set up, with most models offering plug-and-play functionality that allows you to get started with your new soundbar in minutes.

In addition to their powerful sound output, NOISE sound bars also offer a range of other useful features. For example, they come with a range of connectivity options, including Bluetooth, HDMI, and optical inputs. This means you can connect your soundbar to your TV, phone, or other devices and enjoy high-quality audio from any source.

Another important feature of NOISE soundbars is their compact and sleek design. These soundbars are designed to be slim and unobtrusive, making them a great choice for anyone who wants to enhance their home entertainment experience without cluttering up their living space. They also come with a range of mounting options, allowing you to mount your soundbar on the wall or place it on a tabletop.

NOISE soundbars are also designed to be durable and long-lasting. They are made from high quality materials that can withstand the rigors of daily use, and they are built to last. They also come with a range of convenient features, such as remote control operation, that make them easy to use and enjoy.

NOISE POWER BANKS:

NOISE power banks are portable chargers that allow you to charge your devices on the go. These power banks come in different capacities and designs, with features like fast charging, multiple ports, and LED displays that show you how much battery life is left. The brand's power banks are known for their affordability and durability, making them a popular choice for customers looking for a reliable and affordable power bank.

NOISE power banks are portable and convenient devices that allow you to charge your phone or other devices on the go. These power banks are designed to be lightweight and easy to carry, making them ideal for use when you're traveling or away from a power outlet.

One of the key features of NOISE power banks is their high capacity. Depending on the model you choose, you can get anywhere from 5,000mAh to 20,000mAh of battery capacity. This means you can charge your phone multiple times on a single charge, or even charge multiple devices at once.

In addition to their high capacity, NOISE power banks also offer a range of other useful features. For example, they are equipped with multiple charging ports, allowing you to charge multiple devices at the same time. They also come with a range of safety features, such as overcharge protection and short circuit protection, to ensure that your devices are always safe while charging.

Another important feature of NOISE power banks is their fast charging capability. Many of these power banks are equipped with fast charging technology that allows you to charge your devices quickly and efficiently. This means you can spend less time waiting for your devices to charge and more time using them.

In conclusion, NOISE is a brand that offers a wide range of electronic products, with a particular focus on wearables like handsfree earphones, airpods, smartwatches, and fitness bands. The brand's products are known for their affordability, quality, and innovation, and are popular with customers in India and other markets. With its expanding product offerings and commitment to sustainability and ethical practices, NOISE is well-positioned for continued growth and success in the future.

NOISE BRAND IN INDIA

Noise is a consumer electronics brand that has been growing rapidly in India in recent years. The company has been able to achieve this growth through a combination of effective marketing strategies that have helped to raise awareness of the brand and its products.

One of the key marketing strategies used by Noise is social media marketing. The company has a strong presence on social media platforms such as Facebook, Instagram, and Twitter, where it regularly posts updates about its latest products, promotions, and events. These posts are designed to engage with the brand's target audience and create a sense of excitement and anticipation around its products.

Another important marketing strategy used by Noise is influencer marketing. The company works with a range of social media influencers, bloggers, and content creators to promote its products and reach new audiences. These influencers often provide reviews and testimonials of Noise products, which can help to build trust and credibility among potential customers.

In addition to social media and influencer marketing, Noise also engages in traditional marketing activities such as advertising and sponsorships. The company has run a number of advertising campaigns across various media channels, including print, television, and online. It has also sponsored a range of events, such as music festivals and sports tournaments, to help raise awareness of the brand and its products.

One of the unique marketing strategies used by Noise is its focus on customer experience. The company places a strong emphasis on providing excellent customer service and support, which helps to build customer loyalty and encourage repeat business. It also encourages customers to provide feedback and reviews of its products, which helps to improve the overall customer experience.

Another important aspect of Noise's marketing strategy is its product development process. The company is constantly developing new and innovative products that are designed to meet the needs and preferences of its target audience. This helps to keep the brand fresh and relevant, and ensures that it remains competitive in the rapidly evolving consumer electronics market.

NOISE IN GLOBE

Noise is a consumer electronics brand that is rapidly expanding its reach beyond India and into the global market. The company has been able to achieve this growth by leveraging its strong product lineup, innovative marketing strategies, and commitment to customer satisfaction.

One of the key factors driving Noise's success on the global stage is its ability to develop and market high-quality products that are in line with current trends and consumer preferences. The company's product lineup includes a range of audio accessories such as wireless earbuds, headphones, and speakers, as well as smartwatches, fitness bands, and power banks. These products are designed to offer superior performance, quality, and value, making them popular with consumers around the world.

Another important factor contributing to Noise's global success is its effective marketing strategies. The company has a strong social media presence, and it uses a range of influencer marketing campaigns and advertising initiatives to reach its target audience. It also has a robust e-commerce platform that allows customers from all over the world to purchase its products easily and conveniently.

In addition to its product lineup and marketing efforts, Noise is also committed to providing excellent customer service and support. The company offers a comprehensive warranty and return policy, and it has a dedicated support team that is available to assist customers with any questions or concerns they may have.

MARKETING PLAN

- Brand positioning: Clearly define the brand's unique value proposition and position it in the market based on consumer needs and preferences.
- Target audience: Identify the brand's target audience, their demographics, lifestyle, and media consumption habits.
- Product lineup: Analyze the brand's current product lineup and identify areas for improvement or expansion based on market trends and consumer feedback.
- Pricing strategy: Develop a pricing strategy that takes into account the brand's production costs, competitors' prices, and the target audience's willingness to pay.
- Distribution strategy: Determine the most effective distribution channels for the brand's products, such as online marketplaces, retail stores, or direct-to-consumer sales.
- Advertising and promotion: Develop a comprehensive advertising and promotion strategy that leverages social media, influencer marketing, advertising campaigns, and sponsorship opportunities to raise brand awareness and engage with the target audience.
- Content marketing: Create and distribute high-quality content, such as blogs, videos, and infographics, that educates and entertains the target audience while promoting the brand's products.
- Customer experience: Develop a customer experience strategy that focuses on providing exceptional customer service, fast shipping, easy returns, and a user-friendly e-commerce platform.
- Performance tracking: Use analytics tools to track the performance of the marketing plan and adjust strategies as necessary to optimize results and achieve marketing objectives.

MARKETING STRATEGY

Brand Positioning: One of the key elements of Noise's marketing strategy is its brand positioning. The company positions itself as a trendy and stylish brand that offers high-quality products at affordable prices. Noise has focused on creating products that cater to the younger generation who are looking for stylish and trendy audio accessories and gadgets. The brand's tagline, "Be Loud, Be Free," captures this sentiment and encourages customers to embrace their individuality and express themselves through their choice of products.

Target Audience: Noise has a clear target audience, which includes young professionals, students, and music lovers. The brand's products are designed to meet the needs of this demographic, who are looking for high-quality and affordable audio accessories and gadgets that fit their active lifestyles. Noise has also leveraged social media platforms such as Instagram and Facebook to engage with its target audience and create a sense of community around the brand.

Product Lineup: Noise's product lineup includes a range of audio accessories such as wireless earbuds, headphones, and speakers, as well as smartwatches, fitness bands, and power banks. The brand has focused on developing products that offer superior performance, quality, and value, which has helped it to differentiate itself from its competitors. Noise's product development strategy is centered around understanding the needs of its target audience and developing products that cater to those needs.

Pricing Strategy: Noise's pricing strategy is another key element of its marketing strategy. The brand has focused on offering high-quality products at affordable prices, which has helped it to attract price-conscious customers. Noise's pricing strategy is based on a combination of factors such as production costs, competitors' prices, and the target audience's willingness to pay.

Distribution Strategy: Noise has adopted a multi-channel distribution strategy that includes online marketplaces, retail stores, and direct-to-consumer sales. The brand has leveraged the power of e-commerce platforms such as Amazon and Flipkart to reach customers across India. In addition, Noise has partnered with retail chains such as Croma and Reliance Digital to expand its offline presence.

Advertising and Promotion: Noise's advertising and promotion strategy is centered around social media marketing, influencer marketing, and advertising campaigns. The brand has leveraged social media platforms such as Instagram and Facebook to engage with its target audience and create a sense of community around the brand. In addition, Noise has partnered with influencers and celebrities to promote its products and create buzz around the brand.

Content Marketing: Noise has developed a robust content marketing strategy that includes creating and distributing high-quality content such as blogs, videos, and infographics. The brand's content marketing strategy is focused on educating and entertaining its target audience while promoting its products. Noise's content marketing efforts are centered around social media platforms such as Instagram and YouTube.

Customer Experience: Noise's customer experience strategy is focused on providing exceptional customer service, fast shipping, easy returns, and a user-friendly e-commerce platform. The brand has invested heavily in building a strong customer support team that is available to assist customers with any questions or concerns they may have.

Performance Tracking: Noise uses analytics tools to track the performance of its marketing strategies and adjust them as necessary to optimize results and achieve marketing objectives. The brand has a data-driven approach to marketing and uses insights from customer feedback and performance metrics to continuously improve its marketing efforts.

ADVERTISING STRATEGY

Social Media Advertising: Noise has a strong presence on social media platforms such as Instagram, Facebook, and Twitter. The brand has leveraged these platforms to create visually appealing ads that showcase its products and connect with its target audience.

Digital Advertising: In addition to social media advertising, Noise has also invested in digital advertising channels such as Google Ads and display advertising. The brand's digital advertising strategy includes targeting users who have expressed interest in audio accessories or similar products, as well as retargeting users who have visited the brand's website or engaged with its social media content.

Influencer Marketing: Noise has also leveraged the power of influencer marketing to reach its target audience. The brand has partnered with popular social media influencers and celebrities to promote its products and generate buzz around the brand. These influencers create sponsored content that showcases Noise's products and encourages their followers to check out the brand's offerings.

Outdoor Advertising: Noise has also utilized outdoor advertising channels such as billboards and transit advertising to reach a wider audience. The brand's outdoor advertising strategy includes creating eye-catching ads that highlight the key features of its products and include a clear call to action.

Brand Collaborations: Noise has also collaborated with other brands and events to reach new audiences and drive brand awareness. For example, the brand has partnered with music festivals and sporting events to showcase its products and connect with customers who have an interest in music or fitness.

CUSTOMER REVIEWS

- Noise Shots X5 Pro: Customers have praised the Noise Shots X5 Pro for their excellent sound quality, comfortable fit, and long battery life. Many customers have also appreciated the waterproof and sweatproof design, which makes these earbuds perfect for use during workouts and outdoor activities.
- Noise Colorfit Pro 2: Customers have given the Noise Colorfit Pro 2 positive reviews for its stylish design, accurate fitness tracking, and long battery life. Customers have also appreciated the easy-to-use interface and the ability to customize watch faces.
- Noise Tune Elite: Customers have praised the Noise Tune Elite for their excellent sound quality, comfortable fit, and affordable price point. Many customers have also appreciated the built-in microphone, which makes it easy to take calls while using the earphones.
- Noise Play 2: Customers have given the Noise Play 2 positive reviews for its excellent video and sound quality, easy-to-use interface, and affordable price point. Customers have also appreciated the long battery life and the ability to connect to a variety of streaming services.
- Noise Shots Neo 2: Customers have praised the Noise Shots Neo 2 for their comfortable fit, excellent sound quality, and long battery life. Customers have also appreciated the waterproof and sweatproof design, which makes these earbuds perfect for use during workouts and outdoor activities.

CONTROVERSY

- The Noise brand has faced some controversy in the past. One such controversy arose in 2018 when a video of a Noise Shots Bluetooth earbuds catching fire went viral on social media. The incident occurred when the earbuds were being charged using a power bank. Noise issued a statement acknowledging the incident and initiated a product recall for the affected units.
- Another controversy arose in 2020 when a customer shared a post on social media alleging that the Noise Colorfit Pro 2 fitness band was causing skin irritation. The customer claimed that the band's metal components were causing a rash and blisters on their skin. Noise responded to the post by stating that the band's metal components were made of medical-grade stainless steel and were unlikely to cause an allergic reaction. The company advised customers who experienced any skin irritation to discontinue use of the band and contact customer support for assistance.
- In addition to these specific incidents, some customers have raised concerns about the quality and durability of Noise's products. Some customers have reported issues with the battery life, connectivity, and overall performance of some Noise products. Noise has responded to these concerns by offering refunds, replacements, or repairs to affected customers.
- It is important to note that while the Noise brand has faced some controversy and customer complaints, these incidents appear to be relatively isolated.
Overall, the brand has received positive reviews and has gained a strong reputation for producing high-quality, affordable audio and fitness accessories.

SWOT ANALYSIS

STRENGTHS

- **Product range:** Noise brand offers a wide range of electronic products including smartwatches, earphones, headphones, and fitness bands, catering to a diverse audience with varying needs and preferences.
- **Affordability:** Noise brand products are generally priced affordably, making them accessible to a wider audience.
- **Quality:** Noise brand has been praised for the quality of its products. The brand uses high-quality materials and advanced technology to produce its products.
- **Design:** Noise brand products are designed to be stylish and attractive, with a focus on ergonomics and functionality.
- **Customer service:** Noise brand has a strong customer support system in place, providing its customers with quick and efficient solutions to any issues they may face.

WEAKNESSES

- Limited brand recognition: Although the Noise brand has gained popularity in recent years, it still lags behind some of the more established brands in terms of brand recognition.
- Limited availability: Noise brand products may not be widely available in some regions, which may limit its customer base.
- Quality control issues: Some customers have reported quality control issues with Noise brand products, such as defective units or inconsistent performance.
- Limited warranty period: Noise brand products come with a limited warranty period, which may not provide customers with adequate protection against product defects or failures.
- Limited customer reviews: Noise brand products may not have as many customer reviews as some of its competitors, making it harder for potential customers to gauge the quality and performance of its products.

OPPORTUNITIES

- Expanding product line: Noise brand could consider expanding its product line to include other electronic devices or accessories, which could attract a wider customer base.
- Collaborations: Noise brands could explore collaborations with other brands or influencers to increase brand awareness and reach new customers.
- Global expansion: Noise brand could consider expanding its presence in other regions and countries, where it may have a smaller presence or face less competition.
- Innovation: Noise brand could focus on innovation and incorporating new technologies in its products to differentiate itself from its competitors and attract tech-savvy customers.
- E-commerce: Noise brand could increase its focus on e-commerce and digital marketing strategies, which could help it reach a wider audience and increase sales.

THREATS

- Intense competition: Noise brand operates in a highly competitive market, with many established brands offering similar products at competitive prices.
- Economic conditions: Economic downturns or market instability could reduce consumer spending, affecting the sales of Noise brand products.
- Supply chain disruptions: Noise brands could face supply chain disruptions due to factors such as raw material shortages, shipping delays, or factory closures.
- Changing consumer preferences: Consumer preferences and trends can change rapidly, and if the Noise brand fails to keep up with changing demands, it could lose market share to competitors.
- Counterfeit products: As the Noise brand gains popularity, it could face the threat of counterfeit products, which could damage its brand reputation and affect its sales.

CHAPTER- 3

RESEARCH DESIGN

3.1 TYPE OF RESEARCH

1) Descriptive Research:

➤ It is the most widely used research design as it permits the user to diverse the data collection method by collecting the data from the different ways and sources like for example by survey method, by observation method or by reading and summarizing the case studies on the same. It is often referred to as a survey method.

➤ It is a type of random research which primarily can be done by distributing or forwarding the questionnaire to the respondents, by ensuring all the responses of them will be kept confidential and then a complete analysis is carried out on the outcome of results and then the result is driven out of it.

3.2 RESEARCH METHOD

➤ Survey is done by forwarding the questionnaire among the 100 respondents. ➤ Past case studies and observation are also used to derive the end results.

3.3 TYPE OF DATA

The sources of data include both primary and secondary data

➤ PRIMARY DATA:

- It is also referred to as the raw data. It is first handedly collected by the researchers with the objective of solving any research problem or to find any particular results.
- In this research primary data is collected by forwarding/distributing the questionnaire among the set of respondents and their responses are collected, tabulated and analyzed using the Google Forms App.

➤ SECONDARY DATA:

- It is the pre-recorded and ready to use type of data which is firstly not collected by the primary user. This type of data does not allow the primary user to track back the respondents of the data.
- In this research secondary data is collected from the company websites, different other websites, Media publications and books and case studies.

3.4 SAMPLE

➤ The sample selected for the research has following characteristics:

- Sample size is 100 people.
- Samples age is ranging between less than 15 to 40 and above
- The Sample occupation ranges from students, home-keepers to working people.

3.5 SAMPLE METHOD

- Non-Probability sampling method is used. In this method each sample does not have an equal chance of getting selected. This sampling may not help in getting an unbiased representation of the total population.
- In Non-Probability sampling, Convenience sampling is taken into use, in this type the sample is taken from a group of people who are easy to contact or to reach.

3.6 DATA COLLECTION METHOD

- SURVEY & QUESTIONNAIRE:
 - A survey has been carried out by using a questionnaire to gather and analyze the information about the brand and position in the customer's mind. ▪ Information about the company, its strategies, its history and working and also about its competitor is collected with the help of websites, publications and case studies.

CHAPTER-4

**CLASSIFICATION OF TABULATION
OF DATA**

CLASSIFICATION OF TABULATION OF DATA

What is your gender?

Male	62
Female	38

Which age group do you belong to?

Under 18	54
18-25	39
25-40	8
40 or older	1

Which Noise product do you use?

Smartwatches	27
Headphones	19
Speakers	29
Earphones	28

Who do you think is the main competitor of Noise?

Boat	20
Realme	25
Zebronics	10
Syska	18
Mi India	27

54

Which of the following types of advertising would you find most effective in promoting Noise earbuds?

a) Social media ads	37
b) TV commercials	16
c) Influencer marketing	33
d) Print ads	14

According to you, what is the highest selling product of Noise?

Smartwatches	23
Headphones	12
Speakers	27
Earphones	49

On which platform does the company sell its highest product?

Amazon	31
Flipkart	36
Offline at shops	9
Noise website	24

Which type of distribution channel does Noise follow?

Direct to customer	56
With the help of wholesaler and retailer	7
Manufacturer to wholesaler to retailer then the final customer	37

How important is the battery life of earbuds when deciding to make a purchase?

a) Very important	88
b) Somewhat important	9
c) Not important	3

How would you rate the value for money of Noise products on a scale of 1-5?

1 (Very poor)	1
2 (poor)	1
3 (Average)	9
4 (good)	42
5 (Excellent)	47

Which group of people do you think Noise is targeting with their products?

Delivery people	11
People working at company	27
youngsters	39
College and school students	24

What makes Noise different from other companies?

Additional features	28
Design	27
Battery life	23
Noise cancellation	22

How did Noise capture the market in smartwatches and Bluetooth earphones?

By providing better features than others	44
Affordable prices	30
Better design and color options than others	26

How often do you use earbuds in a day?

a) Less than an hour	28
b) 1-2 hours	31
c) 2-4 hours) More than 4 hours	41

Which of the following features of Noise earbuds do you value the most?

a) Sound quality	25
b) Comfort	22
c) Design	26
d) Battery life	27

How important is the brand reputation when deciding to purchase earbuds?

a) Very important	66
b) Somewhat important	25
c) Not important	9

Which of the following options do you prefer when it comes to the type of earbuds you use?

a) Wireless earbuds	41
b) Wired earbuds	31
c) I use both wireless and wired earbuds	28

How satisfied are you with your Noise product?

Extremely satisfied	72
Somewhat satisfied	24
Neither satisfied nor dissatisfied	2
Somewhat dissatisfied	1
Extremely dissatisfied	1

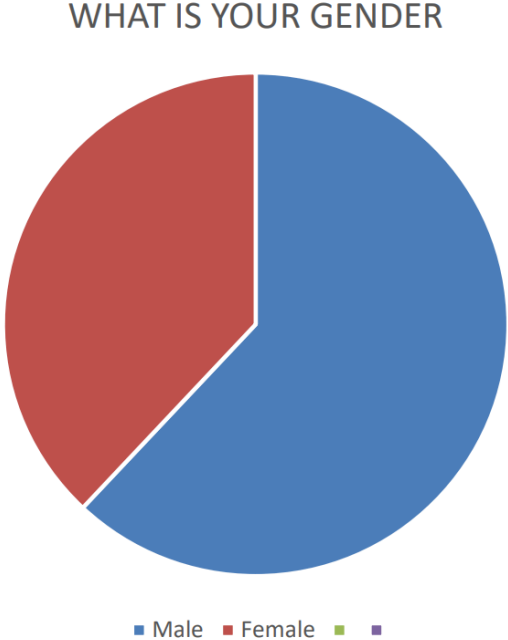
Have you recommended a Noise product to someone else?

Yes	92
No	8

CHAPTER-5

**DATA ANALYSIS AND
INTERPRETATION**

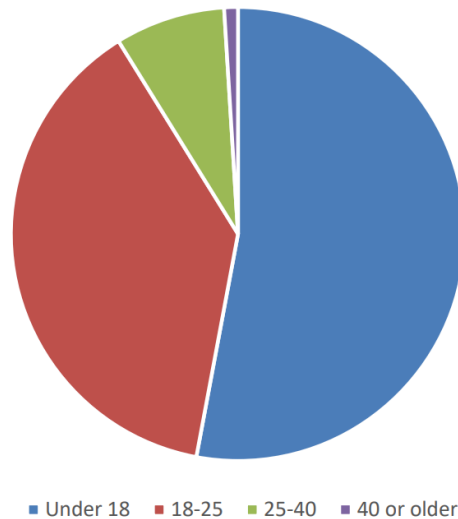
1. WHAT IS YOUR GENDER



Gender: Out of the respondents, 62% were male and 38% were female.

2. WHICH AGE GROUP DO YOU BELONG TO

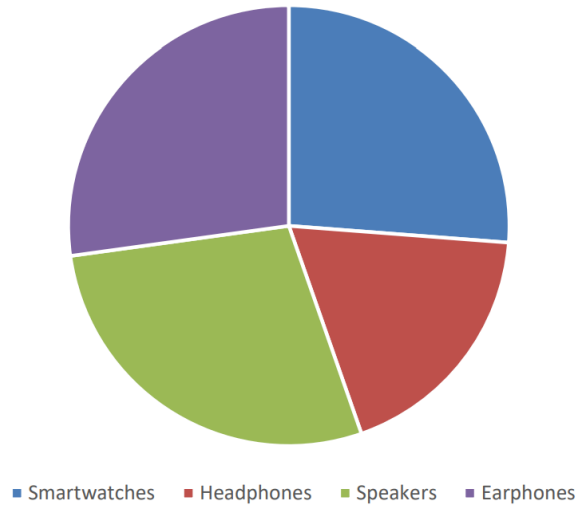
WHICH AGE GROUP DO YOU BELONG TO



Age group: Majority of the respondents (54%) were under the age of 18, followed by the 18-25 age group (39%). Only a small proportion of respondents (8% and 1%) belonged to the age groups of 25-40 and 40 or older, respectively.

3. WHICH NOISE PRODUCT DO YOU USE

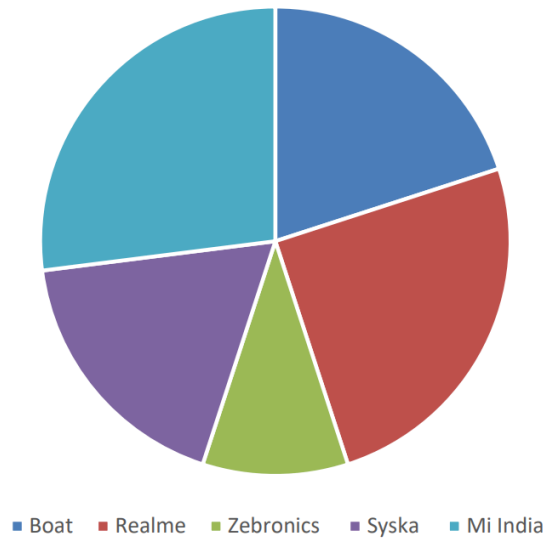
WHICH NOISE PRODUCT DO YOU USE



Noise product usage: The respondents reported using different Noise products, with the highest proportion (29%) using speakers, followed by earphones (28%), smartwatches (27%), and headphones (19%).

4. WHO DO YOU THINK IS THE MAIN COMPETITOR OF NOISE

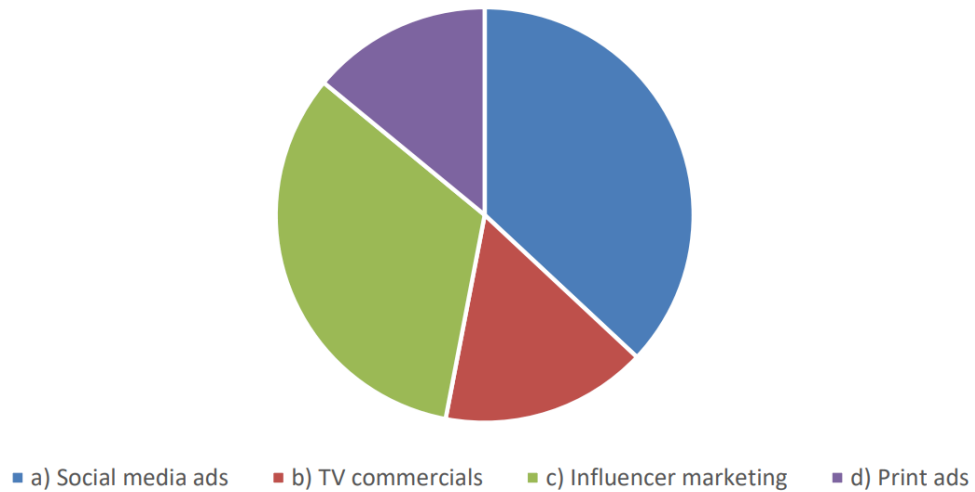
WHO DO YOU THINK IS THE MAIN COMPETITOR OF NOISE



Competitors of Noise: The respondents named different brands as Noise's main competitor, with Mi India being the highest (27%), followed by Realme (25%), Boat (20%), Syska (18%), and Zebronics (10%).

5. WHICH OF THE FOLLOWING TYPES OF ADVERTISING WOULD YOU FIND MOST EFFECTIVE IN PROMOTING NOISE EARBUDS

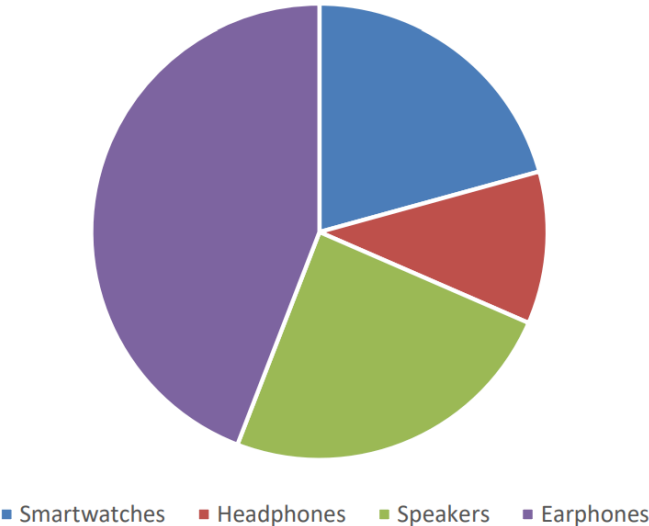
WHICH OF THE FOLLOWING TYPES OF ADVERTISING
WOULD YOU FIND MOST EFFECTIVE IN PROMOTING NOISE
EARBUDS



Effective advertising: Respondents considered social media ads (37%) and influencer marketing (33%) to be the most effective advertising methods for promoting Noise earbuds. TV commercials (16%) and print ads (14%) were less popular options.

6. ACCORDING TO YOU, WHAT IS THE HIGHEST SELLING PRODUCT OF NOISE

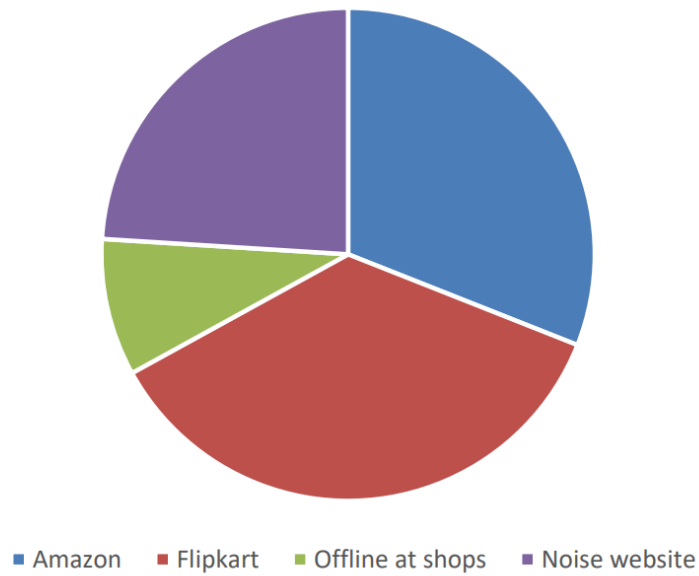
ACCORDING TO YOU, WHAT IS THE HIGHEST SELLING PRODUCT OF NOISE



Highest selling product: Earphones were considered to be the highest selling product of Noise (49%), followed by speakers (27%), smartwatches (23%), and headphones (12%).

7. ON WHICH PLATFORM DOES THE COMPANY SELL ITS HIGHEST PRODUCT

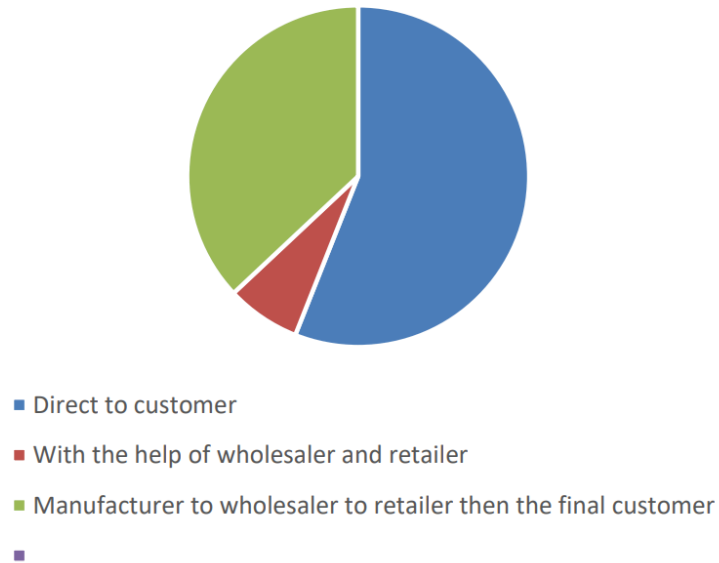
On which platform does the company sell its highest product



Platform for sales: The highest proportion of respondents (36%) reported buying Noise products on Flipkart, followed by Amazon (31%), Noise website (24%), and offline at shops (9%).

8. WHICH TYPE OF DISTRIBUTION CHANNEL DOES NOISE FOLLOWING

WHICH TYPE OF DISTRIBUTION CHANNEL DOES NOISE FOLLOWING

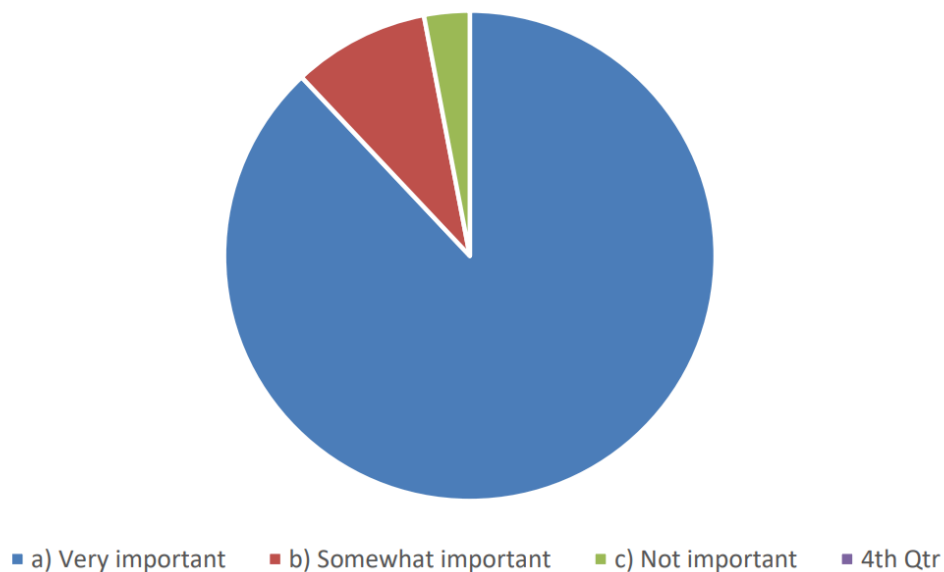


Distribution channel: Majority of the respondents (56%) reported that Noise follows a direct-to customer distribution channel, followed by manufacturer to wholesaler to retailer then the final customer (37%) and with the help of wholesaler and retailer (7%).

9. How important is the battery life of earbuds when deciding to make a purchase

a) Very important	88
b) Somewhat important	9
c) Not important	3

How important is the battery life of earbuds when deciding to make a purchase

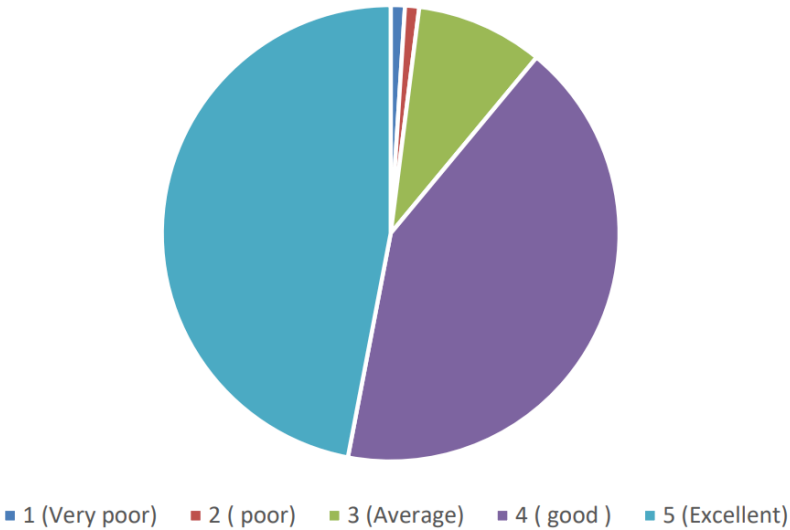


The majority of respondents (88%) consider the battery life of earbuds as a very important factor when deciding to make a purchase. Only a small percentage of respondents (9%) considered it somewhat important, and a very small percentage (3%) did not consider it important at all.

10. How would you rate the value for money of Noise products on a scale of 1-5

1 (Very poor)	1
2 (poor)	1
3 (Average)	9
4 (good)	42
5 (Excellent)	47

How would you rate the value for money of Noise products on a scale of 1-5

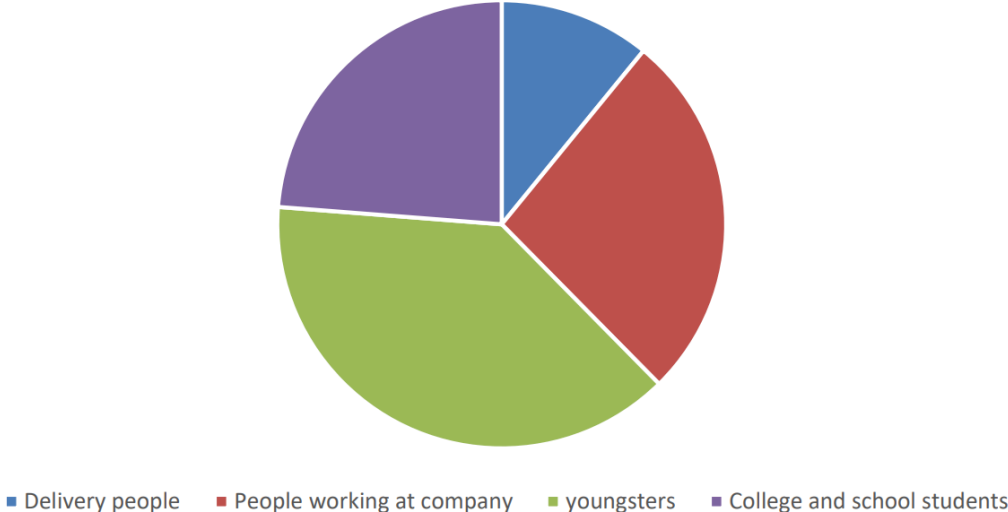


Importance of battery life: 88 respondents believe it's very important when making a purchase, 9 believe it's somewhat important, and 3 believe it's not important.

Value for money rating: 1 respondent rated it as very poor, 1 as poor, 9 as average, 42 as good, and 47 as excellent.

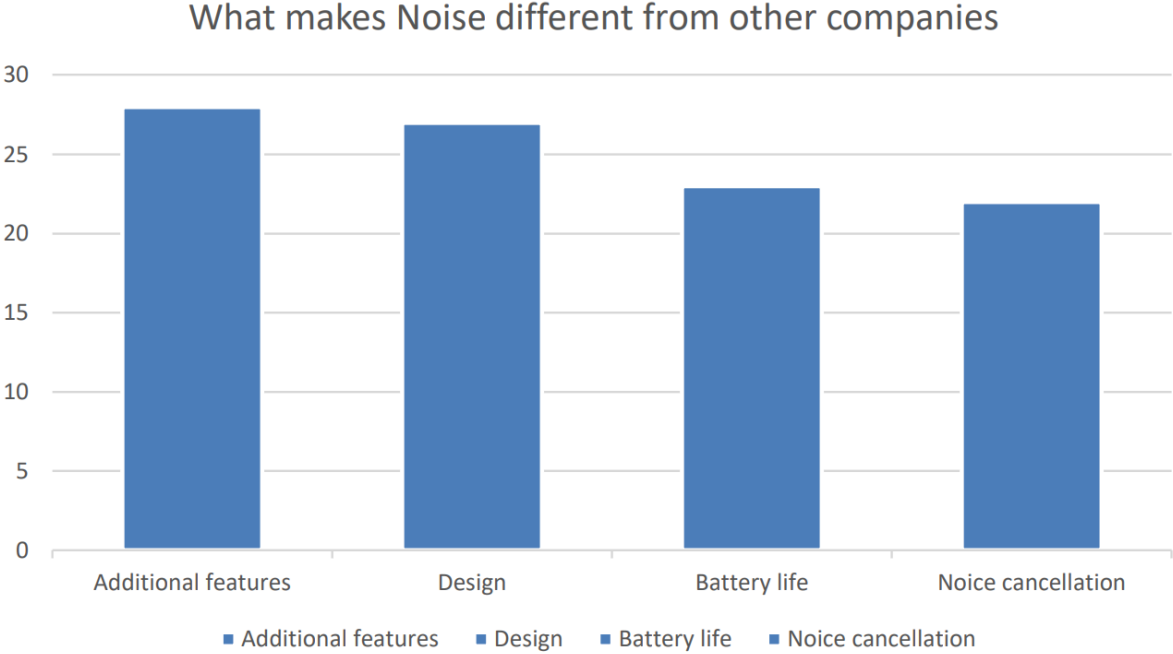
11. Which group of people do you think Noise is targeting with their products

Which group of people do you think Noise is targeting with their products



Target market: 11 respondents believe Noise is targeting delivery people, 27 believe it's people working at companies, 39 believe it's youngsters, and 24 believe it's college and school students.

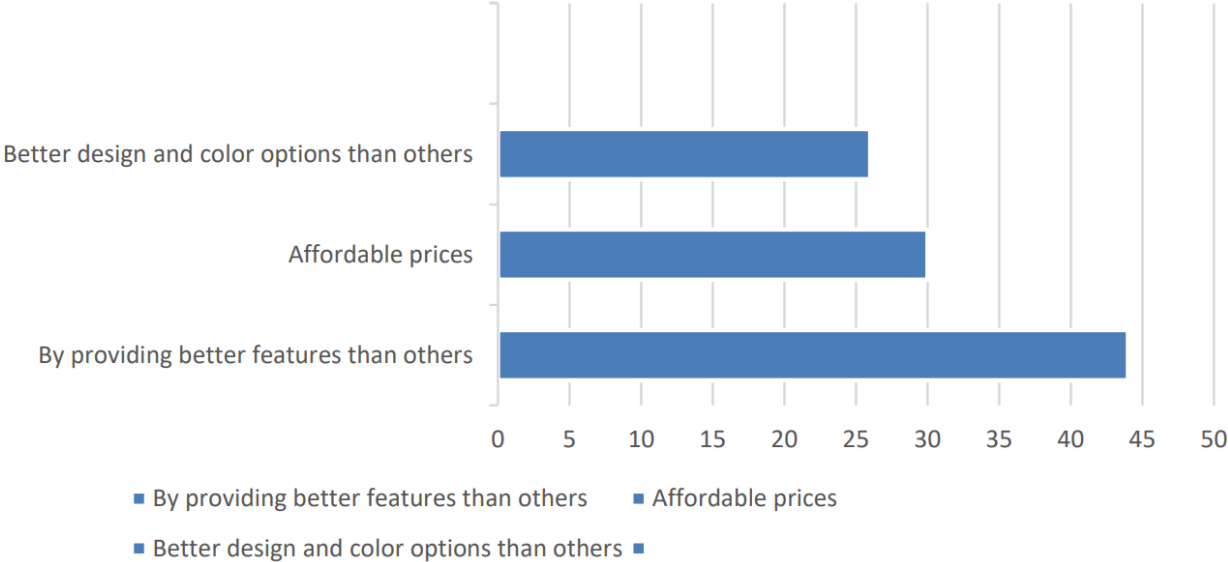
12. What makes Noise different from other companies



What makes Noise different: 28 respondents believe it's the additional features, 27 believe it's the design, 23 believe it's the battery life, and 22 believe it's the noise cancellation.

13.How did Noise capture the market in smartwatches and Bluetooth earphones

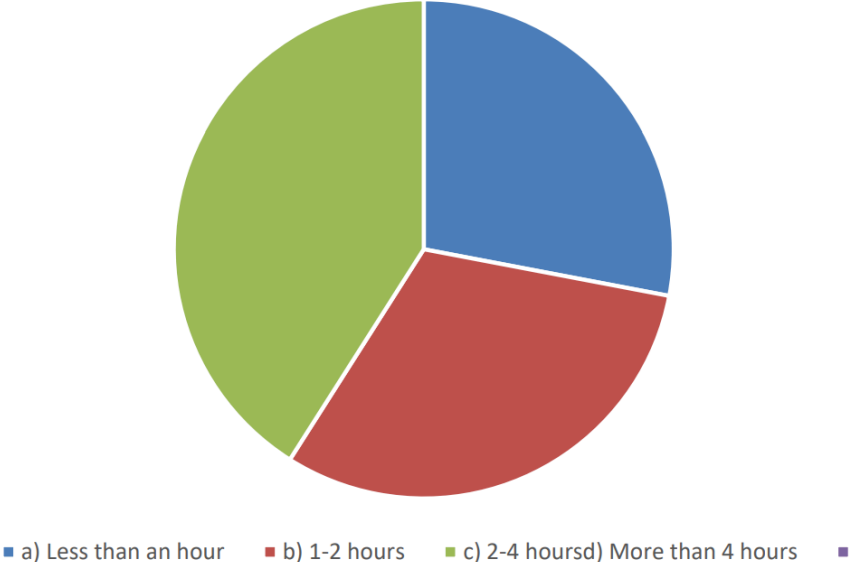
How did Noise capture the market in smartwatches and Bluetooth earphones



How Noise captured the market: 44 respondents believe it's by providing better features than others, 30 believe it's by offering affordable prices, and 26 believe it's by having better design and color options than others.

14.How often do you use earbuds in a day

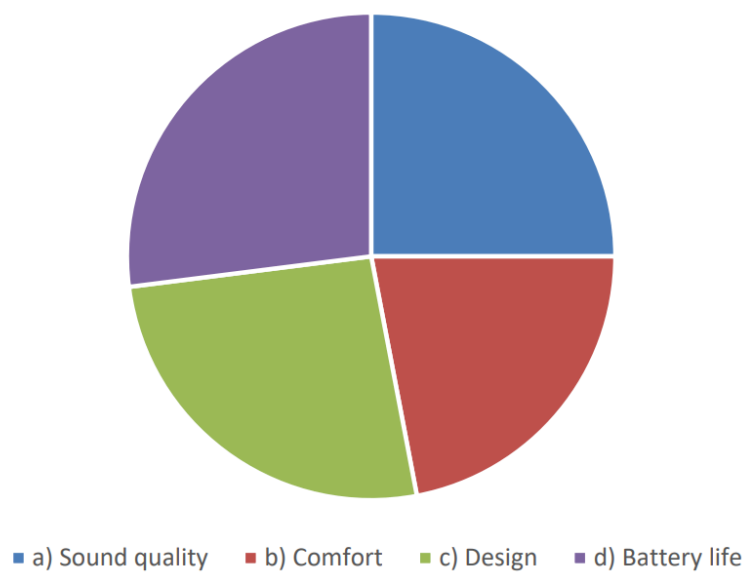
How often do you use earbuds in a day



Frequency of earbud usage: 28 respondents use earbuds for less than an hour a day, 31 use them for 1-2 hours, 41 use them for 2-4 hours, and some use them for more than 4 hours.

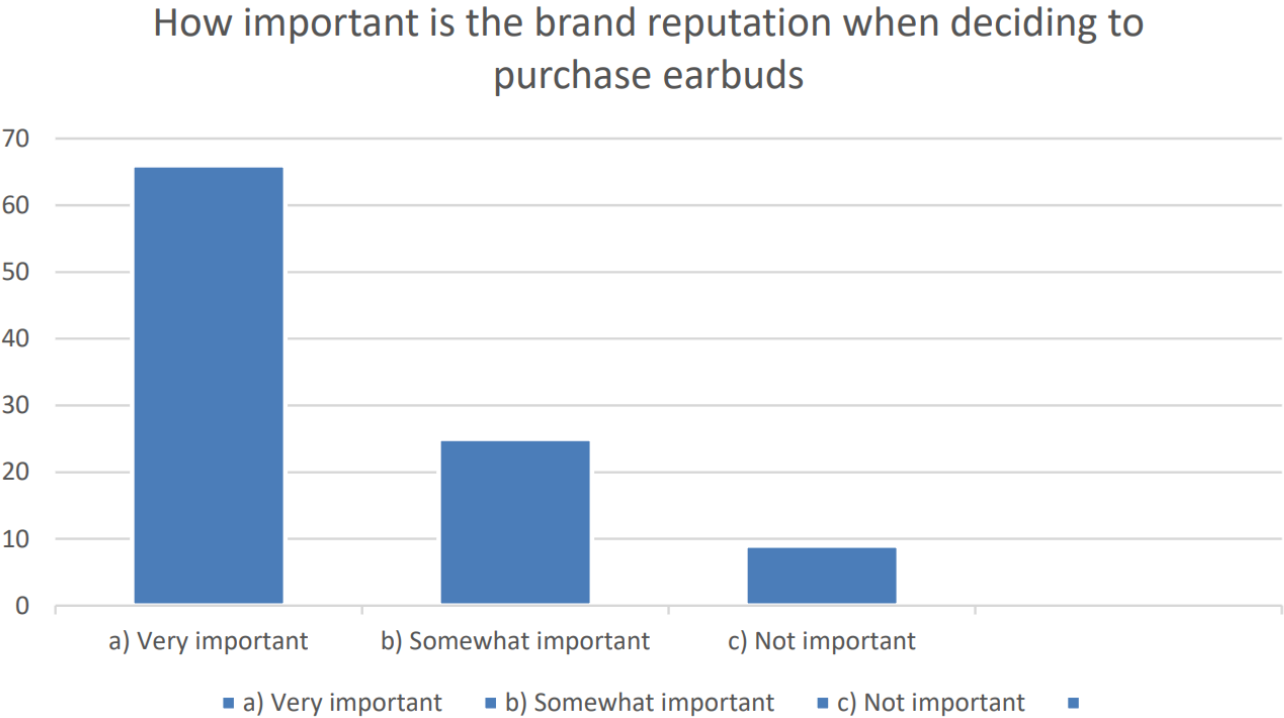
15. Which of the following features of Noise earbuds do you value the most

Which of the following features of Noise earbuds do you value the most



Most valued features of Noise earbuds: 25 respondents value the sound quality the most, 22 value the comfort, 26 value the design, and 27 value the battery life.

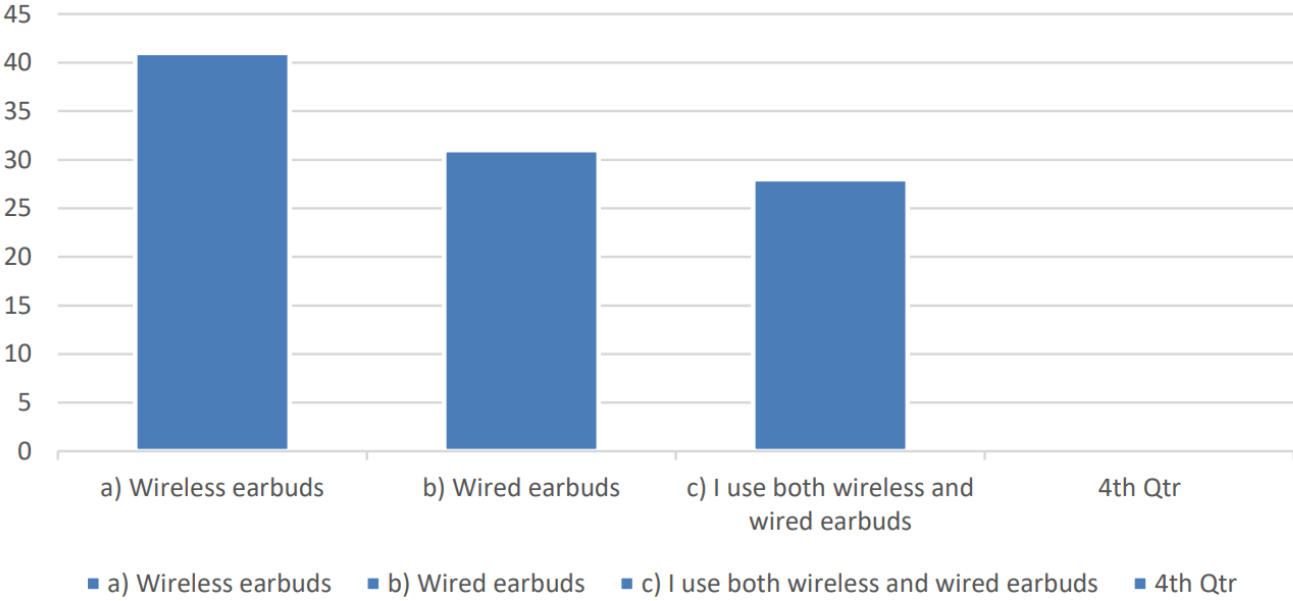
16.How important is the brand reputation when deciding to purchase earbuds



Importance of brand reputation: 66 respondents believe it's very important, 25 believe it's somewhat important, and 9 believe it's not important.

17. Which of the following options do you prefer when it comes to the type of earbuds you use

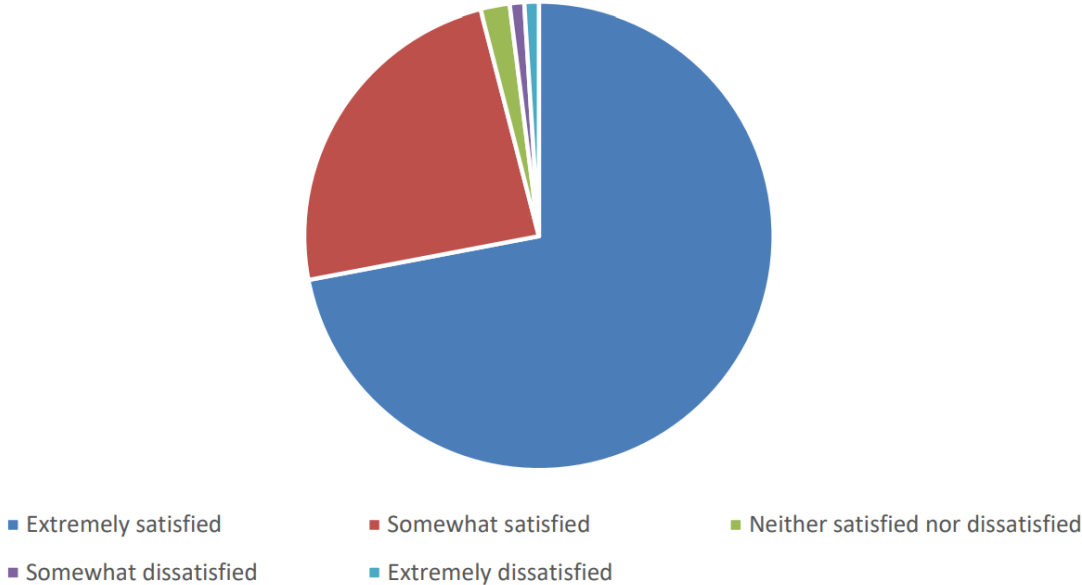
Which of the following options do you prefer when it comes to the type of earbuds you use



Type of earbuds preferred: 41 respondents prefer wireless earbuds, 31 prefer wired earbuds, and 28 use both.

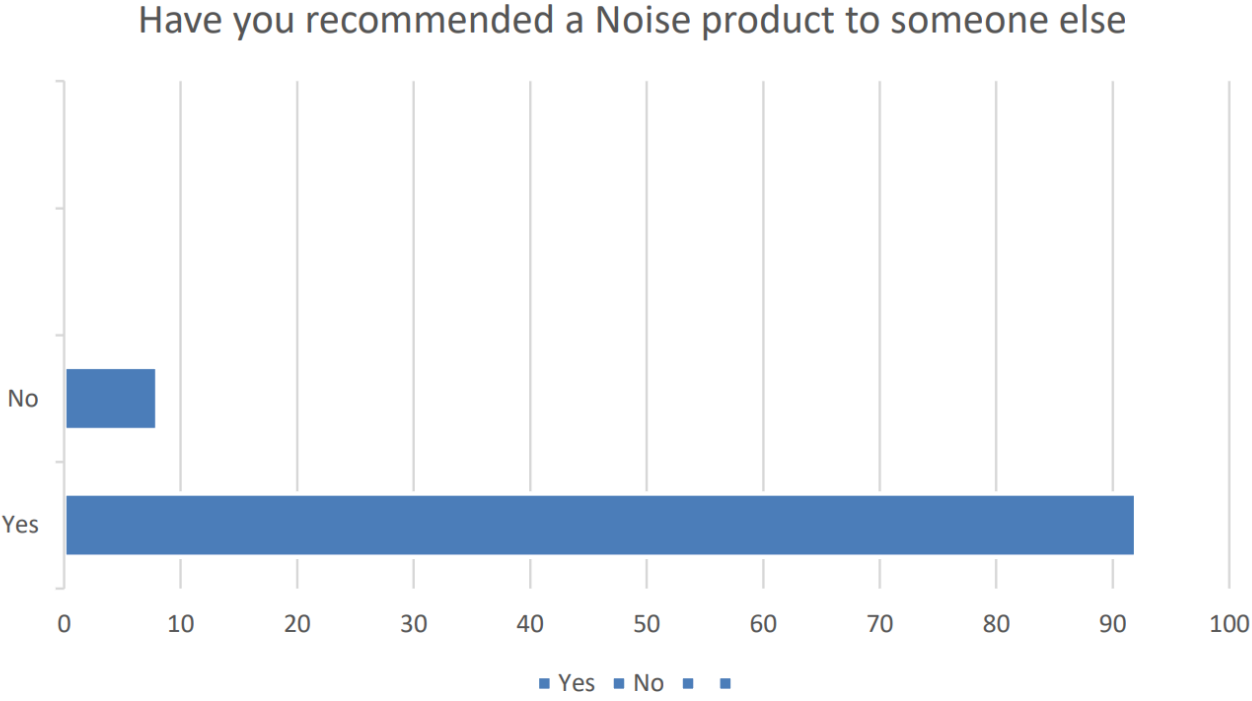
18.How satisfied are you with your Noise product

How satisfied are you with your Noise product



Satisfaction with Noise product: 72 respondents are extremely satisfied, 24 are somewhat satisfied, 2 are neither satisfied nor dissatisfied, 1 is somewhat dissatisfied, and 1 is extremely dissatisfied.

19. Have you recommended a Noise product to someone else



Recommendation of Noise product: 92 respondents have recommended a Noise product to someone else.

CHAPTER-6

**FINDING, CONCLUSION AND
RECOMMENDATION**

FINDINGS

Gender: Out of 100 respondents, 62 are male and 38 are female.

Age group: Majority of the respondents belong to the under 18 age group (54), followed by 18-25 age group (39), while only 9% of respondents belong to the 25-40 age group and 1% are 40 or older.

Noise product usage: Majority of the respondents use smartwatches (27) and speakers (29), followed by earphones (28) and headphones (19).

Main competitor: Respondents perceive Mi India (27) as the main competitor of Noise, followed by Realme (25), Boat (20), Syska (18), and Zebronics (10).

Advertising effectiveness: Respondents find social media ads (37) and influencer marketing (33) to be the most effective types of advertising for promoting Noise earbuds, followed by TV commercials (16) and print ads (14).

Highest selling product: Majority of the respondents perceive earphones (49) to be the highest selling product of Noise, followed by speakers (27), smartwatches (23), and headphones (12).

Sales platform: Respondents indicate that the highest selling Noise product is sold on Flipkart (36) and Amazon (31), followed by Noise website (24) and offline at shops (9).

Distribution channel: Majority of the respondents indicate that Noise follows a direct-to-customer distribution channel (56), while some indicate that they use the help of wholesaler and retailer (7) or manufacturer to wholesaler to retailer then final customer (37).

Battery life importance: Majority of the respondents indicate that battery life is very important (88) when deciding to make a purchase, followed by somewhat important (9) and not important (3).

Value for money: Respondents rate the value for money of Noise products as good (42) and excellent (47), with some indicating average (9) and poor (2) ratings.

CONCLUSIONS

Based on the research conducted on the marketing strategy of the Noise brand, it is evident that the company has been successful in establishing itself as a popular brand in the Indian tech industry. The company has been able to achieve this by focusing on providing affordable and trendy products that cater to the needs of the young and tech-savvy Indian audience.

Noise has been successful in creating a strong brand identity by leveraging social media and influencer marketing. The company has also been able to establish itself as a reliable brand by providing extended warranties and customer support through its Nose Care program.

In terms of product offerings, Noise has a wide range of products including earbuds, smartwatches, fitness bands, Bluetooth speakers, and power banks. The company has been able to cater to different consumer segments by offering products at various price points.

Noise's marketing strategy has been effective in creating brand awareness and driving sales. The company has been successful in creating a strong community of brand loyalists who advocate for the brand on social media.

However, Noise has also faced some criticism for the quality of its products, especially with regards to the earbuds. Additionally, the company faces stiff competition from other brands in the tech industry, which may impact its growth in the future.

RECOMMENDATIONS

Consider purchasing NOISE earbuds, as they have received positive reviews from customers for their sound quality, comfort, and affordability.

If you are looking for a budget-friendly fitness tracker, consider the NOISE ColorFit Pro 2, which offers a range of features at a competitive price point.

Keep an eye on NOISE's website and social media channels for product launches and sales. NOISE frequently releases new products and offers discounts to customers.

Take advantage of the NOISE Care program, which offers extended warranties and customer support to ensure that you are satisfied with your purchase.

If you are interested in the tech industry, consider reading "Disrupt and Conquer: How TTK Prestige Became India's Kitchen King" to gain insights into the Indian startup ecosystem.

If you work in branding or marketing, consider reading "Designing Brand Identity: An Essential Guide for the Whole Branding Team" to learn about best practices for creating a strong brand identity.

CHAPTER-7

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- <https://www.businesstoday.in/technology/news/meet-the-noise-makes-of-affordablewireless-earphones-and-smartwatches/story/425791.html>
- <https://www.indiatoday.in/technology/features/story/noise-the-audio-tech-brand-that-keepsindian-youths-grooving-1751753-2020-11-16>

BOOKS:

- **"Disrupt and Conquer: How TTK Prestige Became India's Kitchen King"** by Arpita Kala
- **"Designing Brand Identity: An Essential Guide for the Whole Branding Team"** by Alina Wheeler

CHAPTER-8

ANNEXURE - QUESTIONNAIRE

1. What is your gender?
 - Male
 - Female
2. Which age group do you belong to?
 - Under 18
 - 18-25
 - 25-40
 - 40 or older
3. Which Noise product do you use?
 - Smartwatches
 - Headphones
 - Speakers
 - Earphones
4. Who do you think is the main competitor of Noise?
 - Boat
 - Realme
 - Zebronics
 - Syska
 - Mi India
5. Which of the following types of advertising would you find most effective in promoting Noise earbuds?
 - Social media ads
 - TV commercials
 - Influencer marketing
 - Print ads
6. According to you, what is the highest selling product of Noise?
 - Smartwatches
 - Headphones
 - Speakers
 - Earphones

7. On which platform does the company sell its highest product?
- Amazon
 - Flipkart
 - Offline at shops
 - Noise website
8. According to you, what is the highest selling product of Noise?
- Smartwatches
 - Headphones
 - Speakers
 - Earphones
9. On which platform does the company sell its highest product?
- Amazon
 - Flipkart
 - Offline at shops
 - Noise website
10. Which type of distribution channel does Noise follow?
- Direct to customer
 - With the help of wholesaler and retailer
 - Manufacturer to wholesaler to retailer then the final customer
11. How important is the battery life of earbuds when deciding to make a purchase?
- Very important
 - Somewhat important
 - Not important
12. How would you rate the value for money of Noise products on a scale of 1-10?
- 1 (Very poor)
 - 2
 - 3
 - 4
 - 5 (Average)
 - 6
 - 7
 - 8

- 9
 - 10 (Excellent)
13. Which group of people do you think Noise is targeting with their products?
- Delivery people
 - People working at company
 - Youngsters employee of company
 - College and school students
14. What makes Noise different from other companies?
- Additional features
 - Design
 - Battery life
 - noise cancellation
15. How did Noise capture the market in smartwatches and Bluetooth earphones?
- By providing better features than others
 - Affordable prices
 - Better design and color options than others
16. How often do you use earbuds in a day?
- Less than an hour
 - 1-2 hours
 - 2-4 hours) More than 4 hours
17. Which of the following features of Noise earbuds do you value the most? a) Sound quality
- Comfort
 - Design
 - Battery life
18. How important is the brand reputation when deciding to purchase earbuds?
- Very important
 - Somewhat important
 - Not important
19. Which of the following options do you prefer when it comes to the type of earbuds you use?
- Wireless earbuds
 - Wired earbuds
 - I use both wireless and wired earbuds

20. How satisfied are you with your Noise product?

- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Extremely dissatisfied

21. Have you recommended a Noise product to someone else?

- Yes
- No