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## Patent Search

Invention Title	IMPORTANCE OF MARKETING RESEARCH IN ENHANCING THE SERVICE LEVEL OF MANUFACTURING COMPANY
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**Abstract:**

ABSTRACT Importance of Marketing research in enhancing the service level of manufacturing company Marketing research is a crucial component in the success of any manufacturing company. It involves collecting and analyzing data to better understand consumer needs, preferences, and behavior. This information is then used to develop effective marketing strategies and improve the service level of the company. Through marketing research, a manufacturing company can gain insights into the target market purchasing patterns, and their satisfaction level with the company's products and services. This knowledge allows the company to tailor its offerings to meet the specific needs and wants of its customers, ultimately enhancing the service level. Moreover, marketing research helps in identifying emerging trends and market opportunities, enabling the company to stay competitive and adapt to changing consumer demands. This leads to improved customer satisfaction, loyalty, and retention, which ultimately leads to increased sales and revenue. In conclusion, marketing research is essential for a manufacturing company to stay ahead in the market and provide high-quality services to its customers. It provides valuable insights that drive strategic decision-making and ensure the company's long-term success.

**Complete Specification**

Description:FORM 2  
THE PATENTS ACT,1970  
(39 of 1970)

&  
THE PATENT RULES, 2003

Complete Specification  
(See section10 and rule13)

1. Title of the Invention: Importance of Marketing research in enhancing the service level of manufacturing company

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