A Study on Customer Acquisition in Small and Medium Enterprises

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Abstract

The purpose of this project study is to evaluate the purpose of customer acquisition in small and medium enterprises through broking services in Coimbatore. Customer acquisition is a process of acquiring customers. The contents of the project are capital markets regarding securities, role of major stock exchanges in India namely Bombay Stock Exchange (BSE) and National Stock Exchange (NSE), customer acquisition, steps involved in customer acquisition process, key trends in customer acquisition, about Fortune Wealth Management India Pvt Ltd, that includes the history, management, board of directors, values, memberships, role played and services offered by the company, problem statement, scope of the study, review of literature, research methodology that includes type of research, objectives, data and sources of data, time period covered, population and sampling size, sampling technique, tools of analysis and expected deliverable, analysis and interpretation, findings, suggestions, conclusion and scope of further study.