

# A Study on Successful Marketing Approaches that Helped Break through Strong Market Monopolies

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**Abstract:** *Market research should involve scientific and systematic research procedures to obtain the correct market statistics and industry analysis for overall business success. Learning about the market from a small level, where we implement statistics that help verify data with accuracy greatly helps to promote the business. The methodology of research is mainly done with two research approaches i.e. primary and secondary. Primary research is conducted to determine segmentation type, price range, key players, raw material supply, industry status, and other indexes. Data screening, Data synthesis, and integration are other DC-DC Optimizers processes in primary research. The secondary research approach focuses primarily on important information about the top players, market classification and segmentation according to industry trends to the bottom-most level, and key developments related to market and technology perspectives. It also helps a lot to understand the product's financials, geographic revenue, and total company revenue. Extensive qualitative and further quantitative analysis is also done along with a complete market DC-DC Optimizers engineering process to list key information throughout the report*

**Keywords:** Segmentation, DC-DC optimizer, Quantitative analysis, Extensive Qualitative

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