

Abstract

Industrial clusters, rather the concentration of various industrial units plays a key role in the development of the community at large around it. Within, Pakistan there are many industrial clusters and Hyderabad city has two very important industrial zones within its reach .i.e. Hyderabad City and Kotri. A key product of Hyderabad is bangles and it's considered to be a must purchase while visiting or transiting from this city. This particular industry holds significance not only in Pakistan but also is very famous in south Asia. It has huge potential for growth, whereas using no means of marketing it has flourished. However, changing times mean changing ways and strategies. This needs to be of utmost importance as the 21st century has been brutal to various small-scale industries in terms of advancements not only in manufacturing systems but also in adoption of various strategies to enhance businesses. This study is to attempt to positively contribute towards furthering our understanding about the glass bangles industry of Hyderabad and how they are using traditional practices of non-existent marketing tools and techniques and still have been able to commercialize their products. Research design is qualitative in nature and interviews has been conducted from 10 producers of bangles within the heart of Hyderabad bangles industry. The study is aim to make contribution towards developing our understanding about this industry and help us understand how they have commercialized and sustained growth. This would also be useful for policy makers to develop policies that could further help this industry grow.

Key Words: Commercialization, Marketing Mix, Glass Bangle Industry, Hyderabad, Pakistan