

DATE: 05/05/2018

Internship Certificate

This is to certify that **Mr. RAMESHA S P** bearing USN **1AZ15MBA54**, student of **Acharya Institute of Technology, Bangalore**, pursuing **MBA 4th** semester has successfully completed his internship on “**A Study on effectiveness of visual merchandising with reference to brandfactory**” in our organization for a period of 10 weeks from **15/01/2018 to 24/03/2018**. During this association with us, he executed the work assigned to him very diligently.

During this tenure we found him to be keen in learning. His conduct during this period was satisfactory.

We wish him all the very best in all his future endeavours

Yours faithfully.

For FUTURE LIFESTYLE FASHION LTD



Sadanand

Marketing Executive

BF- MYSORE

FUTURE LIFESTYLE FASHION LTD

Keerthana Complex, Chamaraja Mohalla, New KantharajUrs Rd, Krishnamurty Puram,
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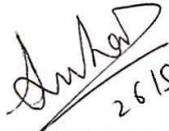
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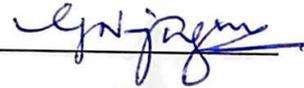
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CERTIFICATE

This is to certify that **Mr. Ramesha S P** bearing USN **1AZ15MBA54** is a bonafide student of Master of Business Administration course of the Institute 2015-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on “**A Study on Effectiveness of Visual Merchandising With Reference to Brand Factory**” at Mysore is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.


26/5/18

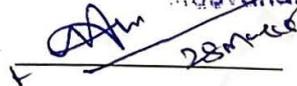
Signature of Internal Guide



Signature of HOD

Head of the Department
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28/5/18

Signature of Principal

PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

DECLARATION

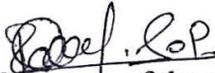
I **RAMESHA S P** hereby declares that the project report entitled on “**A study on Effectiveness of Visual Merchandising**” with reference to **BRAND FACTORY** Mysore prepared by me under the guidance of **Prof. SUHAS PATEL** faculty of **MBA Department** in **ACHARYA INSTITUTE OF TECHNOLOGY** and external guidance by **Mr. SADANAND, Marketing Executive, BRAND FACTORY, MYSORE.**

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration in Visveswaraya Technological University, Belgaum.

I have undergone the project for the period of 10 weeks. I further declare that this project is based on the original study undertaken by me and not has submitted for the award of any degree/ diploma from any other university or institution.

Place: Bangalore

Date: 28/05/2018


Signature of the student

ACKNOWLEDGEMENT

I would like to acknowledge many people who shown interest and have also put great efforts towards my project. I would like to thank my internal guide **Prof. SUHAS PATEL**, MBA department, Acharya Institute of Technology, Bengaluru and I also thank my External guide **Mr. SADANAND**, Marketing Executive Brand Factory, Mysore. I wish to express my sincere thanks to The Principal of Acharya Institution of Technology for their co-operation.

I wish to express my thanks and deep gratitude to **Dr. Prof. NIJAGUNA**. HOD, Department of MBA, AIT for the guidance and support in completion of project. Finally, I express my sincere thanks to all the staff of MBA department of AIT for their valuable suggestions in fine tuning the report.

RAMESHA S P

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EXECUTIVE SUMMARY

This report includes “A study on the effectiveness of visual merchandising with reference to Brand Factory”. Brand Factory is one of the best discount retailers in the country, its main aim is to offer a discount-based service to the consumers in the society. And it primarily movements on discount base activities the primary impartial of the education is to bargain available the part for visual merchandising in the inspiration of purchasing of the customer.

The project is accepted to carry out under the direction of Brand Factory a discount retail store located at Keertana Complex Mysuru.

The major reason for the projects to catch out the visual merchandising will affect the customer view towards the particular goods in the store. As for the need of the study I have taken a partly secondary data and primary data.

CHAPTER 1

INTRODUCTION ABOUT THE INTERNSHIP

1.1 ABOUT INTERNSHIP:

Future life style fashion is a part of future group and the India's life style fashion business through participating some of the India's most popular lifestyle retail journey's end like central, Brand Factory and globe sports and over 20 local and worldwide fashion brands, with team of talented business specialists, fashion designers and businesspersons company aims to provide the perfect blend of the contemporary and outdated fashion to the Indian customer.

Through this internship have worked on different tasks of visual merchandising and sometimes sales marketing. Different spring summer themes highlighting different merchandising categories, making clusters and window displays, occasional event assignments valentine days brands study feedback analysis etc.

1.2 TOPIC CHOSEN FOR THE RESEARCH STUDY

“A study on effectiveness of visual merchandising with reference to Brand Factory”

The visual merchandising is the drive and control of raising the floor game plan and three-dimensional presentation with a specific end goal to build deals. The course of action store and its items to the buyer all through relating advancement, shows, specific event, style and form association and item division in mastermind to set available to be purchased stock.

The Visual marketing a regularly utilizing word for the piece of stock association in order to be concerned with exhibiting the stock inside an exchange direct in the most astounding way.

The most punctual broker had to attempt to pull in clients excited about their own supplies whichever through showing their superstore forename greatly gigantic and in our look, or through displaying products are show or table at the path.

1.3 NEED FOR THE STUDY:

- To analyse the customer that to believe Visual merchandising is major part while shopping or else.
- To know the consumer buying performance and expectation in the direction of visual merchandising.
- To know the different features that influence the purchaser buying actions.
- To find out how to keep hold of and maintain the customer with creative and good looking visual merchandising.
- To know what make the customer shop at the brand factory.
- To know the customer expectation in visual merchandising.

1.4 OBJECTIVES:

- To study the effectiveness of visual merchandising in the motivation of purchasing.
- To explore if buying choices are made before accomplishment the store or based on visual exhibitions in the store.
- To recognize which visual merchandising component is most favored by the customer in a basic supply game plan.
- To study the effect of shop brand name on buyer motivation purchasing.

1.5 OPPORTUNITY OF THE LEARNING:

- The education intended of cover the phase of visual merchandising at the brand factory.
- The study is proposing the districts to outline great quality control on the system of visual promoting in the store.
- This study will perceive diverse source made arrangement for window show and visual marketing.
- I have arranged 16 questionnaires to gather information of visual promoting of merchandise
- I have taken 100 respondents for getting a genuine conclusion on window presentation and visual merchandising of the stores.
- This study is far-reaching of the various division of the stores.
- By the help of this understanding, I might take in the distinctive sorts of window presentation and visual marketing style.

1.6 RESEARCH METHODOLOGY

To understand the current situation of design retailing in the setting of attire promoting, engaging, and contractual analysis approach has been utilized as a part of the study to uncover the certainties. This exploration comprises of use of secondary information. The optional information has been gathered from the different distributed insights, reports, textbook, past studies, sites and also forth.

Sample Size: Sample size of 100 respondents with feedback form.

Qualitative Research: Qualitative research used because we are measuring the quality of

Visual merchandising.

Therefore qualitative research best suited for visual merchandising to measure the impact to customers.

1.6.1 Data Collection:

❖ **Primary data:** Data will be collected to directly customer through using of questionnaire.

❖ **Secondary Information:** Data is collected

- Books
- Magazines
- News Papers
- Internet

1.7 Review of Literature

Bashar and Irshad, (2012)

Has considered the effect of construction performances, window show, incomplete time signage and floor endorsing by applying so as to take example size of 250 Indians, respondents, person connection. His detections are that window display and rash ordering is emphatically connected.

Barry J Davies and Philip Ward

Studied that visual endorsing an unnoticed range in UK project showcasing. This paper statistics late exploration which display redesignation fo a vitrine sa visual marketing has ambitious monopolization and the polished ability of the volume

Bhalla, Swati and S Anuraag, Tata McGraw-Hill Education, (2010)

Analyzed the visual marketing show creator is regularly alluded to like to the silent business person by equipping the buyers with data by the system for visual medium and also by expressive offering.

Bhatti, Khurram L, and Seemab Latif

Analyzed the power of visual substances on buyer wish spending execution (2014): The reasons for this undertaking is to identify the alliance between the customer heedless buying and visual progression on purchasing conduct of buyers in stores.

Cant, M C and Mrs. Y, Hofer.

Studied visual merchandising exhibits useless endeavor or planned to move? The issue faced by dress selling stores. At first, the implication was a promoting usually, then again not bearing urging has bent out to be an extra focused and able and exact.

Cant M and Yolande Hofer

Studied that visual advertising proves the effect-or-not-on buyers: the trouble stood up to by clothing retailers. This has pretentious this inspection goal or visual progress showcase and its control or not on buyer use. An amazing accrual has been said in look to visual corporate sector plan and the way it weights client and their way.

Christos Bosh off and Madelia Tait (1996)

Studied that prescribed that organization boss can do more disregard the extensive contention in the organization, especially the globalization of secret operations. An organization head needs a structure to make an outline to fight in the overall commercial part of the organization.

Deery Law, Christina Wong and Joanne Yip (2012)

Analyzed that how does visual advertising influence buyer full of feeling reaction? A close clothing related, the discoveries show that contribution subjects have two likely while assuming visual store displays, which incorporate useful and hedonic lookouts.

Derek Devlin, Grete Birtwistle, and Norma Macedo, (2003)

Analyzed that Nourishment retail locating scheme: a mean-end chain inspection, The detections of the paper present an all the more by and by the appropriate representation of buyers continuous outline towards sustenance retail place picture.

Jane M. Lamb (2001)

Examined to urge substitutes to consider drawing articles of clothing for extraordinary needs as the main aspect of a general shape structure, a dangerous thinking tactic that does not recognize useful attire plan and mould the plan is introduced.

K O, Jea-Jong, and Young-Hun Suh

Studied the impact of visual advertising on solo spending purchasers supply fulfillment and recurring to expectations. A near examination of undergrads in Korea and American (2010). This paper touched the differences in the influence of visual endorsing on solo shopping customers store completion and recurring to goal in the central of Korea and American substitutes.

Lee M S. (2009).

The impact of visual merchandising Undercurrents sections on purchasers store image and inclination focused on inside covering and item capacity of attire shop, the motivation behindhand this study were to look at the influences of inside shielding and item volume of dress workshop on shoppers store picture and inclination for an apparel shop.

Lee, Mi-Sook and Kyung-ja Song (2009)

Studied visual items: forced on buyer's commerce, the study is future to acknowledge fallouts of visual ropes on the purchasing nature of the customer send-off by authoritative malls.

Mehta, Neha, and Pawan K Chuang (2007)

Analyzed visual items: forced on buyer's commerce, the study is future to acknowledge fallouts of visual ropes on the purchasing nature of the customer send-off by authoritative malls.

Mark M. Davis and Janelle Heineken, (1998)

Examined the results to the affirmation methodology and gratitude approach in the aging fulfillment close-fitting for administration.

Raj Arora and Carol H Anderson (1995)

A revision on filmic selling viability, details of this study is to identify the distinctions in the enticing adequacy of visual marketing as designated by stock class. For the examination, 8 jolts brand were chosen.

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Shna Kerfot, Bari Davias and Philipa Word (2003)

Analyzed that marketing and clear retailing marks this survey displays the after properties of a causal examination on visual encouraging and its impact on buy behavior and brand acknowledgment. the skill of the volume.

Sotiriou, Andreas C, Chase, Richard B, (1998)

Analyzed about the process measures of joining the client contact capacity of communication time and closeness with saw administration value.

1.8 LIMLTATION OF THE STUDY:

- Chosen topic chosen to education is imperfect to the person know about Brand Factory.
- Many customers are not ready to fill the questionnaires because of time constraint.
- The data gathering is not possible from officials.
- The secondary data is available for only to take reference.
- Dialectal barricade triumphed..
- This study area is limited to Brand factory Mysuru only.

CHAPTER 2

INDUSTRY PROFILE AND BUSINESS PROFILE

2.1 INDUSTRY PROFILE:

Bits of a piece of clothing creation industry, specifically amid the eighteen centuries, vestments produce starting the rise of the characteristics rigging, all through the turning and amalgamation, to the sewing be a, for the most part, relations fabricating unit the united states. In the pilgrim stage exceptionally well abroad prepared supplies, together with garments and agreeable makeshift lodging material, be overrated garments.

The preliminary periods of turning and weaving were discarded from homework after the 1830s when American amassing of materials transformed into a developed industry. Machin made material was sold to common householders through country stores and voyaging drummers. The Civil war enthusiasm for formal attire gave a jolt to an extended era that agreed with the limitless apportionment of the sewing machine in clothing produce. The interest provoked the presentation of regulated sizes

In the different fact of opinion, the properties the sewing machine picked the structure of the clothing business up to present. It's effortless, transportability and straightforwardness

impelled a decentralized industry in light of blundering work, part of course of action work, and insignificant preeminent endeavour. From the time when sewing equipment cost

commonly little 3300 for the little model in 1858 and can be set up every place, the gathering was astoundingly uncomplicated to go into.

In 1899 ladies fabric coats made under these conditions cost as small as 300. While ladies specially crafted costume sold for from 561 to 6600. It enveloping edging functions was the reasons of the infamous be anxious superstore in the pointer to do business. With a large number of minimal contractual specialists going up against each other in offering finished pieces of clothing. Worker when the new century moved over expected to work extended periods for low pay as pitiful as 730 for a week of 16 hour day in 1895 to hold their vocations.

Once in a while entire families ate and dozed in the same room where apparel production was done. Decentralized creation, low wages, and merciless rivalry kept on ruling the dress business in the 1920 s as generation moved outside of urban focuses. Sub manufacturers and middlemen got to be imperative connection inside the shackle of the establishment. Whereas packed producers possessed them personal particular fabric and trade specifically with trade sub manufacturer purchased materials from jobbing firms and could offer completed requests just through these organization.

2.2 RETAIL INDUSTRY:

The Indian trade manufacturing has industrialised as one of the most active and fast-paced businesses owing to the admission of numerous new companies. It books for over 10 percent of the republic's Gross Domestic Product (GDP) and around 8 percent of the employ. India is the creation's fifth-largest global board in the trade space. The Indian trade trading has established External Direct Investment (FDI) equity attacks totaling US\$ 537.61 million during April 2000–March 2017, according to the Section of Industrial Packages and Promotion (DIPP).

SWOT Analysis of Retail Industry

1. STRENGTH:

- ✚ BUYING POWER: An cumulative amount of Indian patrons are uphill the economic pyramid to form an emerging central class. In 2010, there remained about 470 million peoples in the developing middle meeting. As per PwC estimation, this section will increase to 570 million by 2021.
- ✚ POPULACE DEMOGRAPHICS: India's attempting people is possible with a chance to be 117 million. In those next time Concerning illustration likened should China's four million. In the succeeding decade, starting with 2020, the past will include 98 million will its staff, same time china will concurrence 51 million.
- ✚ LOW TRADE INFILTRATION: the dispersal from claiming prearranged retail in india will be at present real low at 6 to 8%, particularly At likened with propelled states for example, such that those us and the uk which have a retail dissemination for 85% Furthermore 80%, individually. :
- ✚ ASPIRING CENTRAL CLASS With a people from claiming 100 million, those level ii What's more iii urban areas over india need aid better than republics for example, such that Germany and the uk. Further, the unused provincial populace holds tremendous possibility to shops. It will be evaluated that Eventually Tom's perusing 2021, harshly 67% for Indians will tranquil live in minister sturnus zones.

2. WEAKNESS

- ✚ POLITICAL INDECISION AND CONTROLLING REQUIREMENTS: Framework will assume a paramount part to deciding how this segment will develop What's more retailers will accomplish the supply chain. Because of poor infrastructure, a multitude about taxes, the tall expense of fuel, reliance generally out and about transport, and so

forth. , logistics at present remains a helter skelter rate of those cosset of a product, guarantee situations setting off Past 15 to 20%. Framework will assume a paramount part to deciding how this segment will develop What's more retailers will accomplish the supply chain. Because of poor infrastructure, a multitude about taxes, the tall expense of fuel, reliance generally out and about transport, and so forth. , logistics at present remains a helter skelter rate of those cosset of a product, guarantee situations setting off Past 15 to 20%.

✚ LESS ADAPTATION PROXIMATE Regardless of secondary footsteps, those progress proportion need been precise low in the retail openings for a shopping center Concerning illustration likened of the separate counterparts. It may be seen that genuine transforms from claiming footfall under bargains to An shopping center outlet may be around 20-25%. On the different hand, An high stepper supply of retail link need a normal transformation of over 50-60%. Similarly as a result, An remain solitary store need an ROI (return once investment) for 25-30%; clinched alongside contrast, those retail majors are feeling a ROI from claiming 8-10%.

3 OPPORTUNITY: Sellers in India have been investigating to arrive at a positive formula, but nearby is no 'one size fits all' policy. The bazaar is still enduring a lot of vicissitudes, both from the controlling as well as the request side.

✚ DIGITAL POLICY: Setting off numerical may be not just something like e-commerce yet the route correspondence with representative and client arrangement What's more venture to innovation organization. Clients are troublesome and enhanced learning As far as how with search, scan results and direct dealings internet. Associations have with include for clients otherwise, As far as utilizing a extent from claiming channels. Online networking is also complimenting An prominent instrument for consumers will teach around yields What's more look at brands. To retail businesses, it is

imperative on define how Online networking might procurement offers doings for those various channels, particularly e- trade. Online networking analytics may be the stress region to retailers.

✚ RURAL TRADE: India's tremendous nation over masses need gotten those eye of the retailers watching for new ranges about advancement. ITC started India's primary provincial shopping center "Chaupal Saga" commitment An different extent for yields starting with FMCG to electric products to automobiles, attempting will give agriculturalists a one-stop end to the sum their needs. " those Godrej bunch need propelled those perfect for 'agri-stores' named "Adhaar" which offers agraphic items for example, manures & creature encourage.

✚ CUSTOMER-CENTRIC METHOD

4. CHANGING THE CONTROLLING SITUATION: Recently, those indian administration constructed those following two vital announcements that will try an stretched out possibility to get to developing those indian retail division An. Authorizing remote benefit over multi-brand retail exchanging. B. Rearranging those standards to singular result retail exchanging with make it extra business-friendly.

THREAT:

✚ ACCESSIBILITY OF TERRESTRIAL AND REAL-ESTATE: Retail interplanetary Furthermore fees are magic musings for multi-brand ability and getting An probable rate in the needed area may be essential. There retailers who bring dead urban communities due to the secondary fees that place a greater amount weight once benefit.

✚ HUMAN WEALTH: For abrasion still high in the manufacturing, human capital administration keeps up should stay a standout amongst the top banana three project focuses to the retailer. Those wearing down in the manufacturing could be

anyplace between 20 Also 25% in non-food What's more grocery corporate with
Likewise secondary as 60% in the nourishment Furthermore grocery section.

✚ SHOPPING ETHOS: Spending ethos has not recognised in India as yet. Even now
spending mall are just a place to dangle around with nationwide and nets and mainly
incomplete to window-shopping

2.3 COMPANY PROFILE

ABOUT BRAND FACTORY:

Brand Factory is a chain of retail stores worked by Future Group. Launched in September 2006, it now has 50 starts across 22 metropolises in India as of 2017. It is India's largest discount retail chain and offers a wide range of attire brands in different categories for men, women, infants, fixtures, cosmetics, footwear, sportswear and luggage Indian customers the potential of reforming reduction spending by contribution the best Indian and Global products. The retail chain has plans to expands its number of outlet to 100 by 2018.

The Company is a progression of retail exchange stores controlled through Future Group. The exertion at the back-Brand Factory is to raise a few encounters while it comes to “Brand in addition to bargain acquiring”. The significance in Brand Factory is to recommend shoppers the wide gathering of brands and its classification potential at to a great degree monstrous costs in a feel that advantages to the brand.

The store outlets are between 70000 to 150000 square feet size, Brand factory Mysuru hosts several Indian and global fashion brands like Pepe pants, Levis, Arrow, Wrangler, Nike, Reebok, Adidas, Allen Solly, Gini and Jony, Reid and Taylor among others.

The Brand Factory has stores in Mysuru, Mangalore, Hyderabad, Asansol, Coimbatore, Thiruvananthapuram, Ahmedabad, Mumbai, Thane, Nagpur, Pune, Raipur, Kanpur, and Kolkata. Brand Factory provides Indian buyers the guarantee of offering so as to offend excellence shopping the best Indian and Global Brands at elegant prices.

2.3 VISION, MISSION AND CORE VALUES OF FUTURE GROUP.

□ Vision

Future Group will transport All, Everywhere, Each time for Each Indian Customer in the most money-making method

□ Mission

We willpower be the innovators in developing transfer arrangements, generating retail estate, making ingesting sensible fr al buyer segments – for programmes and for crowds We shal pervade Indian products with self-assurance and rehabilitated drive.

We shal b effectual, cost- aware and dedicated to excellence in whatsoever we do. We hhall safeguard ghat aur optimistic boldness, honesty, unpretentiousness and combined purpose shal b the pouring forc to make us positive

□ Core Values

Indianans: sureness n aurselves

Leadership: to be a front-runner, both in supposed and commercial

Contemplation: leading to determined thoughtful

Directness: to be open and amenable to new thoughts, gen

Simplicity & Positivity: Ease and positivity in our supposed, corporate, and act

Panel of directors of Brand Factory:

Per Nystrom	Chairman of the Board
Bjorn Andersson	Board Member
Carl Furstenbach	Board Member
Oscar Claeson	Board Member

FUTURE GROUP:

Type of company	Private
Industry	Retailing, Insurance, Media and logistics
Founder	Kishore Biyani (MD and CEO) 1987
Head Quarter	Mumbai, Maharashtra, India
Products	Integrated Foods and other FMCGs
Net Income	□ 200.6018 crores as of March 2013
No of Employees	35070
Website	www.futuregroup.com

The Retail service sorted by working businesses:

- Future Retail Ltd.
- Food Bazaar
- Home Town
- E-zones
- FBB
- Food Hal
- Future Bazaar
- Easy Days
- Future Lifestyle Fashion Ltd
- Centrals
- Brands factory
- Planet sport

Product and Service of Brand Factory

The company offers an entire scope of administration identifying with our operation to give you an idea administration. The company oversees ventures everything from major re-profiling activities to transient battles. Company work in collaboration with accomplices to permit you to achieve the whole world. Through us with your battles. We outline first and offer you to adjust your rules, some assistance with installing, fit and keep up profile items and stock things which you have requested.

1. Footwear
2. Apparels for new born baby and Gents and ladies
3. Beauty care products
4. Fashion Accessories
5. Sportswear

6. Baggage
7. Home cloth and substantially

Area of Operation

The Brand Factory operate in most of the areas in India such as Mysuru, Mysuru, Hubli, Mangalore, Hyderabad, Asansol, Coimbatore, Thiruvananthapuram, Ahmadabad, Mumbai, Thane, Nagpur, Pune, Bahilai, Raipur, Bhubaneswar, Kanpur, and Kolkata.

Infrastructural Facilities in Mysuru

Keertana Complex Mysuru

Chamaraja Mahal Near Akshay Bandar .

Infrastructural Facilities in Brand Factory

- Customer service risk to handle customer quires
- Trail Rooms
- Wash Rooms
- Fun zone and lunch Room
- Parking facility
- Sophisticated chambers and seating system □ User-friendly shopping arrangement.

Competitors to Brand Factory

- Big Bazaar
- Shoppers Stop
- More
- Kanva Fashions
- Pantaloons Central.

2.4 SWOT Analysis

SWOT analysis means measuring the strength, weakness, Opportunity and threat of the company. S and W are internal factors to the company. On the other hands, O and T are External factors to the company.

STRENGTH

- Goodwill, the Brand Factory has good reputation in the market because of its service and variety of product
- Specific items, the Brand Factory have the capacity to denounce higher expense for their merchandise and item, for this reason, clients cannot get that product and item elsewhere.
- Scale of Economy, the brand factory has large scale of economic advantage
- sBrand Factory adopt new technology as and when available so that it can get technological advantage

WEAKNESSES

- High Liability load
- Week Online Sales
- Weak and pathetic brands

OPPORTUNITIES

- Modernization in customer lifestyle
- Rising market and territories

- New and Innovative Product in the market
- New Emerging Market concept
- Global Expansion of the industry.

THREAT

- Competition of global market in the retail industry such as Big Bazaar, more, Shoppers Stops etc.
- Developed markets
- Strong competition from domestic firms
- Change in customer taste and preference and lifestyle of consumer
- Availability of alternative product in the market
- Price war with competitor

CHAPTER 3

THEORETICAL BACKGROUNDS OF THE STUDY

3.1 The History of visual Merchandising

What is visual Merchandising?

The course of achievement of store and its items to the buyers all through linking expansion, show, specific event, style and form suggestion, and items division in the organizer to set available to be purchased stock.

Definition of Visual Merchandising, Visual merchandise is the exhibition for a store and its merchandise in such a manner that will entice the courtesy of possible patrons. It involves beautifying the inner performance of the store.

Methodology

Interior display

In-store graphic selling can be recycled to detention the care of customers though they are in the stock, which is vital in the buying executive course. The seizure of the courtesy of customer, the shop must replicate the customer's needs through this procedure.

Store layout

Those want of a store will be a paramount figure for those stay with of a blasting business, which camwood assistance propel bargains Furthermore prosperity. Some animated store design cheers customers with shop the whole. Saves. Mannequins

Mannequins

A used Toward clothes retailers will hint at their items in-store What's more in the window presentation. They are a gadget used to demonstrate customers what their items look like once an animal. The mannequins will typically make styled on match drifts and also blacks show those advanced results accessible.

Point of purchase display

Stock must be evident, simple on access, also there must make an extent from claiming stock should look over. Hosting unmistakable stock will be paramount for retailers Concerning illustration customers will not main "buy the thing that they view. However, are Additionally ready on discernibly possess with those physical items. This makes a decisive linking, which camwood drive the client on buy those result.

Atmospherics

Those atmospherics likewise bring an incredible impact on the store surroundings. Atmospherics ought to every last bit a with one another (with make A trustworthy setting Furthermore positively affect the consumer's shopping learning and purchasing choice making span.

Light

Light. Light could make second-hand from multiple points of view on retail stores, from criticalness an item or region of a store should main light up the whole store. Brilliant light camwood produces a feeling for honesty, positivity, also camwood support drive obtaining.

Lighting could Additionally make used to peak those store design Also drive benefactors with stream through those store, uncovering them with All the more stock.

Music

Music frolicked inside A store camwood embrace a brand's image, and camwood also help customers in making buy conclusions. Music that garbs the style of the store and the bull crowd is a critical characteristic with think about.

Exterior exhibitions

Outside window shows could a chance to be used to distribute item Furthermore entice clients under the store. A noticeable, imaginative window show could assistance the mark duplicate. It might make used to promote. Windows camwood provide for customers Also by-passers thoughtful Similarly as with the thing that merchandise are sold in saves. They need aid moreover an agent method for fortifying style leanings What's more giving work to helpful proof of the mark gathering of people. Example for Exterior Displays

- Windows Display
- Colour
- Graphics, photography, and signage
- Lightings
- Seasonal Display
- Fashion Trends
- Tools

PREFACE:

- A Visual marketing not just collaborates to the store's presentations, other than to modify the store's past advancement exercise and backing wish shopping by the customer.
- The visual stock contains the amazing game plan of the item and in addition, the extra criteria sensitive thing that can deliver the business taken over feel.
- A store can be informed that conveys to the imminent clients what the store is about.
- A few businesses hold the least workforce to chop down the use it demonstrates it in an extremely crucial proposed for the items towards set available to be purchased itself.

Presentation

- Nowadays visual promoting ought to create show through a watch deliberately and inventive appearance in order to in the end rise stores profitability.
- Each sort of the store up Base Exchange decision connecting to arrangement and showcase of the store's environment are critical basics of the retail advance stir up.
- In 1980 s and 1990s there be a significant significance ahead on store up arrangement and configuration
- In 2000s stocks up climate be right now other than vital viewpoints in the challenge among the logged off and internet buying alternatives.

CHAPTER 4
ANALYSIS AND INTERPRETATION

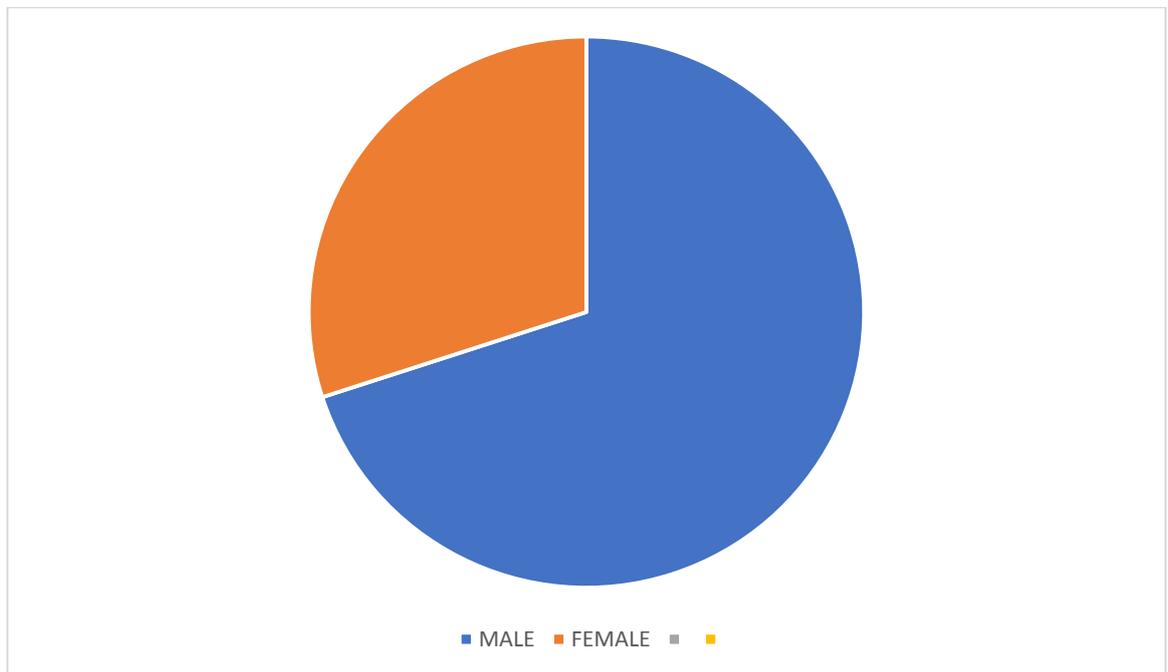
TABLE 4.1 Table show the masculinity wise spreading of Respondents

Genders	Number. fo Respondent	Percentage
MALE	70	70
FEMALE	30	30

TOTAL	100	100
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Analysis:

From the above table, we can see that out of total respondents 70 % are male and 30 % are female



Interpretation:

From the above analysis, we came to know that male customers visits Brand factory more than female.

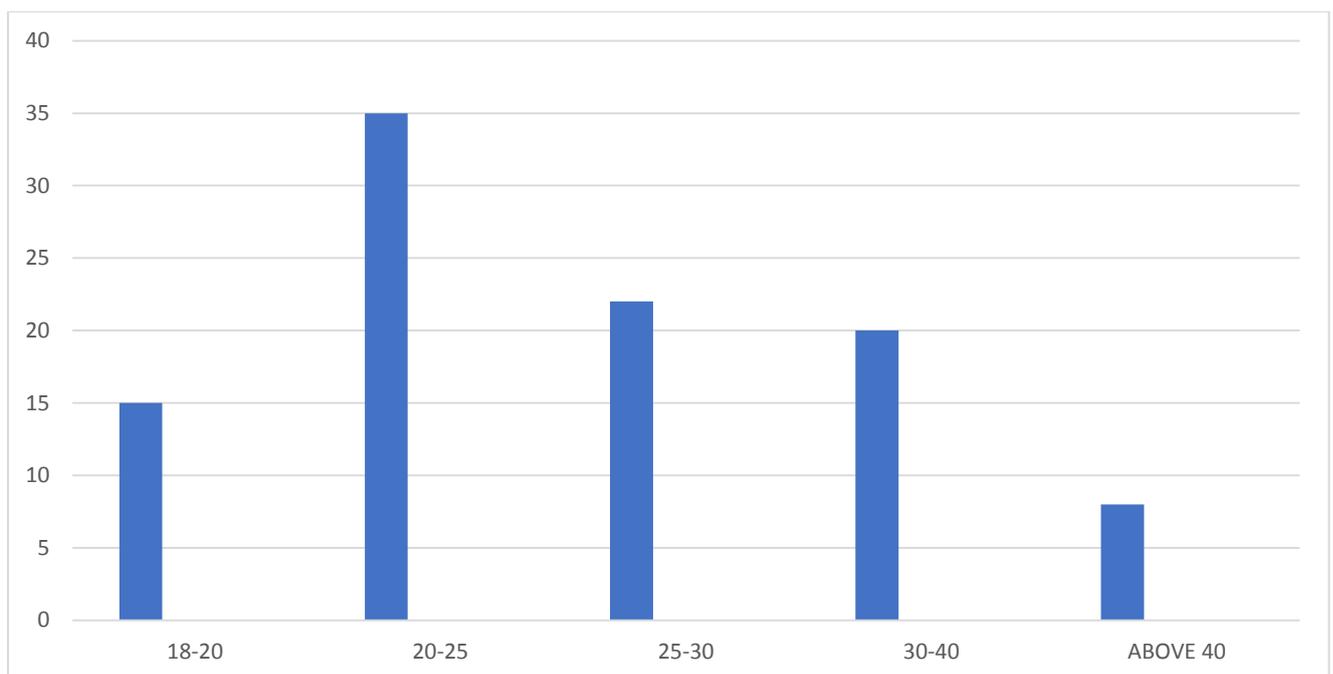
Table 4.2 Table show the age of Respondents

age	No. of Respondent	Percentage
18 – 20	15	15
20 – 25	35	35
25 – 30	22	22
30 – 40	20	20
Above 40	8	8

Total	100	100
-------	-----	-----

Analysis:

From the above table 15 percentage of respondents belonging to 18 to 20 age followed by to 20 to 25 to 35 percentage, 25 to 30 to 22 percentage, and 30 to 40 to 20 percentage and above 40 age are 8.



Interpretation:

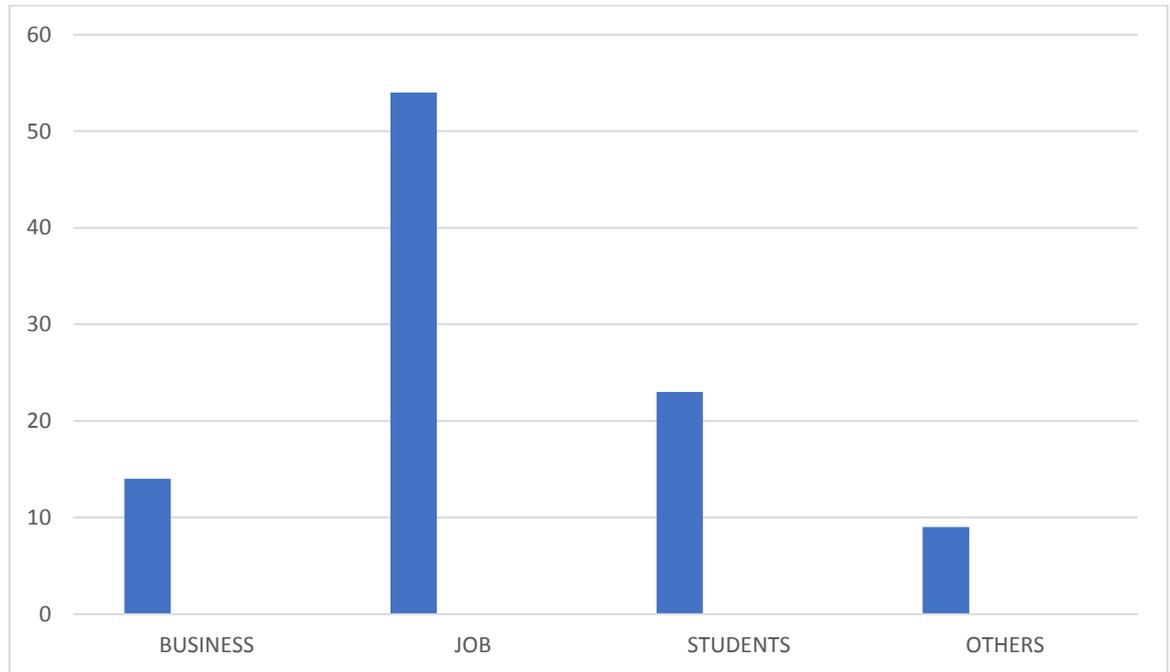
From the above analysis, the respondents belonging to age group of 20 to 25 are more.

Table 4.3 Table showing the profession of respondent

Occupation	No. of Respondent	Percentage
Business	14	14
Job	54	54
Students	22	22
Others	9	9
Total	100	100

Analysis:

From the above table, 14 percentage of respondents are a business man, 54 percentage are Job holder, 22 percentage are Students and 9 percentage are others



Interpretation:

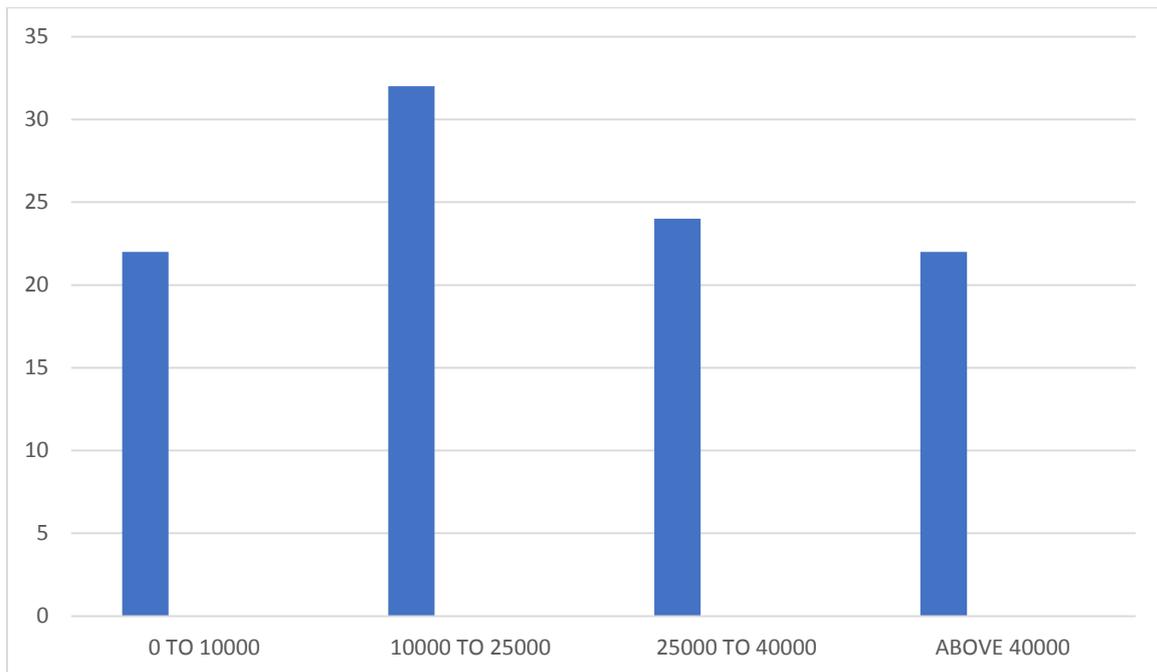
From the above survey shows that the most number of respondent's occupation is a job.

Table 4.4 Table showing the respondents income per Month

Income per Month	No. of Respondents	Percentage
0 to 10000	22	22
10000 to 25000	32	32
25000 to 40000	24	24
Above 40000	22	22
Others	100	100

Analysis:

The above table statistical table shows that 22 customer lies in the income group of 0 to 10000, 32 customer's lies in the income group of 10000 to 25000, 24 customer lies in the group of 25000 to 40000 and



Interpretation:

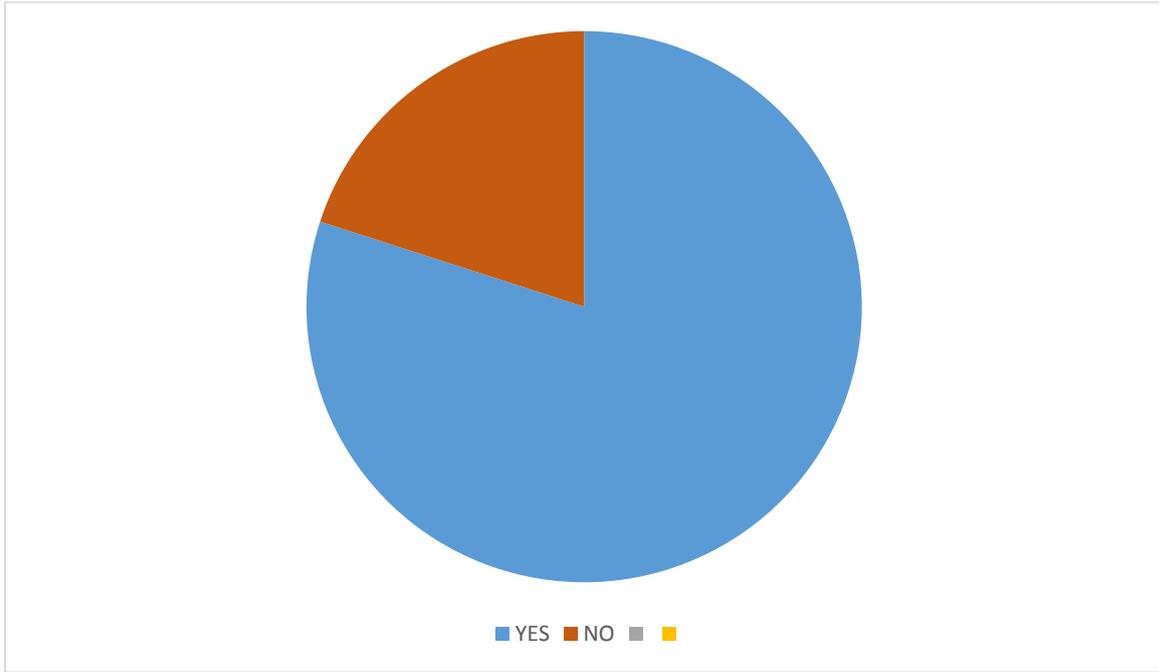
From the above survey, the customer lies in the income group of 10000 to 25000 are more because the more number of respondents are job holder.

Table 4.5 Table showing the number customer who frequently visits Brand Factory.

Opinion	No of Respondents	Percentage
yes	80	80
no	20	20
Total	100	100

Analysis:

The above statistical table shows that 80 percentage of customer visit Brand Factory visit frequently and 20 percentage of the customer does not visit frequently.



Interpretation:

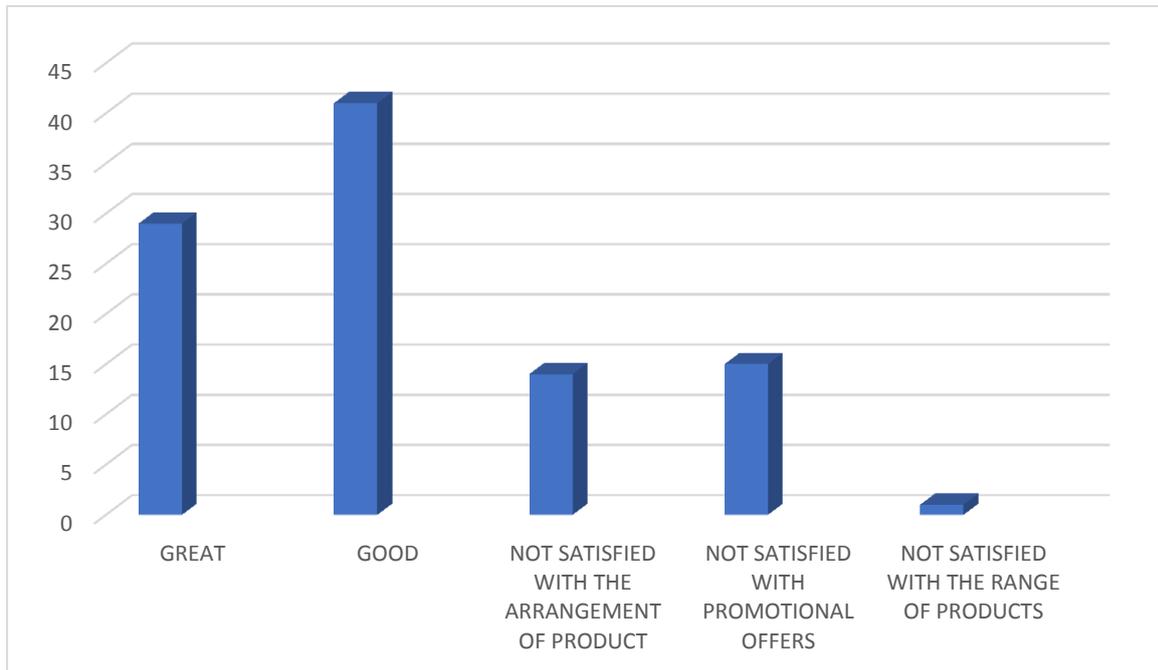
From the above survey it is observed that more number of customers wish to visit brand factory frequently because of company quality in service.

Table 4.6 Table showing the how customer feel while shopping at Brand Factory

Opinion	No of Respondent	Percentage
Great	29	29
Good	41	41
Not satisfied with the arrangement of Product.	14	14
Not satisfied with the promotional offers.	15	15
Not satisfied with the range of products.	1	1
Total	100	100

Analysis

The above statistical table shows that most of respondents i.e. 29 percentage of customers feel great while shopping at the brand factory, 41 percentage of customer feels good, 14 percentage of the customer not satisfied with the arrangement of the product, 15 percentage of the customer not satisfied with promotional offers and 1 percentage of the customer not satisfied with the product range.



Interpretation:

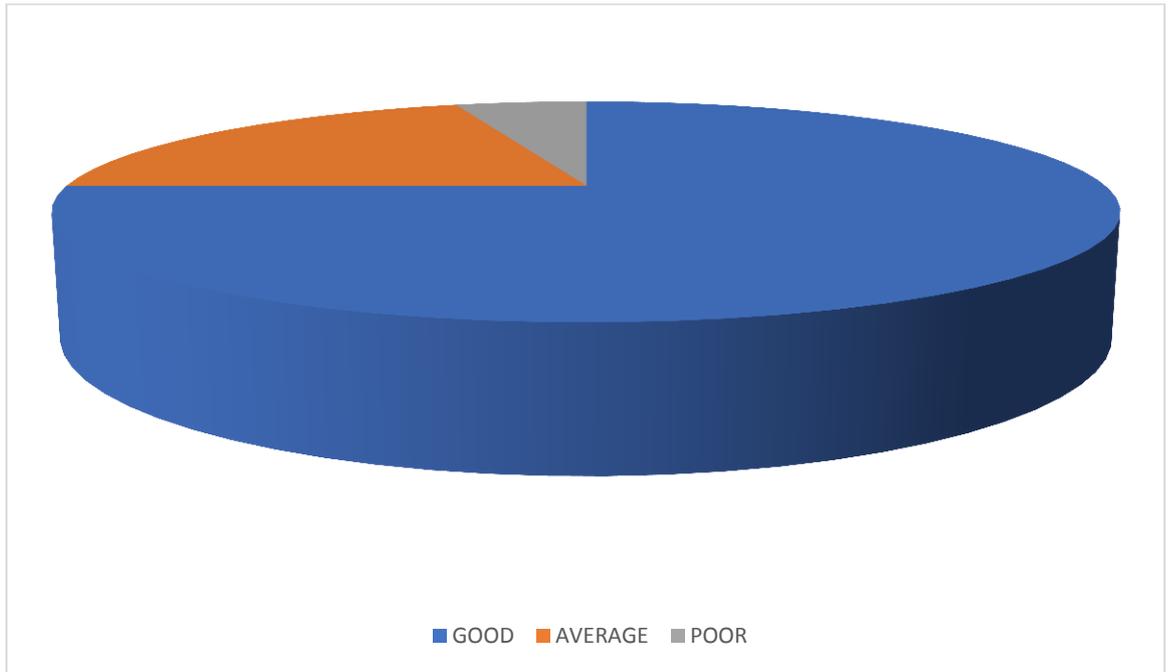
From the above survey shows that more number of customer feel good while shopping at the brand factory.

Table 4.7 Table showing the customers opinion regarding the arrangement of product at the stores.

Opinion	No. of Respondents	Percentage
Good	75	75
Average	20	20
Poor	5	5
Total	100	100

Analysis:

The above statistical table shows that 75 percentage of the customer, opinion is good regarding the arrangement of product and store, 20 percentage feel average and 5 percentage feel poor with respect to the arrangement of products in the stores.



Interpretation:

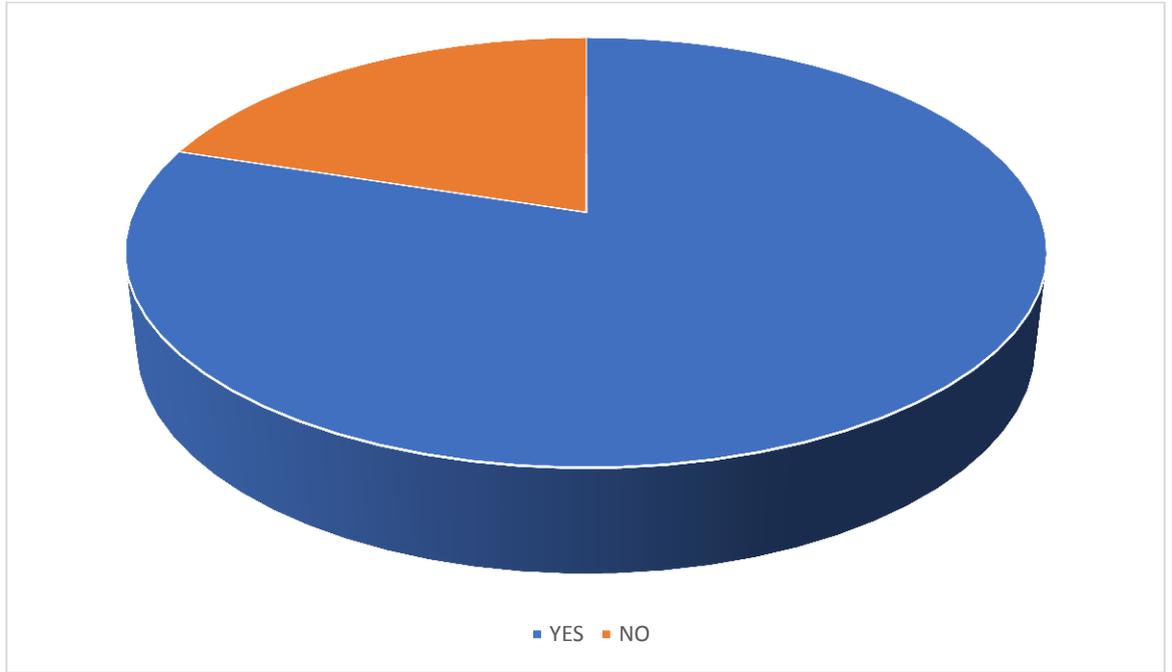
From the above survey shows that more than 75 percentage of customers are feel good in the arrangement of product at the stores due visual merchandising.

Table 4.8 Table showing the customers opinion regarding clarity of price in the store displays.

Opinion	Number of Respondents	Percentage (%)
yes	80	80%
no	20	20%
total	100	100%

Analysis:

The above statistical table shows that 95 percentage of the customer are clarified about the price and 5 percentage of customers are not clarified about the price factor.



Interpretation:

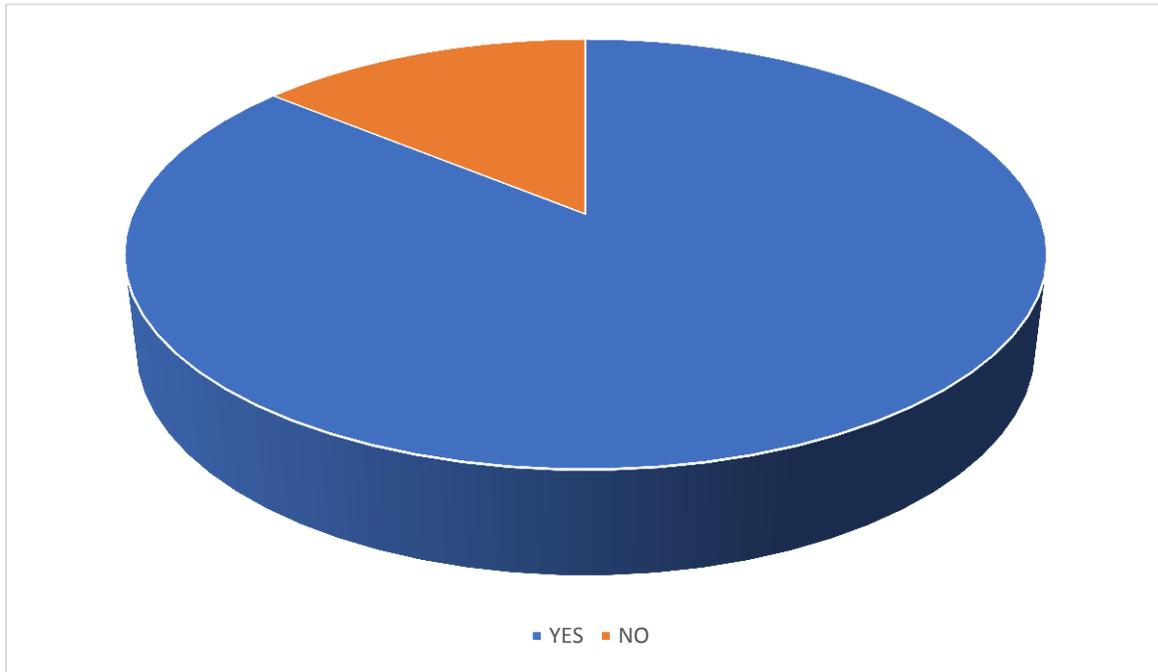
From the above survey, 80 percentage of customers are clarified about price in store display, the remaining 20 percentage of the customer are not clarified about the price there is a possibility of illiterate customers.

Table 4.9 Table showing the customers opinion regarding display advertising motivation to shop at Brand Factory.

Opinion	Number of Respondents	Percentage (%)
yes	86	86%
no	14	14%
total	100	100%

Analysis:

The above statistical table shows that 86 percentage of customers said yes there are motivated by display advertising and 14 percentage of customers said no.



Interpretation:

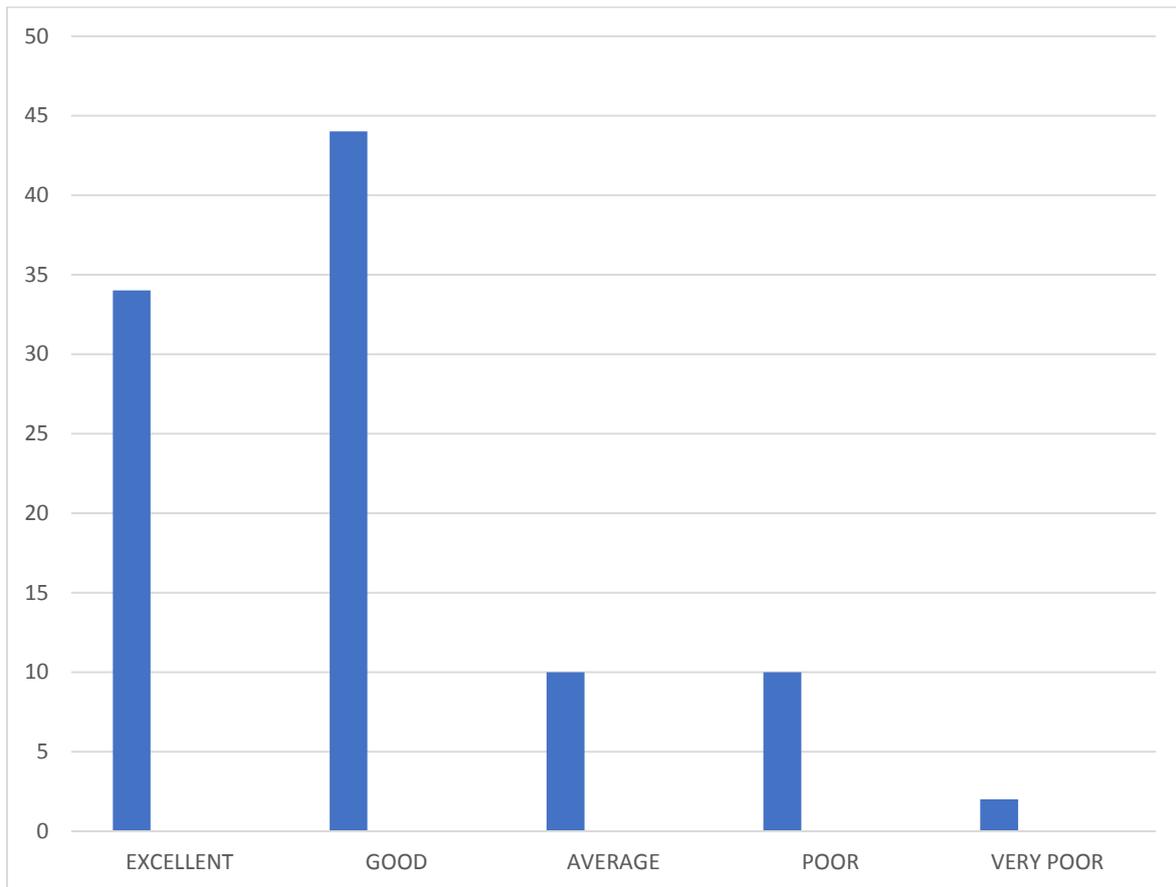
From the above survey shows that more number of customers are motivated by the window display advertising in the shop.

Table 4.10 Table showing the customers opinion regarding the store's design and display.

Opinion	No. of Respondents	Percentage
Excellent	34	34
Good	44	44
Average	10	10
Poor	10	10
Very Poor	02	02
Total	100	100

Analysis:

The above statistical table shows that 34 percentage customers opinion is excellent regarding stores design, 44 percentage feel good, 10 percentage feel average, 10 percentage feel poor and 02 percentage of customers feels very poor.



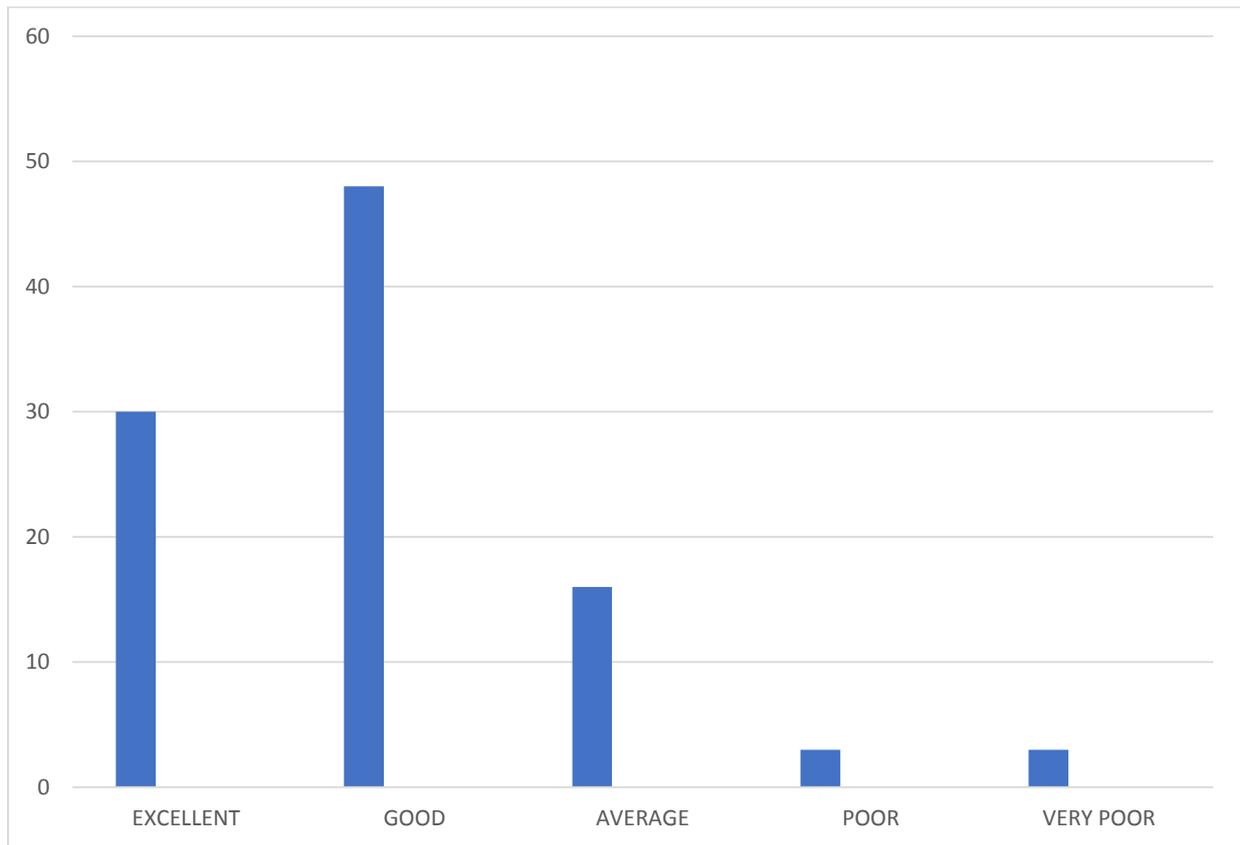
Interpretation: From the above survey 44 percentage of customers are satisfied with the store design and display.

4.11 Table showing the customers opinion regarding assortment in colours

Opinion	No. of Respondents	Percentage
Excellent	30	30
Good	48	48
Average	16	16
Poor	03	03
Very Poor	03	03
Total	100	100

Analysis:

The above statistical table shows that 30 percentage customer opinion is excellent regarding the assortment of colour, 48 percentage is good, 16 percentage is average, 3 percentage is poor and 3 percentage is very poor.



Interpretation:

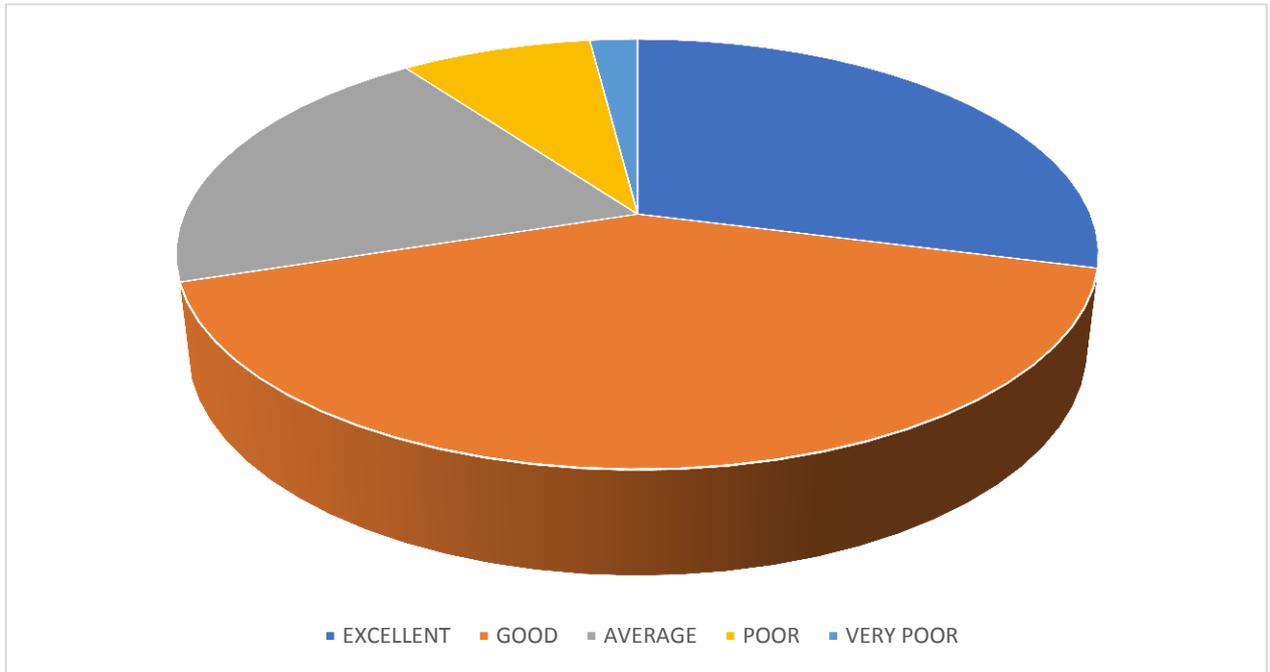
From the above survey observed more, number (48 percentage) of the customer are satisfied with an assortment of the colour of colours.

4.12 Table showing the customers opinion regarding Props and Decorative items.

Opinion	No. of Respondents	Percentage
excellent	29	29 %
good	41	41%
average	20	20%
poor	08	08%
very Poor	02	02%
total	100	100%

Analysis:

From the above table 29 percentage customer opinion is excellent regarding the Props and Decorative items. 41 percentage is good, 20 percentage is average, 8 percentage is poor and 2 percentage is very poor.



Interpretation:

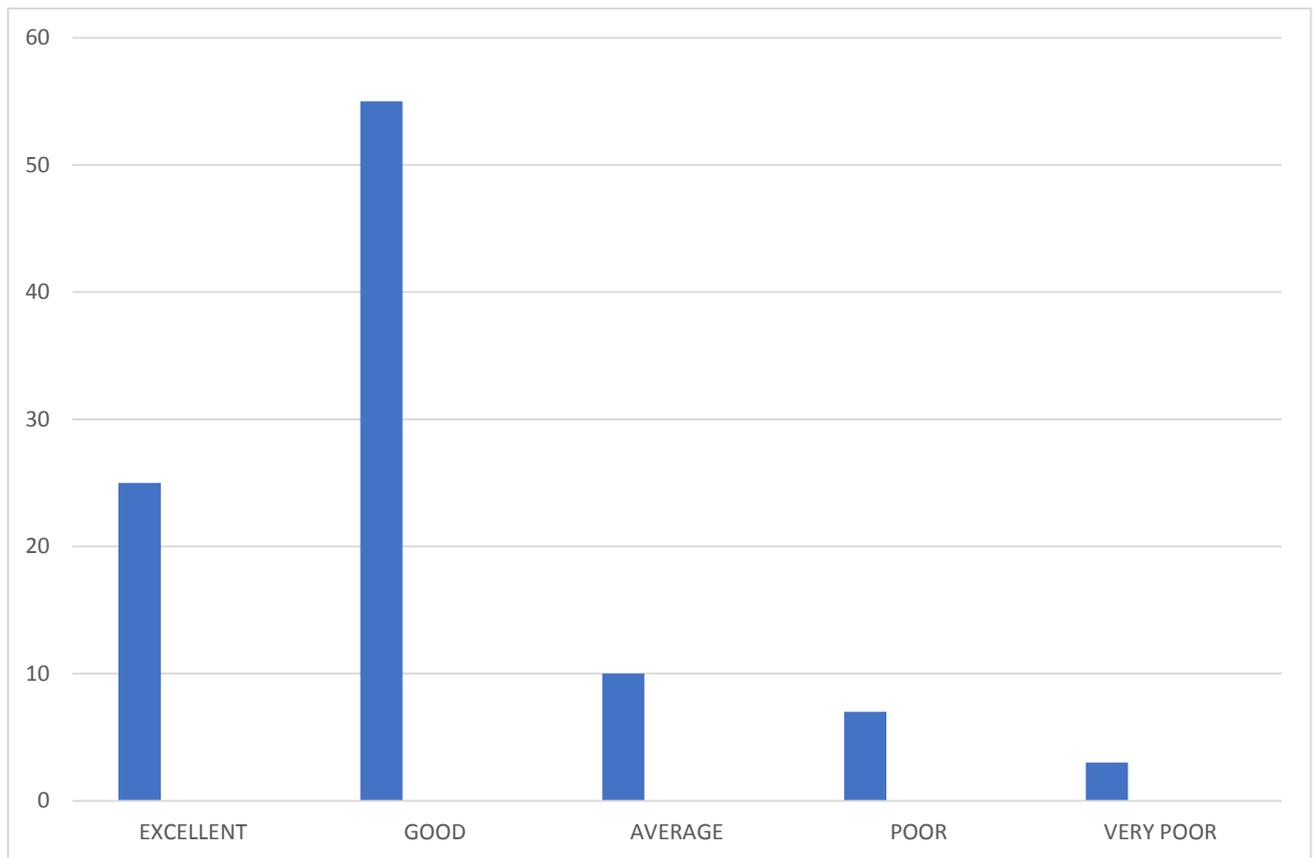
From the above analysis more number of customers feel good regarding the arrangement of props and decorative items in the shop because it will grab the attention of customer's quickly.

4.13 Table showing the customers opinion regarding Fixture and Hardware.

Opinion	No. of Respondents	Percentage
Excellent	25	25
Good	55	55
Average	10	10
Poor	07	07
Very Poor	03	03
Total	100	100

Analysis:

From the above table 25 percentage customer opinion is excellent regarding the Fixture and Hardware, 55 percentage is good, 10 percentage is average, 7 percentage is poor and 3 percentage is very poor.

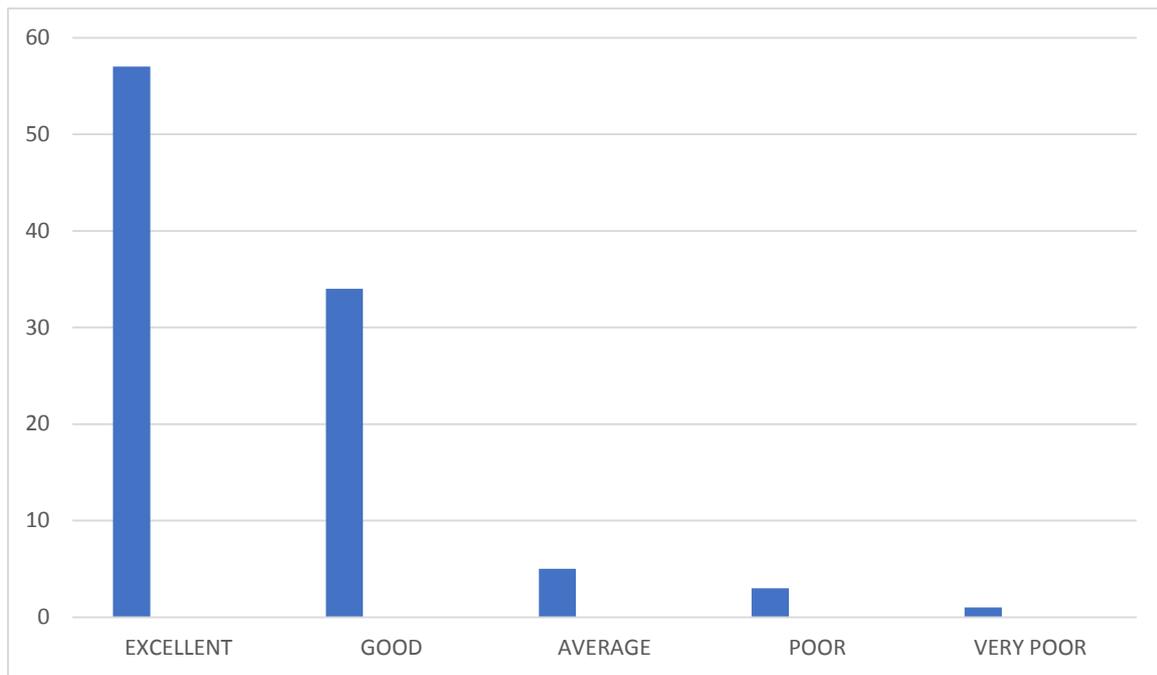


Interpretation: From the above analysis more, number of customers feel good with regard the arrangement of Fixture and Hardware.

4.14 Table showing the customers opinion regarding Lightings.

Opinion	No. of Respondents	Percentage
Excellent	57	57
Good	34	34
Average	05	05
Poor	03	03
Very Poor	01	01
Total	100	100

Analysis: From the above table 57 percentage customer opinion is excellent regarding the lighting in the store, 34 percentage is good, 5 percentage is average, 3 percentage is poor and 1 percentage is very poor.



Interpretation:

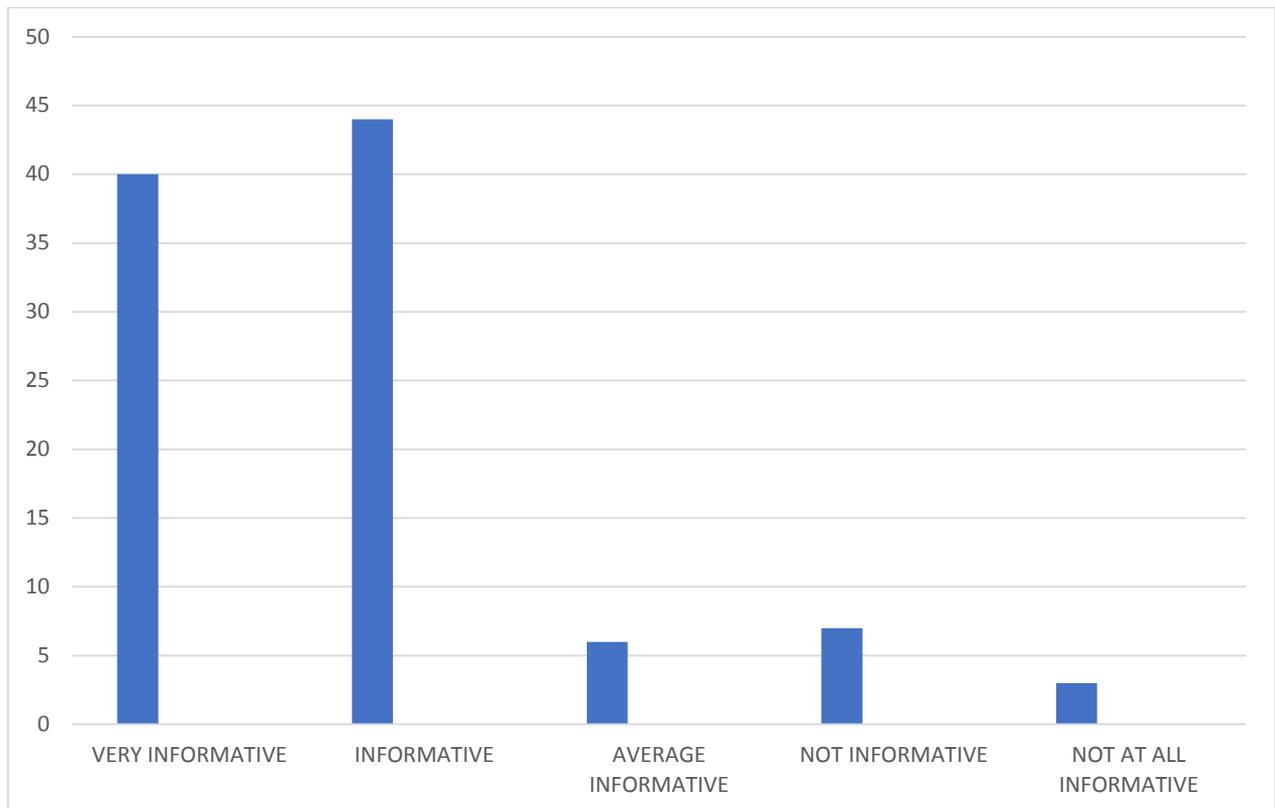
From the above analysis more number of customers feel excellent regarding the arrangement of lighting in the shop it will make the shop more attractive.

4.15 Table showing the customer's opinion regarding signs in the stores.

Opinion	No. of Respondents	Percentage
Very Informative	40	40
Informative	44	44
Average Informative	06	06
Not Informative	07	07
Not at all Informative	03	03
Total	100	100

Analysis:

From the above table 40 percentage customer opinion is very informative regarding the sign in the store, 44 percentage is informative, 6 percentage is average informative, 7 percentage is not informative and 3 percentage is not at all informative.



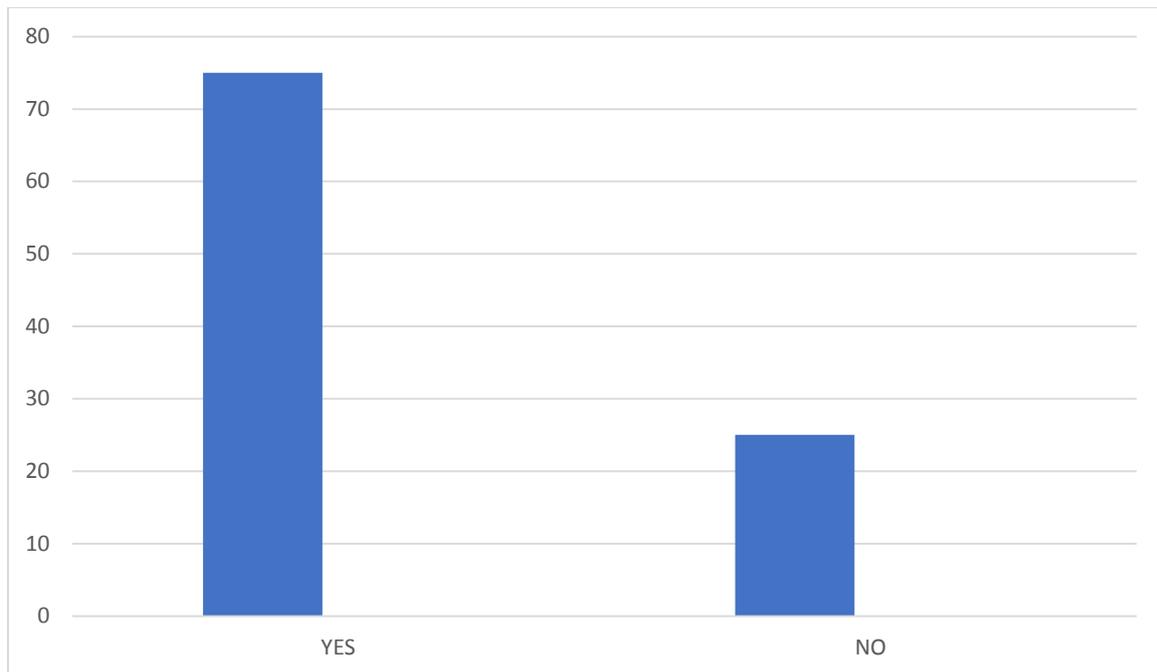
Interpretation: From the above analysis more number of customers i.e. 44 percentage feel good regarding the sign in the stores it will easily guide the customers.

4.16 Table showing the customers opinion regarding the Visual Merchandising is

Creative expression or selling.

Opinion	Number of Respondents	Percentage (%)
yes	75	75%
no	25	25%
total	100	100%

Analysis: From the above table 75 percentage customer opinion is yes that visual merchandising is a creative expression and 25 percentage customer said visual merchandising is not creative expression.



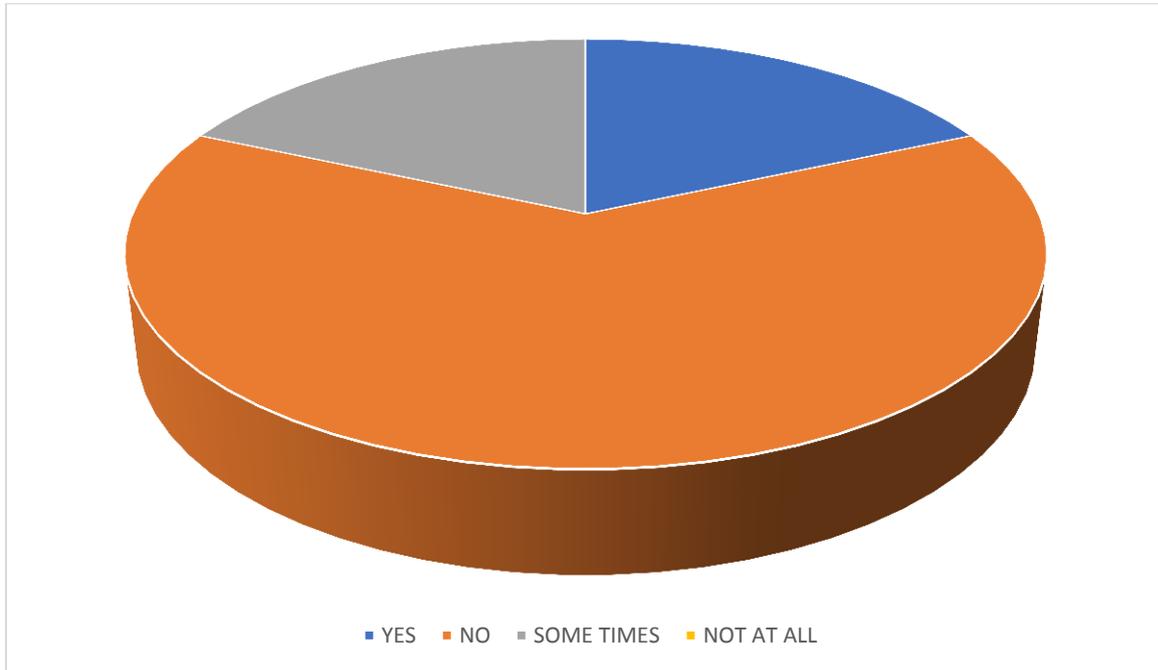
Interpretation:

From the above analysis more number of customer said that visual merchandising is a creative expression or selling to improve the sales.

4.17 Table showing the customers opinion regarding the problem in reaching for items in the rack.

Experience	No of Respondents	Percentage
Yes	18	18
No	62	62
Some Times	18	18
Not at all	02	02
Total	100	100

Analysis: From the above table 18 percentage of customer’s opinion is that it’s difficult to reach the rack, 62 percentage said No, 18 percentage said sometimes it’s difficult and 2 percentage of customers said that they not at all faced difficulty.



Interpretation: From the above analysis more number of customers not faced difficulty to reach the rack for the product at the shop.

CHAPTER 5

SUMMARY OF FINDING, SUGGESTION AND CONCLUSION

This chapter deals with the part of the study concluded that “the effectiveness of visual merchandising with reference to Brand Factory” carried on. The drive of the interview is carried out on scheduled founded on the essential objectives of the study was fulfilled in the previous chapter, was planned for. Based on some of the findings emerged from data collected and analysed.

The reactions of customers, through our analysis and observation techniques, we find that the most important factors that influence customer visit to the brand factory.

5.1 FINDINGS

1. The majority of the respondents are a male who visit Brand Factory.
2. The common of the accused are lies in the age group of 20 to 25.
3. Most of the respondent’s occupation is a job.
4. Common of the respondents are lies in the income group of 10000 to 25000
5. Almost majority of the respondents visit Brand Factory frequently.
6. The majority of the respondents feel good shopping at Brand Factory because of the user-friendly arrangement of the product.
7. The majority of the respondents clearly clarified about the price show on display at the stores.
8. The majority of the respondents feel because of display in the shop it’s easy to buy the product at the stores.
9. The majority of the respondents rated well for the store's design and displays.
10. The majority of the respondents rated well for the assortment of colors in the stores.

11. The majority of the respondents rated well for the props and decorative items in the stores.
12. The majority of the respondents rated well for the Fixture and Hardware in the stores.
13. The majority of the respondents rated excellent for the lightings in the stores.
14. Most numbers of respondents said that sign in the store is informative.
15. The majority of the respondents consider visual merchandising is a creative expression or selling.
16. The majority of the respondents has not faced any difficulty to reach rack at the stores.

5.2 SUGGESTIONS

The strength and weakness of different light brand factory launched brand also can help to improve plant different fronts in order to have more than its challengers. According to the analysis, the results of my research, I would like to give the following suggestion to improve the service.

1. The store should create a simple and attractive window display by taking the customer opinions and suggestion, it helps the store can easily make an attractive window display, it will give positive results to the stores.
2. The store should use escalators and air condition only at peak hours and weekends, it helps in reduction of the power supply.
3. To attract the customers the store should maintain a particular visual merchandising supervisor.
4. The store should concentrate on the arrangement of visual merchandising, by color vies, size vies and also following of shirts vices like strips, lines, checks, small checks, big checks, and formals, party wears these are all should maintain in colour and size. It will help in avoiding the confusion to customers.

5. The store should maintain assortment in colours by maintaining daily sales record and store should find which brand are sold and which colour are moved. How much left with the stores.it helps the stores to match the customer's expectation.
6. The store should maintain a good and attractive design and display by arranging the store in systematic racks, stands, counters, checking point, customer service desk, trail
7. Few customers are in the perception that some product's price range in brand factory Mysuru are complex than the market price; there is a need to focus on this issue.

5.3 CONCLUSIONS:

The conclusion is after completion of the study report on “The effectiveness of visual merchandising with reference to Brand Factory” with the help of this report we can find out visual merchandising is a creative expression to increase sales revenue to the company, Visual merchandising helps in attracting individual attention to particular products.

As for the report, the Brand Factory visual merchandising is not up to the mark, so they should improve in that aspect to get good results in future and compete with the other stores.

To conclude, the store's visual merchandising and performance is average, the store should work and the new techniques tool to attain the effective results for future prospects and it will be able to succeed the efficient visual merchandising.

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s

Questionnaire on effectiveness of Visual Merchandising with reference to BRAND FACTORY

Hi, I am Ramesha S P, a student in Acharya Institute of Technology pursuing my MBA in Marketing. I am conducting a survey on effectiveness of visual merchandising. In this regard, please furnish the required details given below to help me to complete my work successfully.

Demographic Questions

Name: -----

Contact Number:

--	--	--	--	--	--	--	--	--	--

Email: -----

1. Age

- a. 18 to 20
- b. 20 to 25
- c. 25 to 30
- d. 30 to 40
- e. Above 40

2. Gender

- a. Male
- b. Female

3. Occupation

- a. Business
- b. Job
- c. Students
- d. Others

4. Income per Month

- a. 0 to 10000
- b. 10000 to 25000
- c. 25000 to 40000
- d. Above 40000

5. Do you frequently visit Brand Factory?

- a. Yes
- b. No

6. How do you feel while shopping in Brand Factory?

- a. Great
- b. Good
- c. Not satisfied with the arrangement of products
- d. Not satisfied with the promotional offers available in the store
- e. Not satisfied with the range of products

7. How do you rate the arrangement of Products at the store?

- a. Good
- b. Average
- c. Poor

8. Do you think Offers are clearly informed through Displays in Store?

- a. Yes
- b. No

9. Do you think due to displays it is easy to shop in the store?

- a. Yes
- b. No

10. How do you rate the store on basis of store design and display?

- a. Excellent
- b. Good
- c. Average
- d. Poor
- e. Very Poor

11. How do you rate the store on basis of assortment in colours?

- a. Excellent

- b. Good
- c. Average
- d. Poor
- e. Very Poor

12. How do you rate the store on basis of Props and Decorative items?

- a. Excellent
- b. Good
- c. Average
- d. Poor
- e. Very Poor

13. How do you rate the store on basis of Fixtures and Hardware?

- a. Excellent
- b. Good
- c. Average
- d. Poor
- e. Very Poor

14. How do you rate the store on basis of Lighting?

- a. Excellent
- b. Good
- c. Average
- d. Poor
- e. Very Poor

15. How Informative was the signs in the store?

- a. Very Informative
- b. Informative
- c. Average Informative
- d. Not Informative
- e. Not at all Informative

16. Do you consider Visual Merchandising is creative expression or selling?

- a. Yes
- b. No

17. Do you face problem in reaching for items in the rack?

- a. Yes
- b. No
- c. some times
- d. Not at all

18. Kindly provide few suggestions to improve the stores offers and Design.



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (14MBA47)

Name of the Student :Ramesha S P

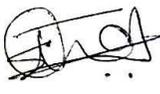
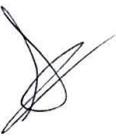
Internal Guide :Prof. Suhas Patel

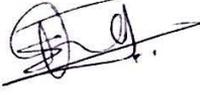
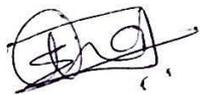
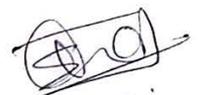
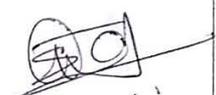
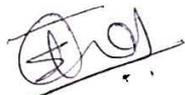
USN No :1AZ15MBA54

Specialization :Finance and marketing

Title of Project : "A Study on Effectiveness of Visual Merchandising"

Company Name :Brand Factory

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-2018 to 19-01-2018	Introduction about Brand Factory and its operation.		
22-01-2018 to 26-01-2018	Knowing about Brand Factories Brands and Discount format operations.		
29-01-2018 to 02-02-2018	Collection of information about development of stores.		
05-02-2018 to 09-02-2018	Learning about different operation of the stores.		
12-02-2018 to 16-02-2018	Learning about different type of visual merchandising in stores		

19-02-2018 to 23-02-2018	Collection of customer feedback on Brand Factory.		
26-02-2018 to 02-03-2018	Changing and arranging the visual merchandising of the product.		
05-03-2018 to 09-03-2018	Working on visual display and offers of the stores.		
12-03-2018 to 16-03-2018	Interpretation of the data collected during the period.		
19-03-2018 to 23-03-2018	Working with customer service desk and warehouse of the stores.		


26/5/18
Internal Guide


HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahlli, Bangalore-560 107



College seal

