



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Sheikh Masud** bearing USN **11A16MBA39** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study of Effectiveness on Advertisement and Promotional Offers at Big Bazaar, Bangalore**” is prepared by him under the guidance of **Prof. Rakesh Nagaraj** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Head of the Department
Department of MBA

Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107

Signature of Principal

PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

ACHARYA



Date: -25.03.2018

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Sheikh Masud, USN-11A16MBA39** student of **Acharya Institute of Technology** has carried out his project work entitled "**A Study on Effectiveness of Advertisement and Promotional Offers at Big Bazaar**" from 15th January 2018 to 25th March 2018. During his project he has seriously planned and organized the event given by us. The result of this work seems to be useful to our company.

We wish his success for his future endeavors.

FUTURE RETAIL INDIA LTD.

BIG BAZAAR
A-Divn of (Future Group Retail Ltd.)
Ward No.14, Industrial Suburb,
Sheikh Petrol bunk, Near Lskon Temple,
Rajajinagar, BANGALORE-560 036.

Ramesh G S

Sr. HR Executive

BB- Rajajinagar

DECLARATION

I SHEIKH MASUD, hereby declare that the Internship Project report entitled, “**A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT BIG BAZAAR, RAJAJINAGAR, BANGALORE**”, submitted by me for the partial fulfillment of the university regulations for the award of the degree of Masters of Business and Administration by Visvesvaraya Technology University, Belgaum, is my own original work and has not been submitted to any other Institution for the fulfillment of the requirements for any course of study. I also declare that no chapter of this manuscript in whole or in part is lifted or incorporated in this Internship project report from any earlier/other work done by others.

Place: Bangalore

Date: 29.05.2018

Sheikh Masud.
Signature of the student

ACKNOWLEDGEMENT

I would like to take this opportunity to express my deep sense of gratitude to **Mr. Ramesh GS, HR. Manager** and also thankful to all the employees of big bazaar, who has encouraged, motivated and guided me for the successful completion of this project report.

At the very set out I am thankful to the reputed Visvesvaraya Technological University for giving me an opportunity to pursue my MBA degree and allowed me to submit this project report for the reward of MBA degree.

I am also very thankful to **Principal of AIT, Dr. Sharanabasava C Pilli** and **Dr. Mahesha K, Dean Academics of AIT** and **Dr.Nijaguna.G, HOD of MBA Department**, for encouraging me to do this Internship project.

I would also like to sincerely thank **Assistant Prof. Rakesh Nagaraj, Assistant Professor of MBA Department** for having extended his cooperation and supporting me during the course of completion of the project.

TABLE OF CONTENTS

CHAPTER NO.	CONTENT	PAGE NO.
	Executive Summary	1
1	Introduction	2
	1.1 Introduction about Internship	3
	1.2 Industry Profile	4-7
	1.3 Company Profile	7-8
	1.4 Promoters	8-9
	1.5 Vision	9
	1.6 Mission	9
	1.7 Quality Policy	9-13
	1.8 Product/Service Profile	13-17
	1.9 Infrastructure Facilities	17
	1.10 Competitors Information	18-19
	1.11 SWOT Analysis	19
	1.10 Future Growth and Prospects	20-22
2	Conceptual Background And Literature Review	23
	2.1 Theoretical Background of the Study	24-30
	2.2 Literature Review	30-33
3	Research Design	34
	3.1 Statement of the Problem	35
	3.2 Need for the Study	35
	3.3 Objectives	35
	3.4 Scope of the Study	35-36
	3.5 Research Methodology	36-38
	3.6 Hypothesis	38

	3.7 Limitations	39
4	Analysis And Interpretation	40-60
5	Findings, Conclusions And Suggestions	61
	5.1 Findings	62
	5.2 Conclusions	62-63
	5.3 Suggestions	63
	Bibliography	64
	Annexure	65-67

LIST OF CHARTS

SL NO.	CONTENTS	PAGE NO.
1	Ownership Pattern	11
2	Hierarchy in the Store	15
3	AIDA Model	27
4	Hypothesis testing	38

LIST OF TABLES

SL NO.	CONTENT	PAGE NO.
1	Table showing respondents divided on gender	41
2	Table showing respondents divided on age group	42
3	Table showing respondent's occupation	43
4	Table showing whether respondents know about Big Bazaar	44
5	Table showing whether advertisement is very important for a company to be successful	45
6	Table showing whether respondents come to Big Bazaar getting influenced by advertisement	46
7	Table showing the media which influence to visit Big Bazaar	47
8	Table showing the frequency to visit Big Bazaar	48
9	Table showing respondent's opinion about Big Bazaar	49
10	Table showing how respondents feel about Big Bazaar	50
11	Table showing the most attracting visual in Big Bazaar	51
12	Table showing preferred branded product of respondents	52
13	Table showing the rating of Big Bazaar quality of products as per the advertisement	53
14	Table showing whether the Big Bazaar offers attract and induce the respondents for purchase	54

15	Table showing whether the respondents communicate about Big Bazaar offers with their relatives or friends	55
16	Table showing whether the advertisement update the respondents about Big Bazaar offers	56
17	Table showing the product which the respondents like to purchase during Big Bazaar offers	57
18	Table showing whether the respondents recommend Big Bazaar to their friends and relatives	58
19	Table showing whether the signage helpful to the respondents	59
20	Table showing whether the respondents are satisfied with Big Bazaar promotional offers	60

LIST OF GRAPHS

SL NO.	CONTENTS	PAGE NO.
1	Graph showing respondents divided on gender	41
2	Graph showing respondents divided on age group	42
3	Graph showing respondent's occupation	43
4	Graph showing whether respondents know about Big Bazaar	44
5	Graph showing whether advertisement is very important for a company to be successful	45
6	Graph showing whether respondents come to Big Bazaar getting influenced by advertisement	46
7	Graph showing the media which influence to visit Big Bazaar	47
8	Graph showing the frequency to visit Big Bazaar	48
9	Graph showing respondent's opinion about Big Bazaar	49
10	Graph showing how respondents feel about Big Bazaar	50
11	Graph showing the most attracting visual in Big Bazaar	51

12	Graph showing preferred branded product of respondents	52
13	Graph showing the rating of Big Bazaar quality of products as per the advertisement	53
14	Graph showing whether the Big Bazaar offers attract and induce the respondents for purchase	54
15	Graph showing whether the respondents communicate about Big Bazaar offers with their relatives or friends	55
16	Graph showing whether the advertisement update the respondents about Big Bazaar offers	56
17	Graph showing the product which the respondents like to purchase during Big Bazaar offers	57
18	Graph showing whether the respondents recommend Big Bazaar to their friends and relatives	58
19	Graph showing whether the signage helpful to the respondents	59
20	Graph showing whether the respondents are satisfied with Big Bazaar promotional offers	60

EXECUTIVE SUMMARY

The main objective of every business is earning profit more and increasing its sales revenue with developing its business in organization. It is possible when business represent widely in market. For this action the information should reach every customer, through advertisement and promotional offers with effective presentation upon television. Now every business is going to conduct advertisement and attract the target audience.

The retail sector is a evergreen business activity in marketing, every retail companies fighting in marketing for win the customer heart and retain the customer. In retail industry always most benefit goes to first mover to upcoming sector, in India that benefit winner is “Big bazaar” because of this reason, Big Bazaar is always try to do something new and changing customer attitudes, buying habits etc. we can called big bazaar as trend setter, it is creating business as providing all customer needs and wants under one roof and also offered to customers at affordable prices. So in this project, study about effectiveness of advertisement and promotional offers are done.

The research titled “A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT BIG BAZAAR” at Rajajinagar. This research is useful to resolve the advertisement effectiveness on consumers buying behavior and visit to store. The study on advertisement and promotional offers useful to conduct promotional strategies to stores and it is helpful to analyze how to get customers’ attention towards stores for them to buy the product more and more.

The research conducting with determining the effectiveness of advertisement and promotional offers on earning customers towards store and customers are involving to visit store and buy more.

This research was based on marketing research and prepared with well subjective to meet its objectives, Primary research was conducted for that. It is done by using survey research method for collecting data from customers. For this survey, structured questionnaire was used. The big bazaar visitors were our target respondents, so this survey was conducted with sample size of 100 for the study on effectiveness of advertisement and promotional offers.

As per the study all visitors of stores were aware and get attended towards the advertisement and promotional offers of big bazaar.

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE INTERNSHIP

The internship program is providing organizational experience and real world experience to participants. It is the best platform to explore our knowledge; it involves the student in academic preparation. The participants developing with research project and given best internship experience to participants. The participants should conduct research as individual and it is usefully providing positive response of needs and interest of every student in research program.

Internship program is about conducting and developing particular skills and knowledge about organization and also make contacts between organizations and build self confidence in organization sector.

Internship program helps the student to handle individual problems in a professional way and it is given experience about particular job in the organization. Hence it gives many options to the students as they can change their career plans with convenience sector.

Internship program is very much beneficial to the participants as shown below-

- Developing professional and personal and they can understand real world.
- Participants can meet and develop networking in specific area.
- Participant can do mentoring and take performance feedback from the company advisor.

TOPIC CHOSEN FOR THE STUDY

“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT BIG BAZAAR, RAJAJINAGAR, BANGALORE”

PERIOD OF RESEARCH

Ten weeks of period.

REASON FOR CHOOSING THE TOPIC

- To know effectiveness of each different media.
- To know consumer perception towards big bazaar promotional offers and schemes.
- To determine the big bazaar promotional offers which are helpful to big bazaar or not.
- To know consumer perception towards big bazaar advertisement.
- To know satisfactory level of consumers at big bazaar then compare to other stores.

1.2 INDUSTRY PROFILE

INTRODUCTION

Retailing involves sale of goods from fixed location. Retail industries provide variety of products within one roof and in India retail sector is divided into 2 types such as organised and unorganised retail stores. Today consumers like to shop in a wide range of store and goods. This is also known as departmental store.

The retailer is the centre between manufacturer and end consumer. Retailing involves selling of goods and services directly to the end users for their personal or non-business purpose. Customers need to buy the product from the retailer to persuade their needs, means customer wants to buy variety of goods like food, clothes, stationary etc.

Retailers create the demand through target markets, promotional strategies and satisfying customer needs and wants through flexible supply chain management. From 2000 onwards retailing increased in online electronic payment system and developing delivery system through courier or postal mail. Retailers are also providing services to individual customer or wholesalers in small or large order.

Retailers are the easiest access before the customers towards retail stores through providing various promotional offers. Producer can easily promote the new product at retail stores. The retailers arrange the goods directly from producers or wholesalers to sell the goods to customers. Retailers are always trying to innovate new ideas to attract the customers.

The Indian retail industry is the largest among all the industries. Retail industries are covering over ten percent of Indian employment opportunity.

RETAILING IN INDIA

The retail sectors are divided into 2 segments which are organised and unorganised retail sectors. At currently, the organised retail sector is rising very rapidly. So the retail sector is trying to change the lifestyle of Indian consumer. Presently the Indian consumers are well aware about quality of product and services.

Till 2012, the Indian government did not accept FDI on retail multi brands, any ownership in supermarket and also 51% limited ownership on single brand retail outlets. But in January 2012, Indian government decided to give opportunity to a single brand retailer, they owned at 100% ownership, but they should 30% source from India and providing employment opportunities in India. In November 2012, the Indian government decided retail reform to liberalizing the condition for multi brands and single brand store. This way MNC entered towards Indian retail

market and so Wall-mart, Carrefour and Tesco. Same way single brand also investing more in Indian retail store which are IKEA, Nike, Apples etc..

Currently the Indian retail sector is growing positively. The retail sector is expected to grow between 3.8-4.4%, including 10-12% growth rate of retail sector in online and other non-store sales..

Indian retail sector is contributing about 10% for GDP, while other countries are contributing about like- China 35%, USA 17%, Indonesia 2.3% etc. Indian retail sector working favourably to the customers, we can see some favouring works.

- Indian retail sector improving in purchasing power of customers through per capital income.
- Retail sectors promoting use of credit card facilities.

RETAIL FORMATS IN INDIA

▪ **Specialty Stores**

It is a single brand specialty stores and providing best services to customers. Reebok and Manchester United stores are example of this.

▪ **Departmental Stores**

It is carrying variety of products and wide range of assortment at lower price than other store to customers. Example is food world.

▪ **Convenience Stores**

It is located in residential areas, customer can buy immediately and that is why that quite of high price and quality of products. Example is Reliance Fresh.

▪ **Discount Stores**

They sell huge products but less than MRP rate. In this Stores give preferences to the manufacturer brands. Example is the Loot.

▪ **Hypermarket**

It is located at fixed area and providing variety of products at affordable prices to consumers and providing best services to the consumers and carrying of consumers.

▪ **Supermarket**

It is selling mainly grocery and non-food products. Example is spar.

- **Malls**

It is located mainly in big cities and consisting high quality products. It is providing products, food and entertainment in single outlet. Example is Orion.

- **Vending Machines**

This system is not popular in India. Actually it came recently. This is a automatic machine, in which customer can put money and take the product immediately.

GLOBAL TOP 10 RETAIERS

Wal-Mart

It is an American retail corporation, established at 7-2-1962. The founder is Sam Watson, having 11,598 stores across the 28 countries, headquarter located at Bentonville in United States, 22 million employees in world wide and 1.4 million employees in US, US\$ 485.651 billion revenue per year approximately.

Tesco

It is an England retail company founded at 1919, Tesco founder is Jock Cohen and 6,814 stores around the world. It is handling supermarket, super stores and hyper market. Headquarter is located at Cheshunt and over 5,00,000 employees working in Tesco.

Costco

It is a public company established at 7-12-1976, established James Senegal, headquarter at Issaquah, 691 stores in various countries and it has given 1,89,000 employment opportunities.

Carrefour

It was founded at 1-1-1958 and it is a society anonym company. Headquarter at Boulogne billon court in France.

Kroger

It's headquarter is located at Cincinnati in US. Established at 1883 and founder Bernard Kroger. 2,620 stores across the world and 3,43,000 employees working in Kroger.

Amazon.com

It is founded at 7-5-1994, establisher Jeff Bozos, main headquarter is settle in US. It is based on internet, 2,22,400 employees working in Amazon.

Lidl

It is a privately owned company, incorporated at 1930, establisher Dieter Schwarz and headquarter in Germany and overall 10000 stores across the 28 countries.

Metro

It is an aktiengesellschaft based company, headquarter at Dusseldorf in Germany. Started at 1964, company runners are olaficoch and fronz haniel, handing cash and carry, departmental store, 2,44,601 employees working in metro.

Home Depot

It is based on public type of retail industry, it started at 1978, establisher Bernard Marcus and Pat Farah. 2,248 employees totally across the world and headquarter at cob country Georgia in US.

Aldi

It is a German company and based on private industry. Started at 1946 and establisher Kar Albrecht, today 9600 stores in worldwide. Headquarter at Essen in Germany.

CHALLENGES FACED BY INDIAN RETAIL INDUSTRY

- Competition between organized retailers and unorganized retailers.
- Insufficient of supply chain management in retail sector.
- Indian real estate is growing very fast, it is so demanded in cities and cost is very high.
- Indian basis infrastructure is very low level in Indian retailing.
- Indian tax system and stamp duty is very negative response to retail sector.
- Indian retail industry facing shrinkage in goods value and administrative error.
- Facing lack of skilled labors in Indian retail sector.
- Indian government is more restrict about foreign direct investment.
- In Indian retail sector still not recognizing as industry.

1.3 COMPANY PROFILE

FUTURE GROUP

Future group is a one of the Indian private company. It is headquarter located at Mumbai. The future group is significantly growing in retail sector and fashion sector in India with help of most popular super market chains. These are like food bazaar, big bazaar, brand factory, lifestyle stores and central etc. and future group is entering into manufacturing of

foods and FMCG like brands are tasty treat, Ektaa, golden harvest, fresh and pure, mera swad, such etc. and also providing home product in fashion like indigo nation, ring, scullers, john millers etc.

The future retail and future lifestyle fashions these two retail companies are listed as Indian top retail companies. According to BSE more than 36,000 people are working in future group. Under future group more segments operating companies are there and these are

- Retail sector – future retail ltd, future consumer enterprise limited and future lifestyle fashion ltd
- Financial sector – future capital holdings, future ventures and future general
- Other sector – future supply chains, future learning, future innoversity and future brands

ORGANISATION PROFILE

Big bazaar was incorporated at September 2001. It has launched first store at Kolkata and it has opened 3 stores within 22 days in Kolkata, Bangalore and Hyderabad. Big bazaar is providing all categories of products within one roof with affordable prices. It is working like Wal-Mart and going successful way in India. All the success of big bazaar, behind only one man is there, he is Mr. Kishore Biyani, CEO of future group.

In big bazaar we can see over 1, 70,000 products within one roof. We can find best quality of product at low price. Currently big bazaar is operating in India only. Earlier big bazaar was lunching only with fashion like apparel, accessory, merchandise and cosmetics. After that added food bazaar, Furniture bazaar, and electronic bazaar etc.

Big bazaar conducting more promotional offers like Wednesday bazaar, big day bazaar, and great exchange offers these way and coming with new logos and taglines, like earlier come with “Naya India ka bazaar” after that chane like “Isse sasta aur accha kahin nahin” big bazaar is promoting through various medias like television, social media and print and publishing new logos through medias.

1.4 PROMOTERS

In big bazaar, promoters coming only on offers days like Wednesday bazaar, Sunday bazaar, big day, exchange offers or any other special days. Promoters coming to big bazaar almost three fourth product of big bazaar, in offers days they can try to double the sale of product. The name of particular product promoters we can see in below,

Beauty department:

Lakme, French Factor, Lotus, Vega, Paris, Biotique etc.

Process food:

Pillsbury, Nestle, ITC, Kellogg, Weikfield, Cadbury, Horlicks, Britannia, Parle, Mc-Vities, Soufflé, Pediasure, Dukes, Vegit, Yakurt, Nilgiris, Knor Soup, Nutralite etc.

Non-food:

Nivea, Himami, Moha, Garnier, Engage, Marico, Parkavenee, J&J, Mamy Poko, Sofy, Rikit, Striex, Sensodyne, Pepsodent, Henko, Solmate, Gillate, Hul, P&G, Libero, Chico etc.

Staples:

Dhara, Fortune, Oleeve Active, Gemini, Emami, Eastern, 24 Mantra etc.

1.5 VISION

Future group shall deliver everything, everywhere, every time for every Indian consumer in the most profitable manner.

1.6 MISSION

- We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.
- We will be the trendsetters in evolving formats, creating retail reality, making consumption affordable for all customer segments for classes and masses.
- We shall infuse Indian brands with confidence and renewed ambition.
- We shall be efficient, cost-conscious and committed to quality in whatever we do.
- We shall ensure that our positive attitude, sincerity, humility, and united determination shall be the driving force to make us successful.

1.7 QUALITY POLICY

- Big bazaar has promised to customers to meet their requirements by providing timely and continuous service.
- Big bazaar develops its work process by trained employees and improves the product and service quality as per the customer's feedback.
- Big bazaar providing all the 365 day services to customers.
- To maintain the product and services quality the big bazaar adopted a new technology and innovation in all the big bazaar stores across the country.
- The main policy of big bazaar is providing good quality of product within one roof as per the customer needs and wants.

VALUES

- **Indianness:**

Understand the Indian community and delivered services on community basis and also treat like every customers are same.

- **Leadership:**

Maintain positive way in thought and business. It is create innovative ideas, implement and it is a responsible for that creation. It is not feared to any movement in business.

- **Respect and Humility:**

Caring of every individual and providing different facilities to everyone and before taking any changes should communicating about that, respect to the people also inside and outside the organization.

- **Introspection:**

Get feedback from customer and try to correct the mistakes, learn more from failures and learn strength factors from failures, resolve the alternative solutions for salving particular problem.

- **Openness:**

It is always openness to create new ideas. Respect the suggestion of others and always openness to learning from different experience.

- **Valuing and Nurturing relationship:**

Maintain good relationship with customers and provide more what they promised, maintain stakeholder relationship for developing organization, respect to Indian society and communities and creating good relationship with them.

- **Positivity:**

Taking problems like challenges and solving those problems without any damages to business and implement innovative actions.

- **Adaptability:**

Always openness to adopt any changes in business, learn more about new skills, it has flexible nature in business and it can manage multitask

- **Flow**

Always learning with different experience and inspired from global business. It is creating alternative ways to reach its goals.

OWNERSHIP PATTERN



CHART NO 01: Ownership pattern

TIMELINE

2009

- Big bazaar lunched 2nd store in Tinsvka.
- Maha annasantarpane offer meals in south Indian for store visitors in south India.
- MS Dhoni and Ashwin were using as brand ambassadors of big bazaar.
- Started joint venture with hide a bags and accessories.

2010

- Future group started specialized retail business.

- Win CNBC awaaz consumer award and it is preferred most to multi brands.
- Connect 30,000 manufacturing company towards 200 million customers.
- Big bazaar lunched 2 stores in Kanpur.
- Chosen Vidya Balan as big bazaar brand ambassador.
- Big bazaar ranked 6 out of 50 brands.

2011

- Launched wholesale store at Gujarat.
- Big bazaar lunched 200th store with new logo and tagline “naye India ka bazaar”.
- Future group started new venture as food hall.
- Big bazaar started online shopping services for above on 1000 rupee shopping.
- Lunched bakery products at big bazaar with Hindustan unilever.

2012

- Big bazaar entered in to agreement with cognizant technology solution for improving infrastructure.
- Big bazaar lunched “kids cookies” with help of Disney

2013

- Big bazaar introduces direct sales of big bazaar home products.
- Big bazaar lunched the membership of profit club.

2014

- Big bazaar lunched pay on delivery services to customers.
- Big bazaar investing on advertising campaigns.
- Big bazaar categories the FMCG product in store.

2015

- Big bazaar lunched online grocery players

2016

- Big bazaar tied up with Oxigen services.
- A little foodhall was launched in Gurgaon.

2017

- Central and SBI card together launched a co-branded credit card which was designed for the aspiration urban shopper.

2018

- fbb launched 'Watch Buy Now', which is India's first ever LIVE online fashion event.
- Big Bazaar also dropped prices of 1500 on everyday items with the 'Har Din Lowest Price'.
- For the first time Big Bazaar has created a mobile game 'Dear Skyfall – Sabse Sasta 5 Din'.

1.8 PRODUCT / SERVICE PROFILE

Big bazaar is a one of hypermarket, it providing 1,70,000 products in a one single building. We can see many brands in big bazaar. In Rajajinagar, Big Bazaar is spread over five floors and it have big product profile.

Different product departments

Ground floor

Food bazaar	Staple
Dough batter	Rice counter
Beverages	Refrigerated products
Vegetable cutting	Spice market
Dairy fresh	Fruits and vegetables
Atta station	Chakki counter
Fresh for you	Apple mandi
Food junction	Banana mandi
Coconut mandi	
	<ul style="list-style-type: none">• Cash counter• Pay on delivery service desk• Customer service desk

First floor

Plastic	Utensils
Personal care	Men's grooming
Crockery	Cooker bazaar
Home care	Beauty centre
Gas stove bazaar	Ready to eat.
Ready to cook	
Wash room	

Second floor

Fashion ladies wear

Kalamandir Foot wear

Home fashion

Ladies western wear

Dress material

Star and sitara

Ladies hand bag

Ladies ethnic wear

Ladies night wear

- Trial rooms
- Cash counter

Third floor

Fashion men's wear

Men's jeans and t-shirts

Kid's accessories

Infants apparel and accessories

Men's occasion wear

Men's shirts and trousers

Girls wear

Boys wear

Men's accessories

Men's night wear

Kid's fashion

- Trial rooms
- Wash rooms
- Cash counter

Fourth floor

Kid's toys and sports

e zone

Luggage

Stationery Staff room

- Cash counter

Fifth floor

Furniture

Living room

Dinning

Bed rooms

Modular kitchen

- Cash counter
- Wash rooms
- Customer service desk of home town

HIERARCHY IN THE STORE

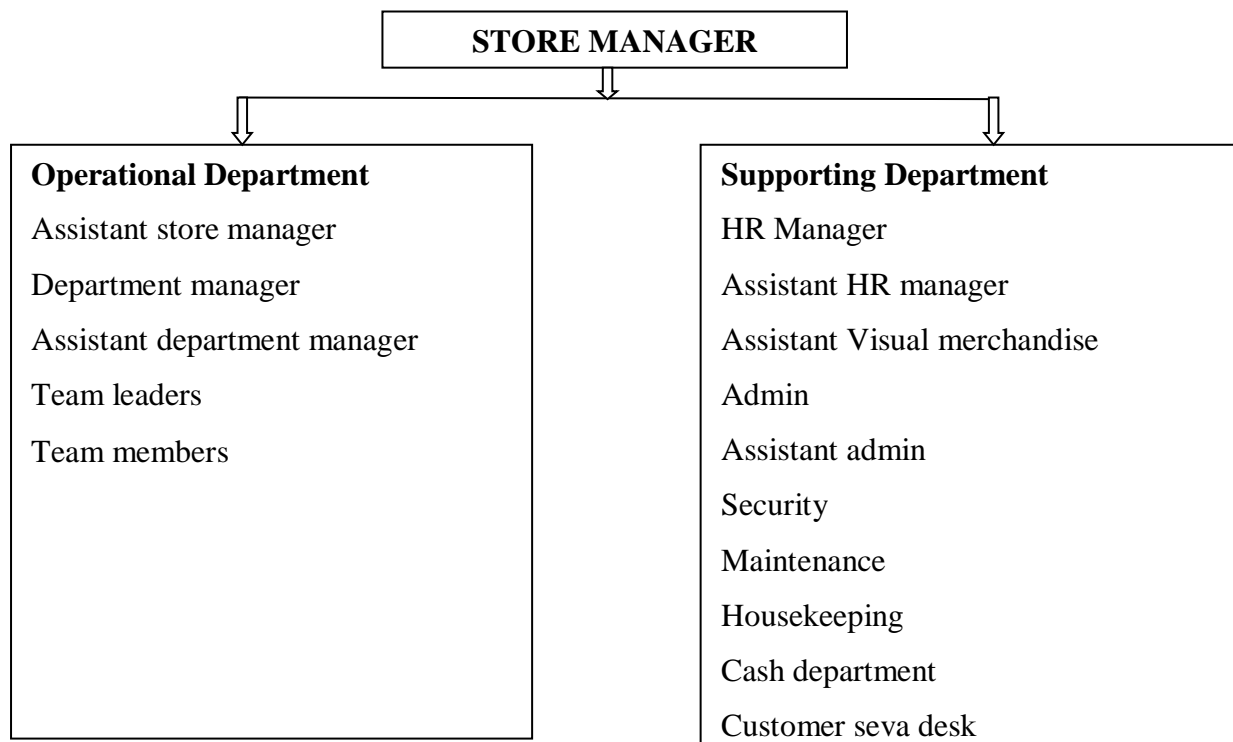


CHART NO. 02: Hierarchy in the store

AREAS OF OPERATION

Big bazaar is conducting Operation for running venture with good position and facing competitors. Its main objective is providing best services to consumer and making profit in positive way. Big bazaar involving tow way of operation, that are floor operation and where house operation.

Floor Operation

Floor operation main responsibility is running store with attracting people towards store and know the people and study the consumer behavior. Floor operation most important areas are:

❖ Merchandise management:

- Analyze the customer needs and wants through supply the right products
- Planning future selling point in present like increasing sales and any promotional activity.
- Buy the product from different manufacturer or whole seller for minimizing the product price to customer.
- Manage product in floor as a use of proper system.
- Following FIFO method to store stock.

❖ **Layout management:**

Big bazaar is effectively use of store with supporting of interiors design, it is attracting the customers and it is help increasing big bazaar total revenue of Rajajinagar.

❖ **Offerings:**

Big bazaar giving special offers to customer that's future card, payback card, profit club card, Sunday bazaar, exchange offers.

❖ **Visual displays:**

Big bazaar conducts visual displays through a window display, lighting store, colours effecting within stores and music plays for attracting customer, these are all function easily increasing sales revenue.

❖ **Customer service:**

Big bazaar providing best services to customer, these are like credit note issue, re-fund of money ,listening customer complaints, home delivery services, gift package facilities, order on call facilities, special offers announcement at CSD.

❖ **Employee management:**

Employee management is important in any company and also big bazaar hiring the people, training to them as treat customer as friendly and also retain the best employees and also big bazaar treat employees as customer.

WAREHOUSE OPERATION

Ware house operation is big bazaar conducting in inside the building it is so confidential matter that type of major things are,

MRP mismatch management:

Big bazaar procure product directly from manufacturer so they should do MRP mismatch progress these process going I where house operation and it will changing as per offers.

Barcode issue:

Big bazaar is issuing barcode to all the products in warehouse. It increasing operational efficiency in Big bazaar, and supporting to big bazaar positively like saving time, reduce errors, decreasing operational cost.

Shrinkage management:

In India most shrinkage is going in retail sector, big bazaar try to avoid this type of shrinkage and it is conducting measures for these through where house.

Stock take:

Big bazaar directly buy the product from manufacture or whole seller, in warehouse divided the product as per particular category, and customer have deferent product in under one building and customer easily recognize what they want.

1.9 INFRASTRUCTURE FACILITIES

The big bazaar is divided into 5 floors and divided as 3 level based on product categories, there 21 departments and 220 employees are working at big bazaar. If customers visit to store they can have all the facilities of parking. Wheel chairs, customer service department, lift facilities, and customer easily find a product in the store; these stores located so near to residential area.

FACILITIES

- Two wheelers facilities outside the store.
- Four wheelers facilities in underground floor B.
- Fillings counter in ground floor and in second floor.
- Trolley facilities to customer for carrying the products.
- Two rest rooms in first floor and fourth floor.
- Two lift facilities for customer.
- Elevator facilities for customer.
- Fire exit facilities in every floor.
- Scanner in the entrance and the exit of the store.
- Drinking water.
- Store ambience.
- Lunch room for staff.
- Trial room for customers.
- Mother room facilities.
- Umbrellas in the front of the store.
- Employee's entrance from underground floor.
- Staff room in fourth floor.
- Customer seva desk in ground floor and it is always helping to customer positively.
- Verity of products and customer find that easily

1.10 COMPETITORS INFORMATION

Shoppers stop:

Shoppers stop, it is basically Indian Retail Company and its headquarter is located in Mumbai. Shoppers stop handling discount department store, hypermarket and supercentre. Over 14,000 plus employees working in shoppers stop.

Trent (west side):

It is under a TATA group, it is basically Indian company it was incorporated at 1998. Its headquarters located at Mumbai and Maharashtra. It is given most preference to western culture in India.

Lifestyle:

Lifestyle it is based on fashion clothing, Incorporated at 1999, its headquarter located at Bangalore. Lifestyle is running now across 26 major cities and 43 stores located at major residential areas.

Spencer's:

Spencer's it is incorporated at 1996 and it is headquartering located at Kolkata, running under parent group of sp Sanjiv Goenka. 400 stores are running in India and more than 60,000 employees working in Spencer's.

Spar:

Spar is handling grocery stores and hypermarkets, it is basically nether land company and headquarter located at Amsterdam. It was incorporated at 1932 and in year of 2011 approximately 31.1 billion euro revenue.

Reliance fresh:

It is a super market chain of reliance group, it was incorporated at 2006. Headquarter located at Mumbai and the founder is Mukesh Ambani.

More:

More was incorporated at 2007 the founder is humar mangalam birla. It is handling supermarket and hypermarket. In a more retail store over 11,000 plus employees are working now.

Food world:

Food world headquarter located at Bangalore, it is based on subsidiary type of business, it is incorporated at 1996, it's covering across India through 67 store of food world.

D-mart:

It is private owned company and it is incorporated at 2005. The establisher RK Damani, it is handling department store and headquarter located at Mumbai. Minimum 1 year income is a one billion of US dollar.

1.11 SWOT ANALYSIS**Strength**

- Know about customer needs and wants.
- Providing variety of product within one shop.
- Operating its stores at Indian all major cities and II level cities also.
- Best infrastructure facilities in every shop.
- Providing home delivery facilities.
- Providing good brand product and also advertising by celebrities
- People attracting towards big bazaar offers.

Weakness

- Big bazaar fails to open store at a time.
- Stores are increasing but revenue of sqft is decreasing.
- While offering days store fill up with over crowd.
- Long line in billing counter, people distract from this.
- Lack of trained employees.

Opportunities

- Entering own production as customer test and preferences.
- Growing organized retail in India.
- People like to visit big store for shopping.
- Opportunities to develop other segments.
- Tie up with global brands.

Threats

- World top retailer coming in to India like Wal-Mart, its effect on big bazaar.
- Government policies more instruction on retail sector.
- Unorganized retailers threat to big bazaar, because it is so convenient to customers.
- Big bazaar facing high risk in operation.

1.12 FUTURE GROWTH AND PROSPECT

The future group is planning to expand retail sector and it planning to invest more than Rs 500 crore, the future group CEO, Kishore Biyani informed about it. Now under future group operating companies are future retail ltd, future consumer enterprise ltd and future lifestyle fashions ltd.

In year 2016 the future retail ltd had planned to open 20 big bazaar stores, 6 to 7 of super market chain central stores and 10 stores of brand factory.

Capital expenditure of future group will increase from Rs 500 crore to 600 crore.

Online retailer are giving tough competition to future retailers so future group decided to invest Rs 200 crore for advertising in one financial year.

Big bazaar is planning to conduct weekly campaign for promotions. It will positively effect on sales like will rise 25% to 28% in year 2018 from year 2017 of 16%.

Biyani planning to if all three business sales will grow at 30% in year 2018, the revenue of future group will increase to Rs 22,500 crore.

DESCRIPTION OF TASK HANDLED

Sale of profit club membership card:

It is membership card of the big bazaar. If customer deposit of rupee 10,000 they will have extra benefit of rupee 2000 for shopping. If deposit 5000 they will have benefit of rupee 1000 for shopping, this only applicable to food bazaar, fashion wears and home appliances, the registration fees for this 100 rupee. This above deposit money and benefits of money both are have special restriction; customers utilize that amount in 12 month period, every months of period they can only buy 1000 rupee of amount. If they fail to buy one month that amount carry forward to next month but that should utilize within 18 months, in case customer want to take back them amount, they can easily went out from that task.

Store announcement:

Store announcement is a CSD operation. This announcement about customer special offers, discount, new facilities of big bazaar for customer and also staff announcement about any clarification from deferent department for customer issues.

Gift wrapping:

In CSD customer can have free gift wrapping, that product should be buy in big bazaar only and customer surrender current cash memo of particular product to CSD staff. For this facilities customer will not give any amount and they will have very artistic gift wrapping

Exchange of product:

Customers that have any dissatisfied from something of purchased from big bazaar product, they can exchange the product after seven days of purchase. But that product should be in sealable condition and reasons should be given for exchange, the product. Customer have any guaranteed about purchased product, they will have repairs that or exchange another product, but there some instruction are there.

At CSD staffs before exchange or issue credit note they should check gate pass and clearly observe the product, like any damages, purchase date. After exchanging the product or issue credit should not cancel the gate pass and enter that in record book.

Home delivery:

Home delivery it is done from big bazaar products around within 10 km from store. All the food bazaar item, electronic, furniture, all type of recognizable product delivers to customers home.

Gift vouchers:

Gift's voucher is a gift that is exchangeable for goods in big bazaar store. It is available all over Indian big bazaars and food bazaar. It is available denomination of rupee 50, 100, 250, 500, 1000, this gift vouchers are valid up to 6 month of period.

Customer interaction:

- Handling the customer very smart and promptness way.
- Face angry customer with very smooth way.
- Listening customer's problem without interrupting.
- Solve the customer's problem very quickly.

Facilities:

Big bazaar providing variety of services to customer which are:

- Temperature service as per weather.
- Lighting services for attracting and showing extra.
- Providing drinking water.
- Two rest rooms for customer.

Special offer:

Free gift offer actually there is no printed on the product but from big bazaar given extra product from where house like oil, sugar, etc.

Telephone calls:

Customer can use telephone service for home delivery, product availability, complaints, store location, and any other solution for quickly customer can use this facilities.

Share with us:

Share with us big bazaar providing it to customers for collecting complaint through, share with us book, and collect feedback through “share with us forms”.

Pay back card:

It is a membership card to customer of big bazaar. It is adding point customer every purchase and sometime given extra offer to card members. Big bazaar will give 0.25 paisa to earning of every one point.

Pay on delivery:

It is provided by big bazaar to his customer, it is so favorable to customer and it is save customer valuable time. On this service very easy to buy customer just pick the trolley and fill the trolley with selected product and drop that trolley at pay on delivery desk. After that just fill the address and mention time of delivery. Big bazaar will pack, bill and deliver that product to customer house. Don't need to pay in store just pay on delivery, it is absolutely free delivery service and customer can pay amount in cash, credit card or debit card.

But there some instructions are there like chill items, vegetables and fruits are not allowed and profit club, gift vouchers, pay back coupons are not applicable for this.

CHAPTER-2
CONCEPTUAL BACKGROUND AND
LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

ADVERTISEMENT

The word 'Advertisement' originally comes from the Latin world of, Advert ere" which means seek the minds of people towards product. We can see bellow definition of advertisement.

American marketing defined as "advertisement is any paid from of non-personal presentation and promotion of ideas, goods and services by on identified sponsor"

Advertisement is using for transfer the business promotional information to current and prospective customer. Advertisement usually provides information about firm, place of availability and product qualities. Advertisement is more important to seller for in modern and large scale production, without advertisement they cannot push product for sales effectively in competitive marketing. Advertisements break for personal selling. Advertisement is concentrating on modern world and considering competition and adopt modern technology through find customer fashion and taste and promote product effectively.

FEATURE OF ADVERTISEMENT

Advertisement is reaches information to masses through mass communication. Advertisement is a non-personal communication because it is concentrate on mass people not only individually.

Information:

Advertisement is informing to buyers about what are the benefits are there on product and providing complete product information and that should be true.

Persuasion

The advertiser expects our product is favorably aware in marketing. Every advertisement is trying to converting the prospects in to customers. Advertisements work as sales man in indirectly and perusing customers indirectly with particular product.

Profit maximization:

Advertisement is does not directly contributing to increasing profit but it is directly impact on increasing the sales of product and it want contributing to changes of the price of product and it is helpful to balancing operational cost of product.

Non-personal presentation:

Salesmanship is considered as personal selling, while advertisement is considered as non-personal selling. Because advertisement is not going to meet individuals but there are those who are observing that taking like personal appeal.

Identified sponsor:

A sponsor of advertisement is an individual or a firm. When companies deliver as reputed after that sales of product will increase. The particular products will get a good market because of already created identity in marketing with a reputed corporate body.

Consumer choice:

Advertisement is based on consumer choice. It is convenient to customers for purchase goods as per consumer convenience like budget and choice. Right choice of product makes happy to customers.

Art, science and profession:

Advertisement is based on art because it is involving in creativity in creative activity. Advertisement is based on science because it has more knowledge about organization. Advertisement is involving as a profession way.

Element of marketing mix:

Advertisement is one of the major tools of promotional mix. Advertisements contribute very important ways to sell goods and services. Large manufacturers involving spend more on advertising.

Element of creativity.

Advertisement mainly involving in imagination and creativity, when the advertisement matches with consumer's expectations then only creativity makes a successful way.

OBJECTIVES OF ADVERTISEMENT

- To new product in marketing among prospective customers.
- To helpful to personal selling, advertisement can use as sales man.
- To reach information to people without sales man.
- To face competition in very effective way.
- To entering in to new market or concentrate on new group.
- To assess the good will by given better quality of service and products.

- To increase the sale of product competition way.
- To create dealer relations, when the advertisement delivered as effectively dealers are come to selling the product.

IMPORTANCE OF ADVERTISEMENT

Promotion of sales:

Advertisement is promoting the sale of goods and services through informing people about particular product details. Advertisement is helpful to earn new customers in national and international level.

Introduction of new product:

Advertising helpful to introduce new product, whoever introduce new product in market they need to aware about product to people. Without advertisement nobody cannot introduce new product. Advertisements are quickly aware particular product.

Creation of public image:

Advertisement is building the value of the advertiser. It is trying to fulfill customer needs through informing character of product. In This way it increases this values and goodwill. It is necessary to every business for fight against competitors.

Mass production:

Advertisement providing large scale production. It supports to promote large scale production. Because business organization knows, with help of advertisement easily promote large-scale business. Mass production is helpful to reduce the cost of production of product.

Research:

Advertisement is involving for development and research activity. Advertising had the competitive activity in marketing. Every business tried to differentiate of it is product compare to competitors and tried to give substitution in product though advertisement these are all possible. Every business needed to conduct research and development in market. If it is not conduct it will go out from the market.

Education to people:

Advertisement is improving knowledge of people about new products, uses and conditions. Advertisement helpful to change people lifestyle, attitude, and buying behaviors and help to give it up old habits and it is increasing standard of living of society.

AIDA MODEL

AIDA is a tool for ensuring the writing, copy and grabs attention. The four steps of tools are needed to attract the consumers, visit the website and buy the product.

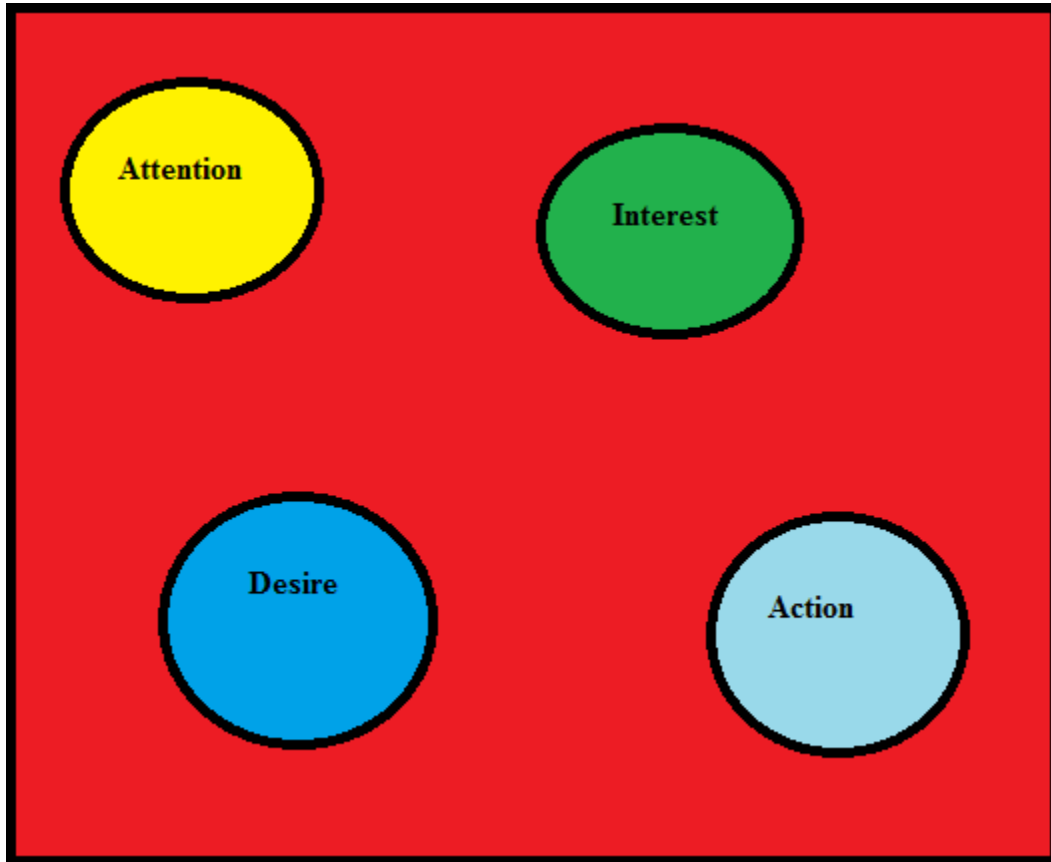


CHART NO. 03: AIDA Model

Attention.

In a media need to attract filled world and grab the attention of people through a power full worlds and power full picture catch readers and influence to read and wait for what say next.

Interest:

It is one of the challenging levels in AIDI model. After got the attention of readers we should engage more with the readers and try to understand to them of particular message. Taking the benefit of readers and catching reader's attention.

Desire:

In AIDI model interest and desire is a hand in hand after building the readers interest, there need to help them for better understand and how you help them in better way as per the readers personal needs and wants.

Action:

Finally should be clear about readers what action should take for readers and make a request to them for getting action.

ACTIVE PARTICIPANT IN ADVERTISEMENT

- Advertiser
- Advertisement agencies
- Mass media.
- Advertisement production firms
- Target audience
- Advertisement production artist
- Government authorities

AREAS OF CONDUCTING ADVERTISEMENT

- Outdoor advertisement
- Mobile advertisement
- Television advertisement
- Newspaper advertisement
- Radio advertisement
- Online advertisement
- Cinema advertisement
- Magazines advertisement

PROMOTION

Sales promotion is mainly based on discounts. It is directly impacting on consumer buying behavior. In discount most popular ways are one is price discount on product other one is bonus packs. In these two ways consumer extra receive than original price. In this way promotion offers are given extra achievement on product sale. Promotion offers are comparing to

advertisement it is most important to improving product sales. Promotion offers we can carry as short term and as long term period of activity.

TYPES OF SALES PROMOTION

Sampling:

Before purchase of product consumers are get one free sample and after that trial that product then they will decide to buy or not.

Price deal:

Price deal is a short term reduces on price like given 50% offer.

Loyal reward program:

It means consumer can have point in every purchase of total amount and also have facility of credit purchase.

Price pack:

In price pack offered to customers more quality of product at the same value of price or decreasing price for some quality of product.

Free trials:

Given opportunity to customers for free trial offers without any charges for that.

Mobile couponing:

Mobile couponing is available on mobile only. Consumer just shows the mobile phone to salesman and they will reduce in main balance of purchase.

Kids eat free specials:

On total dining amount, provide one kinds meal free. It should positively attract customers

FACTORS INFLUENCING PROMOTION MIX

Type of product:

Product can divided as branded product, necessity product, non-branded product, luxury products and new products there all product is necessity of verity of promotional tool.

Use of product:

Product are using for industries, necessity product and luxurious product these are all different promotional tool. These are all effect on media and promotional tool.

Purchase quantity:

Company is considering the purchase quantity for promotes the product. It conducting personal selling for heavy users and conduct advertising for small sellers these way we can handled product very easily.

Fund available:

Financial strength is very important to every company for conduct promotional offers because television, newspaper, radio, online advertisement and magazines these are all heavy costly expenses for promote product.

Type of market:

Market is divided on human characteristics like education, income, knowledge, location, profession, sex these are very important factor for conduct promotional offers.

Size of market:

In a business four stages are there like new brand, growing brand, stable brand, and decline brand each stage of brands have different promotional strategies.

2.2 REVIEW OF LITERATURE

Vecchio, Devon, Del (2006) Examined the effectiveness of promotional offers on brand preference. The promotional offers do not effect on brand preference of post promotion. But it is depending on characteristics of promotional offers and depending upon promoted product. Promotional offers can influence to increase or decrease of preference of brand.

Tung, Ndubisi, Moi, Nelson and Oly (2005) Examined the impact of promotional offer on consumer behaviour. As on study promotional offers like price discount, bonus pack, coupon, in-store display, free sample, and product trial these are all increasing re-purchasing behavior of consumer.

Laroche and Michel (2005) Examined the effect of coupons on brand selection and categorization of consumers. As on study there both direct advertising and cross advertising effect, it is presence coupon to people about particular brand. It will effect on attitude and buying intentions of consumers towards particular brand.

Anderson (2004) Examined how the present price promotional offers impact in future purchasing. As reported the higher price discount in present period will increase future purchase by fresh purchaser. But it will reduce future purchases by regular purchaser.

Mela, F. Carl (1997) Reviewed the long term impact of advertising and promotion on brand choice of consumer's behavior. As the study it will possible when change in promotional policies of retailers and advertising concept of manufacturers. When the advertising will reduce and promotional offers will increase then only customer attract through more price and promotion over long time and easily pick the same brand.

Sethuraman, Ray (1996) Examined the discount effect between high priced and low priced brands. The finding as the major national brand can sale the product without any reduce in its price compare to other competitor brands.

Alvarez and Rodolfo (2005) Studied the effectiveness of sales promotion on selecting brand. As a report promotion is helpful to manufacturer and retailer for fulfilling their objectives. Immediate reduction of price is major technique for influence to select brand. Which promotions is based on price it become have more effectiveness.

Vyas, H. Preeta (2005) Examined the consumer preferences with effect of sales promotion. As on study the promotional offers which is better, which promotional offers immediate incentive offering of price-cut nature and it is likely available to all consumer segment.

Janiszewski, Cunha, Chris and Mcrus (2004) Studied the effectiveness of the price discount on the attractiveness of the product. The price discounts are effective that only when the customer will receive the most weight of product discount. Price discount is depend upon each different product.

Kureshi, Sonal and Vyas, Preetha (2002) Examined the impact of sales promotion offers on toilet soaps in retail. As this study free gifts are most of the retailer using in premium scheme and also popular toilets soap segments are conducting price-off. The price-off is the most popular and attractive tool for promoting sales of toilet soaps.

Priya, Corfman and Ragubir, Kim (1999) Examined the effectiveness of price promotions on pre-trial brand. Reported as price promotions are affecting on pre-trial brand with some unfavorable conditions these are, when brand earlier was not promoted. When promotions were used more information about particular that product. When the analyzer was not more expert and when the promotion was different compare to other.

S. Manjith and kent, Yadav, B. Monroe (1993) Studied the effectiveness of bundle offers on consumer perception. As their results bundle offers including more additional saving offers

also it is more impact on customer perception. This transaction is saving more than offered individual items.

Raghubir, Priya (2005) Examined the consumers response for the promotional offers of “free gift with purchase” as the study this joint bundle offer compared with „buy one get one free” promotional offers, consumers are very less to pay for free product offer. In this same way when given free product on purchase of bundle product. Consumers are very less to pay for purchase of alone product.

Shor, L.Oliver and Mikhael, Richand (2003) Examined the effectiveness of digital coupons on customer perception. as results providing a digital coupons and it is price reduction given more positive effect on consumer perception than traditional couponing.

Francis and Padgett (1995) Examined the relationship between promotion purchasing and regular purchasing. The study shows positive relationship between promotional purchase and regular price purchase. The promotional offer is involving for access the customer towards product. Three fourth of regular customers make purchase more on regular price.

Huber, Orlmeyer and Joel, Gwen (1991) Examined negative impact of promotional offers on brand experience. As on study when consumer had negative impact on purchased brands on discount offers than customers go to buy brands on regular price.

Jan-Benedict (2002) Examined the competitor react to others advertising attacks and price promotional offers. As on study competitors react to others it is a nature of business. The competitors actually react to other competitors in same way. If given promotional offers from one side and competitors also gives promotional offers to customers.

Mary, P. Conchar (2005) Studied the effect of promotional and advertising spending on firm. As on study there is a going positive relationship between promotional and advertising spending on firm. It is expected to rising shareholder wealth and earning future cash flows.

Batra (1995) Examined the effectiveness of advertisement on sale. As on study advertisement influence on short term sales and also market share.

Ryan, Smith and Elder (2008) Examined the effectiveness of advertisement on consumer perception. As on study in food court the advertisement effect on taste of the food then customer necessarily come for buy that and suggesting about food. It helps to improve in taste as this taste of the food helps to increase sales.

Lefferly and Goldsmith (2002) Examined the effectiveness of websites advertisement on consumer response. As on study the website advertising is helpful to create understanding, Product selection, reviving and changing customer attitude and influence the customer perception towards particular brand.

Adelaar (2003) Examined the effectiveness of advertising on emotion and impulse purchase behavior. As on study the environment provide more experience to consumer these type of experiences used for promote a product and selling a product. These environmental experiences of advertising directly impact on consumer and influence to buy the product.

CHAPTER-3
RESEARCH DESIGN

3 RESEARCH DESIGN

TOPIC CHOSEN FOR THE STUDY

“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT BIG BAZAAR, RAJAJINAGAR, BANGALORE”

PERIOD OF RESEARCH

Ten weeks of period.

3.1 STATEMENT OF PROBLEM

In current competitive situation, advertisement and promotional offers have become major problems to all the companies. So it became difficult to identify the customer needs and difficult for serving to customers. It is very difficult for the marketers to retain present customers and gain the future customers. In a retail store, advertisement and promotional offers are necessary to attract current customers.

3.2 NEED FOR THE STUDY

- The companies always trying to win the customers heart, as customer is a king and king is not a bargainer.
- The big bazaar comes out with different promotional offers to fulfil the customer needs and wants.
- Promotional offers play important role to create awareness about the market, to sell the product, to attract the customers and to increase the profit margin.

3.3 OBJECTIVES

- To know consumer's perception towards big bazaar advertisements.
- To study the effectiveness of advertisement on sales.
- To know which media are used for big bazaar advertisements.
- To know the satisfactory level of the consumers towards big bazaar offers.

3.4 SCOPE OF THE STUDY

- This study helps to the retailers to devise market and make strategies for target market.
- It helps to collect information about customers' needs and wants, lifestyle and attitude towards shopping.

- It helps to know how much the consumers are attracted towards advertisement and promotional offers.
- It helps to resolve which media is more effectively suitable for advertising.
- The data for research is collected on the basis of age, income, occupation and gender.
- Whatever studied about effectiveness of advertisement and promotional offers, only limited to Rajajinagar big bazaar.

3.5 RESEARCH METHODOLOGY

Research is based on logical and systematic way. The study of overall question explain with the help of scientific technique and specific procedure and getting data from customer and analyzing these on logical and scientific tools. The appropriate information is important to conduct this research so that information collected from customers and some information collected from online relevant websites.

▪ RESEARCH DESIGN

It is a pre-plan preparation or blueprint creating before starting the research for analyzing the questions and find answers to those questions and through fulfilment of objectives.

Research design can be conducted in 3 ways:

❖ DESCRIPTIVE RESEARCH

In this study, descriptive research is used for describing current situation broadly as character wise and it also explains about who, what, where and when. This research characterise the population or situation as category way, e.g. periodic table, which is categorise every element based on the information obtained. This research has low requirement for the internal validity. It is also useful for calculating averages, frequencies and other statistical calculations.

▪ Sample Design

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non-probability is used.

- **Sampling**

Sampling design	: Non-probability sampling
Sampling technique	: Random sampling
Sample unit	: Store visitor
Sample size	: 100 respondents
Timing of survey	: 10:30 am to 4:30 pm
Area of study	: Big bazaar Rajajinagar Bangalore
Data analysis method	: Tables and graphical method

- ❖ **DATA COLLECTION METHOD**

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types-

- **Primary Data**

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

- **Secondary Data**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

- ❖ **RESEARCH INSTRUMENT**

In this, primary method of questionnaire is used for collecting data.

- **Open Ended Questions**

In this, respondents had the chance to share their own opinion or suggestion to the company. In this type of questions, respondents are given freedom to give suggestion to the company.

- **Close Ended Questions**

Sometimes the respondents are very lesser to respond because of busy with some other activity, so multiple choice questions are given which are easy to answer. That's why in this research, close ended questions are adopted.

3.6 HYPOTHESIS TESTING

H0: The association between importance and attractiveness of advertisement is insignificant

Ha: The association between importance and attractiveness of advertisement is significant

Correlations

		advertisement is very important	Highly Attractive Ad by Big Bazaar
advertisement is very important	Pearson Correlation	1	.630**
	Sig. (2-tailed)		.000
	N	100	100
Highly Attractive Ad by Big Bazaar	Pearson Correlation	.630**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

CHART NO.4: Hypothesis testing

Interpretation: The relation is positive and significant with sig value 0.00 which is less than 0.05.

It means, customer says the advertisements are very important to reach the potential customer and Big Bazaar advertisement is very attractive, which is highly effective.

3.7 LIMITATION OF THE STUDY

- To big bazaar every day visiting more members, everyone has different opinion we cannot respond everyone opinion.
- A period of two months it was not convenience to cover our internship and not possible to collect large number of respondents and cannot able to study in depth of the subject.
- Consumers in the stores busy with shopping, so it was very difficult to collect answer to questionnaire.
- People were show negative attitude while filling personal details in questionnaire.

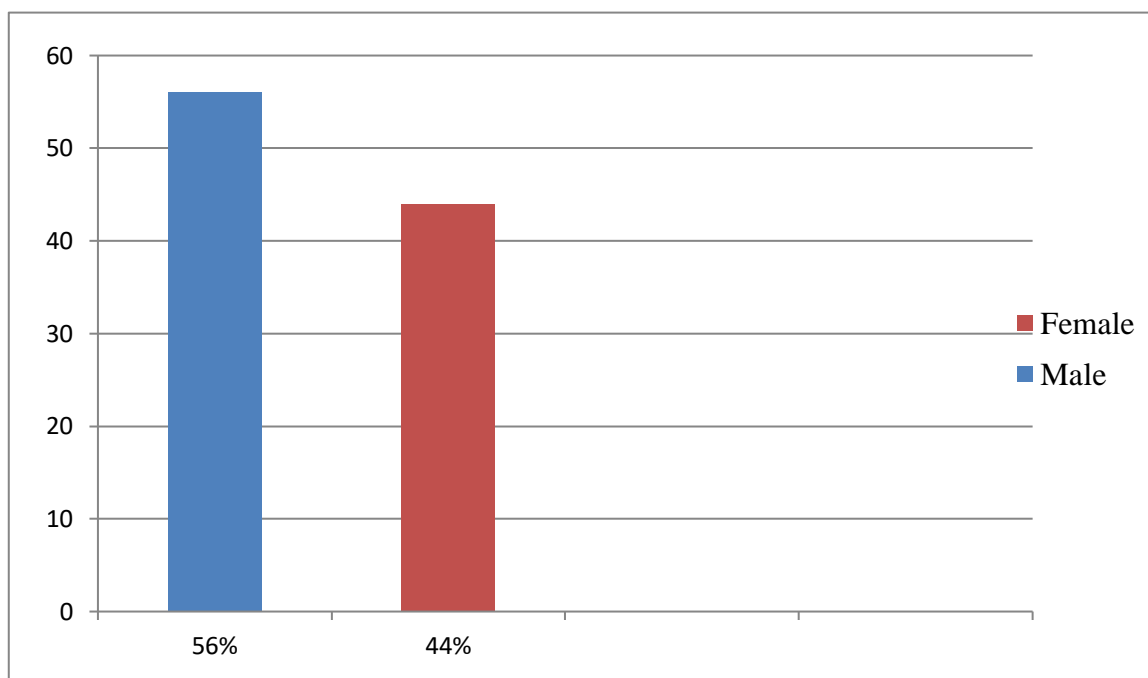
CHAPTER-4
ANALYSIS AND INTERPRETATION

TABLE 01: Table showing respondents divided on gender

SL NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Male	56	56%
2	Female	44	44%
3	Total	100	100%

Analysis:

As on survey out of 100 percent respondents are there 56 male responders and 44 female responders.



GRAPH NO. 01: Graph showing respondents divided on gender

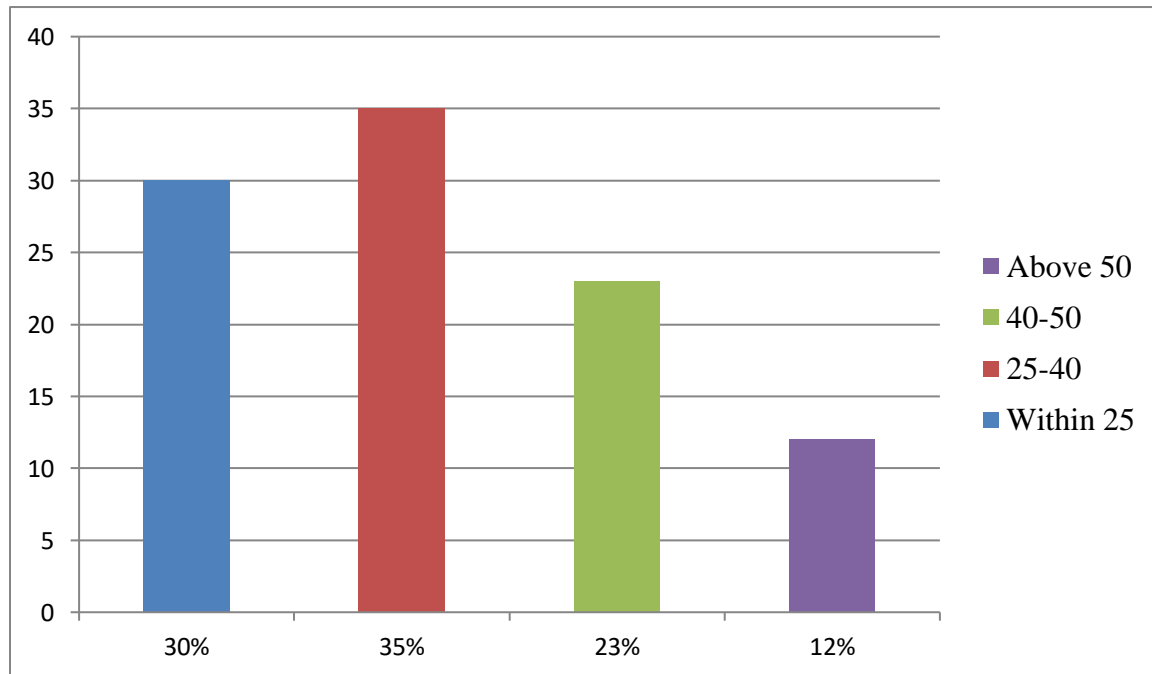
Interpretation:

For this survey conduct 100 respondents there both male and females are equally respondent.

TABLE 02: Table showing respondents divided on age group

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Within 25	30	30%
2	25-40	35	35%
3	40-50	23	23%
4	Above 50	12	12%
5	Total	100	100%

Analysis: The table no 4.2 shows as on survey 30 percent of the consumers are within 25 year age group, 35 percent of the consumer are between 25-40 age group category, 23 percent of the consumers between 40-50 age group category and 12 percent of the consumers are above 50 year age group.



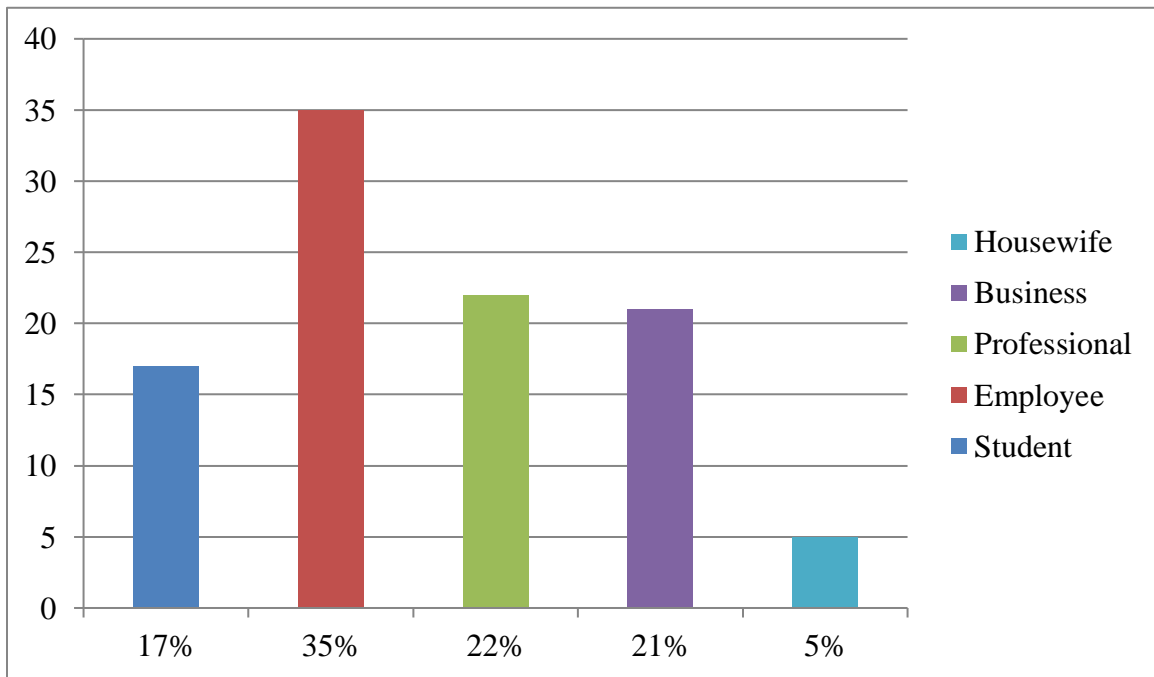
GRAPH NO. 02: Graph showing respondents divided on age group

Interpretation: For this survey taken from different age group consumers, there most of the people come for shop between 25-40 age group.

TABLE 03: Table showing respondent's occupation

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Student	17	17%
2	Employee	35	35%
3	Professional	22	22%
4	Business	21	21%
5	Housewife	5	5%
6	Total	100	100%

Analysis: The survey taken from different consumer like 17 percent from students, 35 percent from employees, 22 percent from professionals, 21 percent from business and 5 percent from house wife.



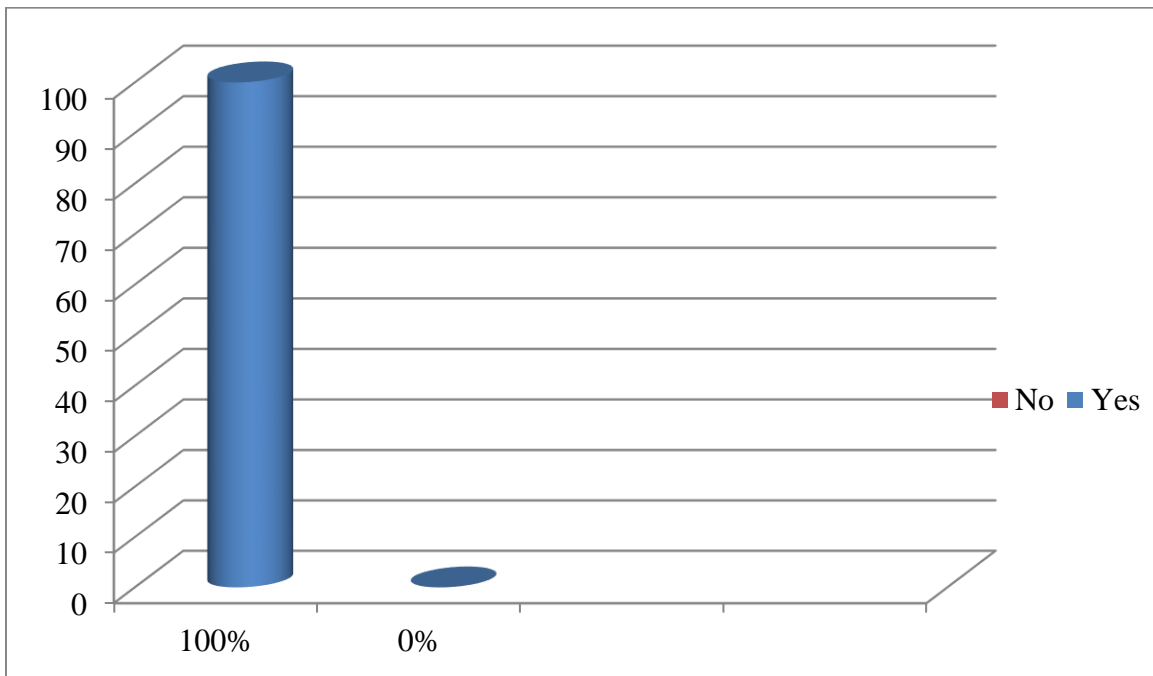
GRAPH NO. 3: Graph showing respondent's occupation

Interpretation: This survey is responded by different occupation consumers their employees are responded more than compare to business, professionals, students, and house wife.

TABLE 04: Table showing whether respondents know about Big Bazaar

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	100	100%
2	No	0	0%
3	Total	100	100%

Analysis: We can understand one thing from the survey, 100 percent of the respondents are known about big bazaar at Rajajinagar.



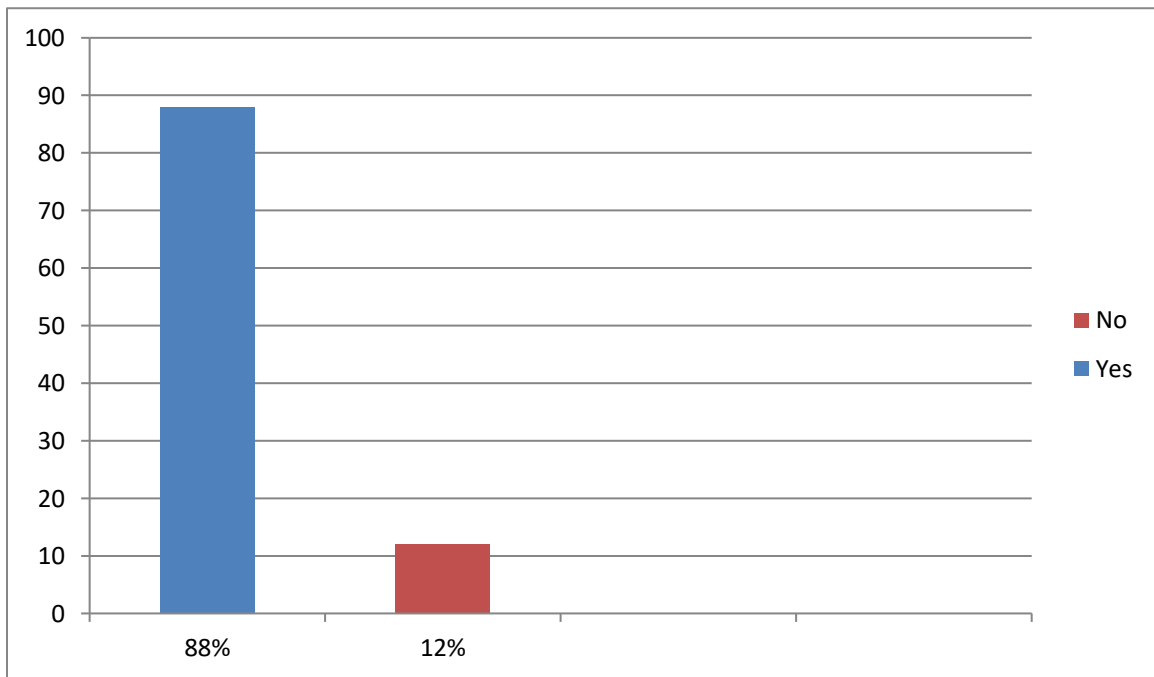
GRAPH NO. 04: Graph showing whether respondents know about Big Bazaar

Interpretation: In the Bangalore, Rajajinagar responded all the 100 per cent consumers known about big bazaar.

TABLE 05: Table showing whether advertisement is very important for a company to be successful

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	88	88%
2	No	12	12%
3	Total	100	100%

Analysis: Based on survey their out of 100 percent respondents the 88 percent of the consumer believe the advertisement is important for company and 12 percent of the consumers not accepted this.



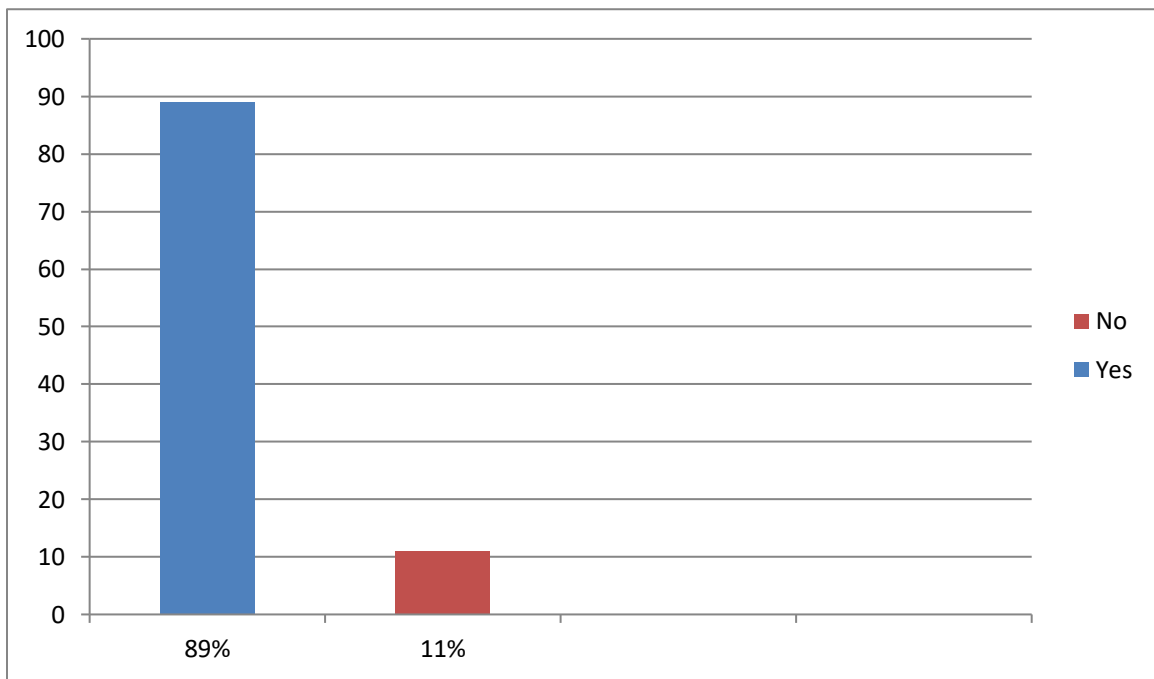
GRAPH NO. 05: Graph showing whether advertisement is very important for a company to be successful

Interpretation: As on survey 88 percent of the consumers accept the advertisement is important for company to be successful.

TABLE 06: Table showing whether respondents come to Big Bazaar getting influenced by advertisement

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	89	89%
2	No	11	11%
3	Total	100	100%

Analysis: Based on the survey their out of 100 percent respondents the 89 percent of the consumers came to big bazaar influenced by advertisement and 11 percent of the consumers came to big bazaar as without effect of advertisement.



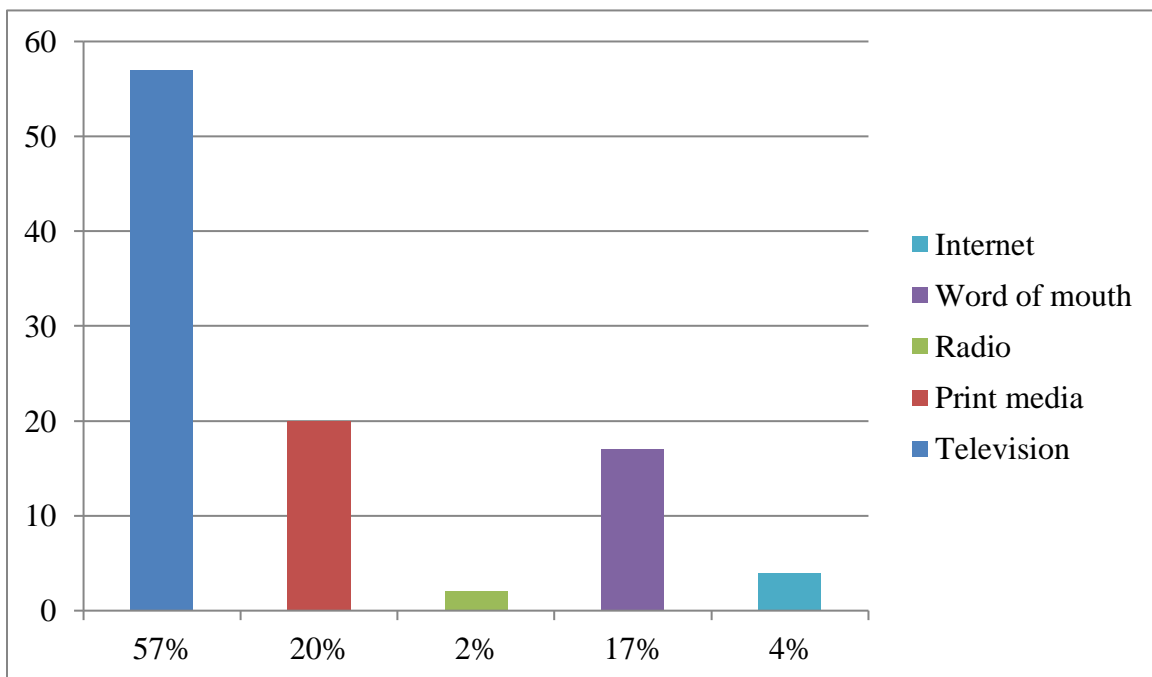
GRAPH NO. 06: Graph showing whether respondents come to Big Bazaar getting influenced by advertisement

Interpretation: From the survey 89 percent of the consumer came to big bazaar as getting influenced by advertisement carried by big bazaar.

TABLE 07: Table showing the media which influence to visit Big Bazaar

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Television	57	57%
2	Print media	20	20%
3	Radio	2	2%
4	Word of mouth	17	17%
5	Internet	4	4%
6	Total	100	100%

Analysis: We can come know about one thing out of 100 respondents come to big bazaar influenced by 57 percent of the consumers from television, 18 percent of the consumers from the print media, 17 percent of the consumers from word of mouth, 2 percent from the radio and 4 percent consumers from internet.



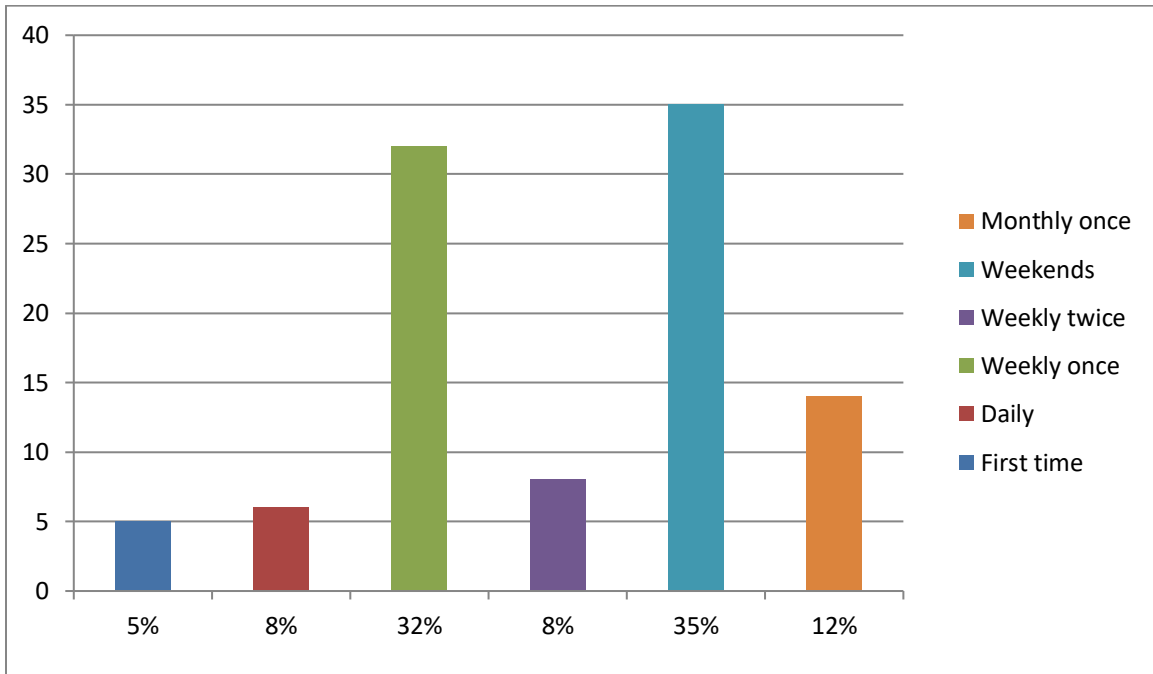
GRAPH NO. 07: Graph showing the media which influence to visit Big Bazaar

Interpretation: As on study most of the consumers came to big bazaar through advertisement 57 percent from television and next is 20 percent from print media

TABLE 08: Table showing the frequency to visit Big Bazaar

SL NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	First time	5	5%
2	Daily	8	8%
3	Weekly once	32	32%
4	Weekly twice	8	8%
5	Weekends	35	35%
6	Monthly once	12	12%
7	Total	100	100%

Analysis: We can come know about one thing out of 100 respondents come to big bazaar influenced by 57 percent of the consumers from television, 18 percent of the consumers from the print media, 17 percent of the consumers from word of mouth, 2 percent from the radio and 4 per cent consumers from internet.



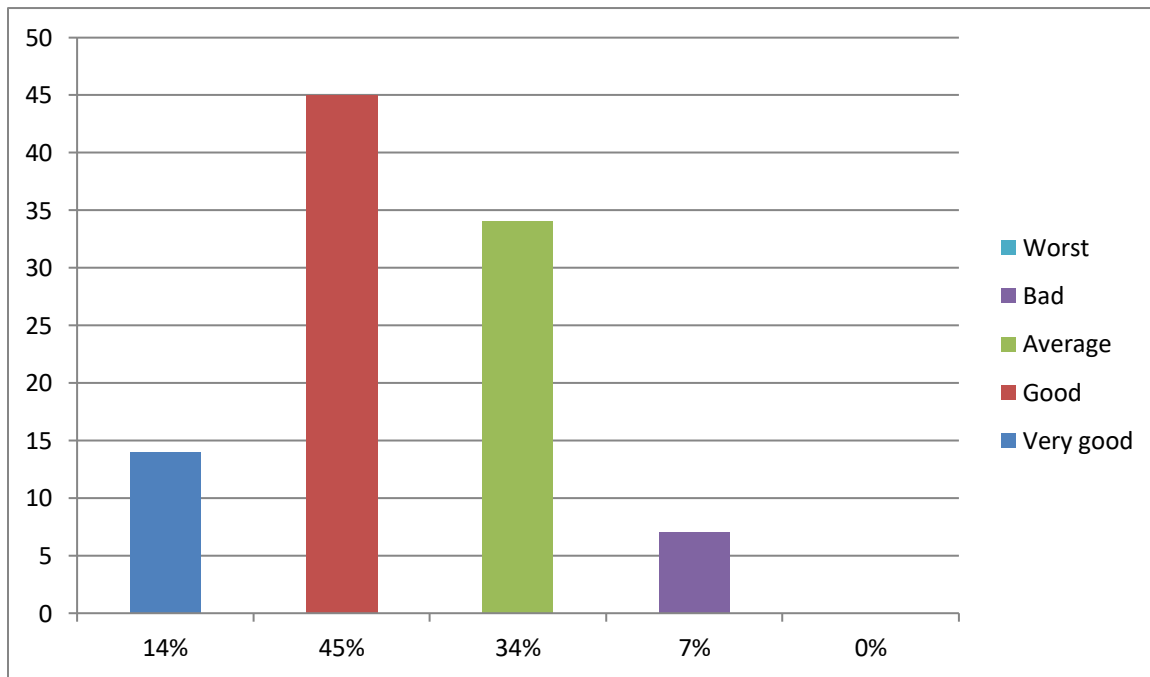
GRAPH NO. 08: Graph showing the media which influence to visit Big Bazaar

Interpretation: As on study most of the consumers came to big bazaar through advertisement 57 percent from television and next is 20 percent from print media.

TABLE 09: Table showing respondent’s opinion about Big Bazaar

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Very good	14	14%
2	Good	45	45%
3	Average	34	34%
4	Bad	7	7%
5	Worst	0	0%
6	Total	100	100%

Analysis: From the survey out of 100 percent respondents share them opinion about big bazaar advertisement like 14 percent consumers very good, 45 percent consumers good, 34 percent consumers average, 7 percent consumers bad and 0 percent consumers worst.



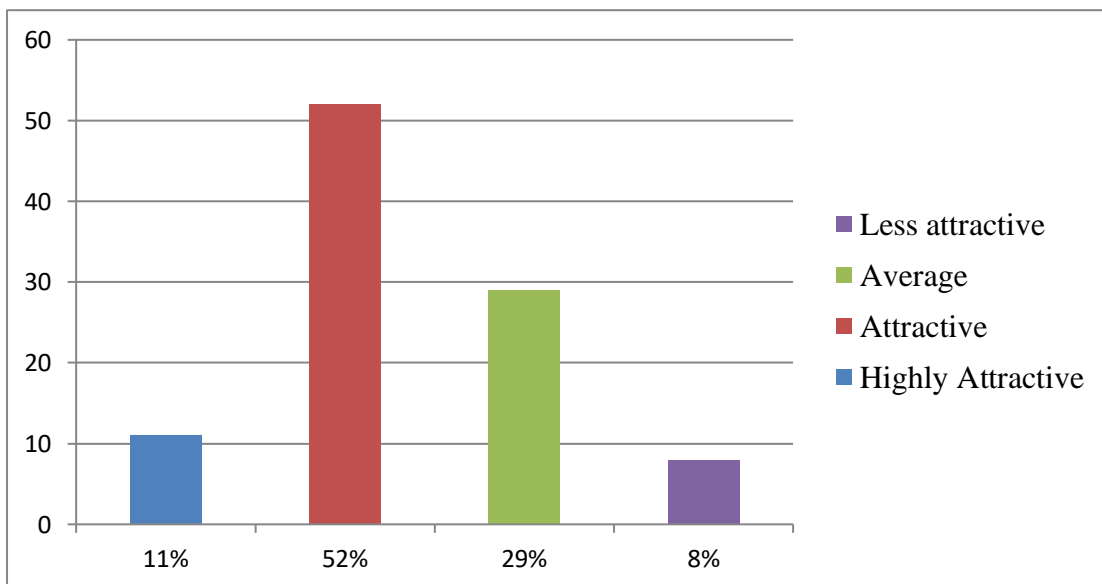
GRAPH NO. 09: Graph showing respondent’s opinion about Big Bazaar

Interpretation: As on respondents of survey we can know most of the consumers represent good opinion about big bazaar advertisement and we can see above graph and table there response of consumers positive way.

TABLE 10: Table showing how respondents feel about Big Bazaar

SL NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly attractive	11	11%
2	Attractive	52	52%
3	Average	29	29%
4	Less attractive	8	8%
5	Total	100	100%

Analysis: From the survey out of 100 percent respondents, the 11 percent of consumers felt advertisement are highly attractive, 52 percent of consumers felt advertisement are attractive, 29 percent of consumers felt advertisement are average and 8 percent of consumer felt advertisement are less attractive.



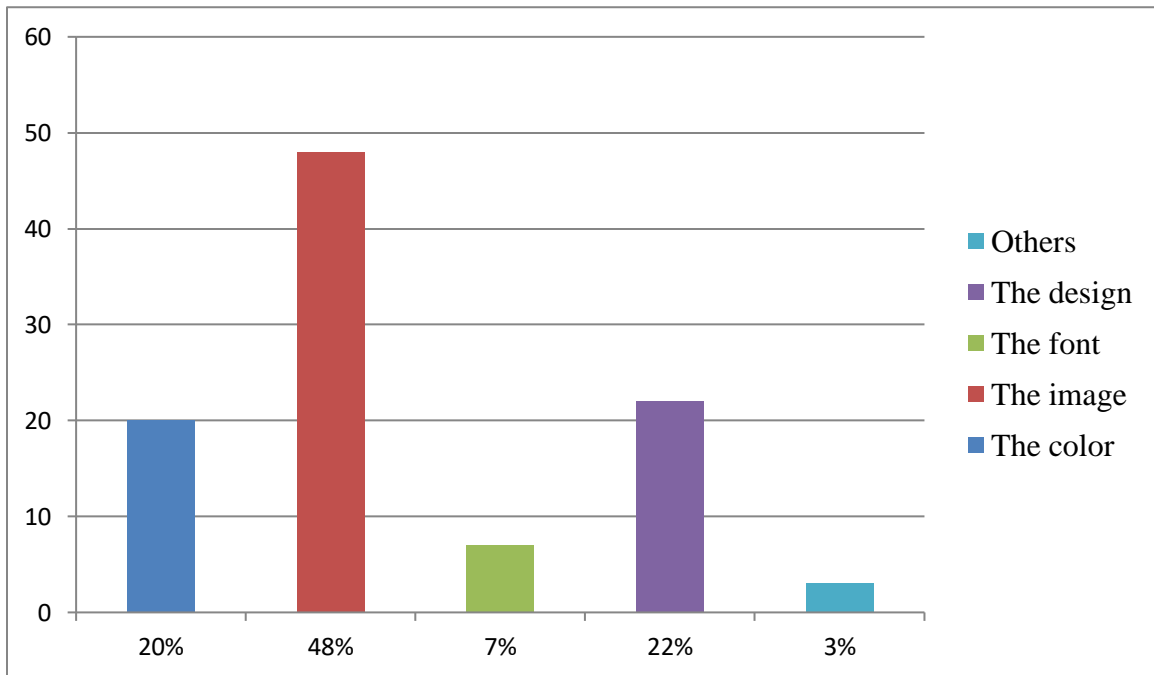
GRAPH NO.10: Graph showing how respondents feel about Big Bazaar

Interpretation: As on survey we can understand the most of the (52 per cent) consumers accepted the big bazaar advertisements are most attractive.

TABLE 11: Table showing the most attracting visual in Big Bazaar

SL NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	The color	20	20%
2	The image	48	48%
3	The font	7	7%
4	The design	22	22%
5	Others	3	3%
6	Total	100	100%

Analysis: out of 100 percent respondents the consumers attracted by visual elements of big bazaar advertisement. 20 percent of consumers by the color, 48 percent of the consumers by the image, 7 percent of the consumers by the font, 22 percent of consumers by the design and 3 percent of the consumers by the other effect.



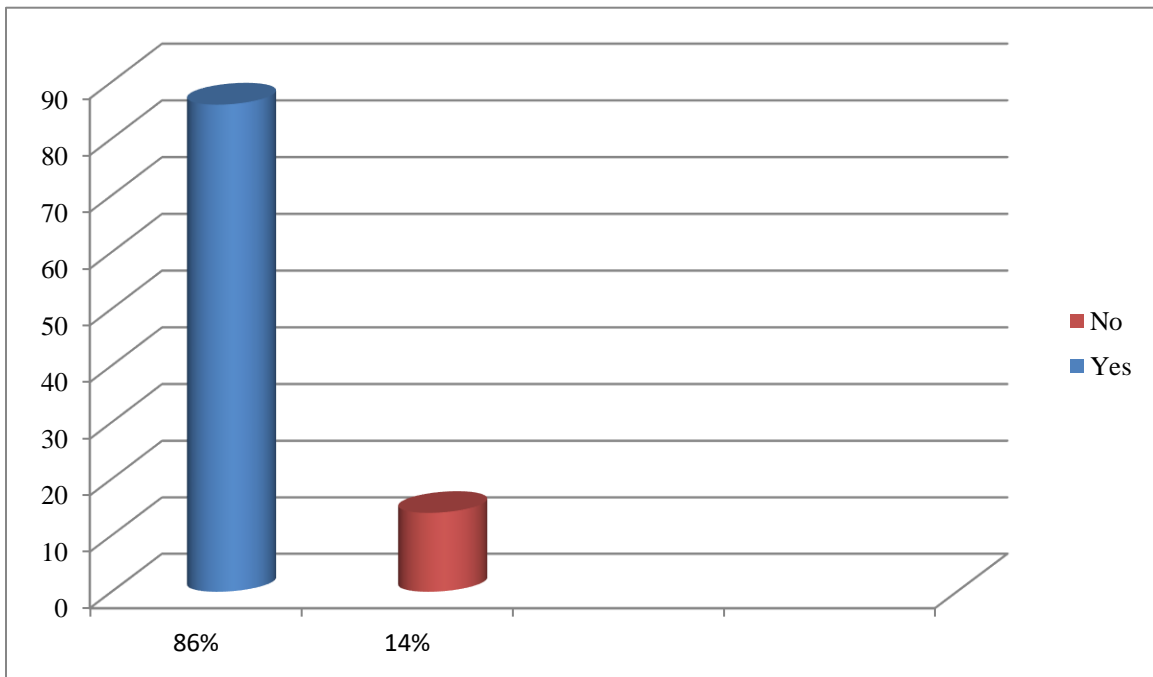
GRAPH NO. 11: Graph showing the most attracting visual in Big Bazaar

Interpretation: As on survey the consumers more attracted from the image visual elements of big bazaar advertisement and other one is the design visual elements.

TABLE 12: Table showing preferred branded product of respondents

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	86	86%
2	No	14	14%
3	Total	100	100%

Analysis: From the survey out of 100 percent respondents the 86 percent of consumers branded product in shopping and 14 percent of consumers do not prefer branded product for purchase.



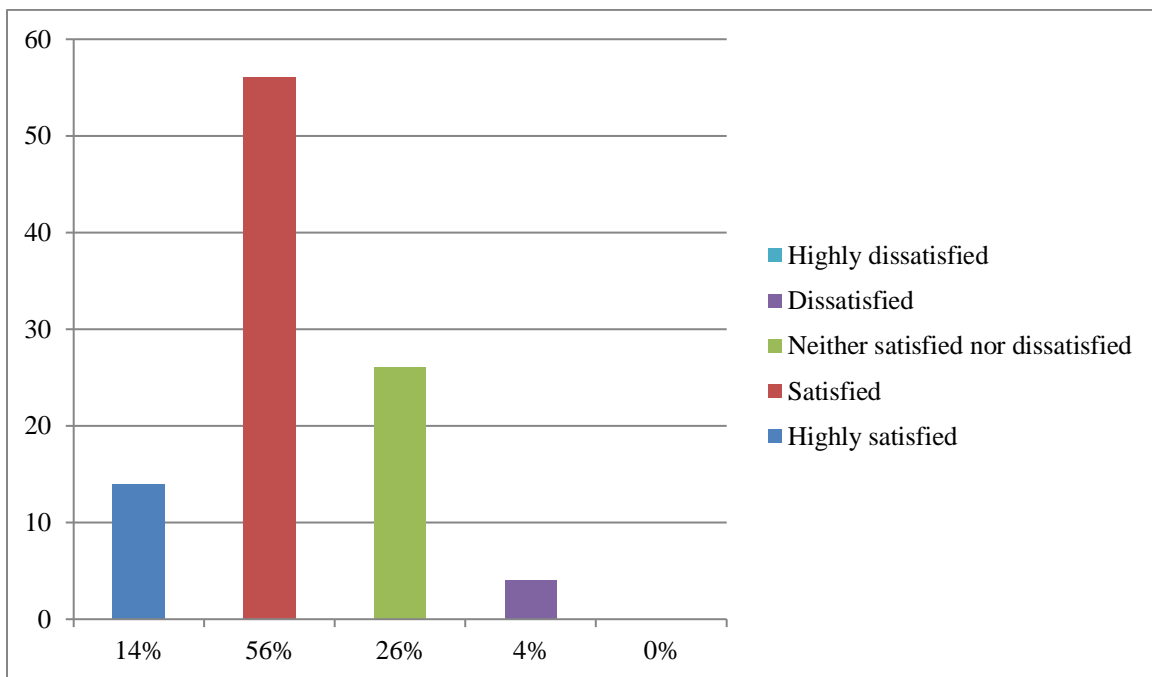
GRAPH NO. 12: Graph showing preferred branded product of respondents

Interpretation: As on survey we can understand consumers most of the consumers prefers branded items in purchase because that recognize as well quality with innovative products.

TABLE 13: Table showing the rating of Big Bazaar quality of products as per the advertisement

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly satisfied	14	14%
2	Satisfied	56	56%
3	Neither satisfied nor dissatisfied	26	26%
4	Dissatisfied	4	4%
5	Highly dissatisfied	0	0%
6	Total	100	100%

Analysis: From the survey we can know big bazaar product quality as per the advertisement. The out of 100 percent respondents, 14 percent of consumers are highly satisfied, 56 percent of consumers are satisfied, 26 percent of the consumers are neither satisfied or dissatisfied, 4 per cent of the consumers are dissatisfied.



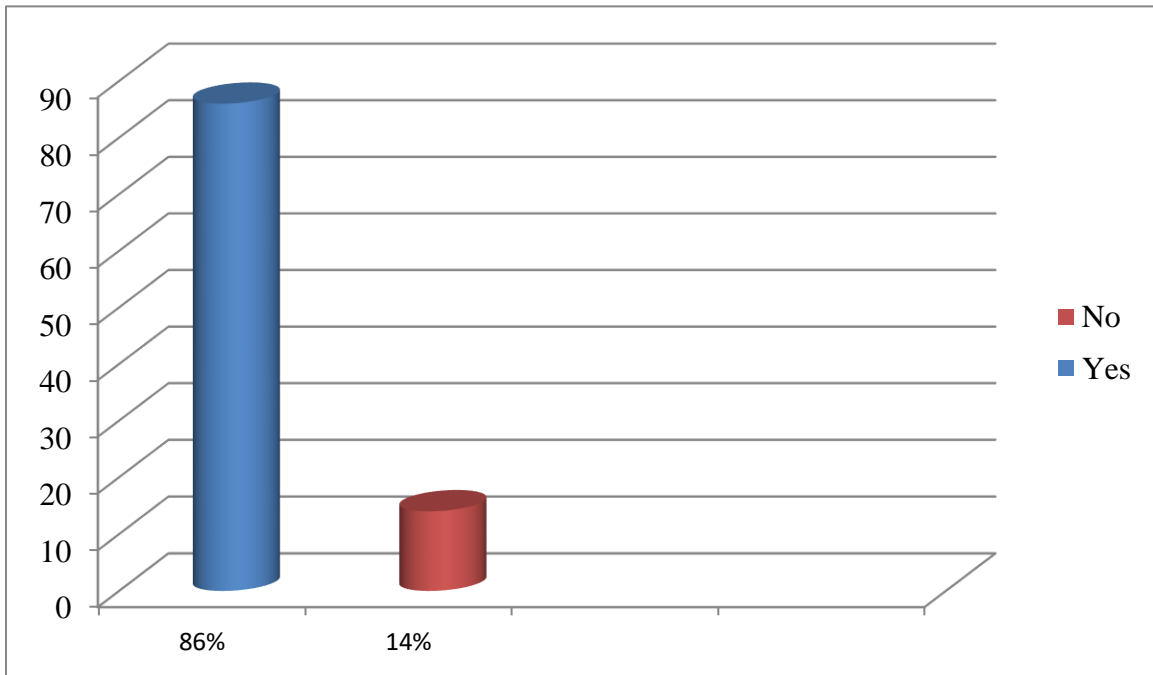
GRAPH NO. 13: Graph showing the rating of Big Bazaar quality of products as per the advertisement

Interpretation: As on survey most of the consumers satisfied with big bazaar quality of product as per the advertisement providing to customers.

TABLE 14: Table showing whether the Big Bazaar offers attract and induce the respondents for purchase

SL NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE OF RESPONDENT
1	Yes	86	86%
2	No	14	14%
3	Total	100	100%

Analysis: From the survey we can know consumers attracted towards big bazaar promotional offers and it is induced to purchase, out of 100 percent respondents 86 percent of the consumers attracted by big bazaar promotional offers and 14 percent of the consumers not influenced by big bazaar advertisement.



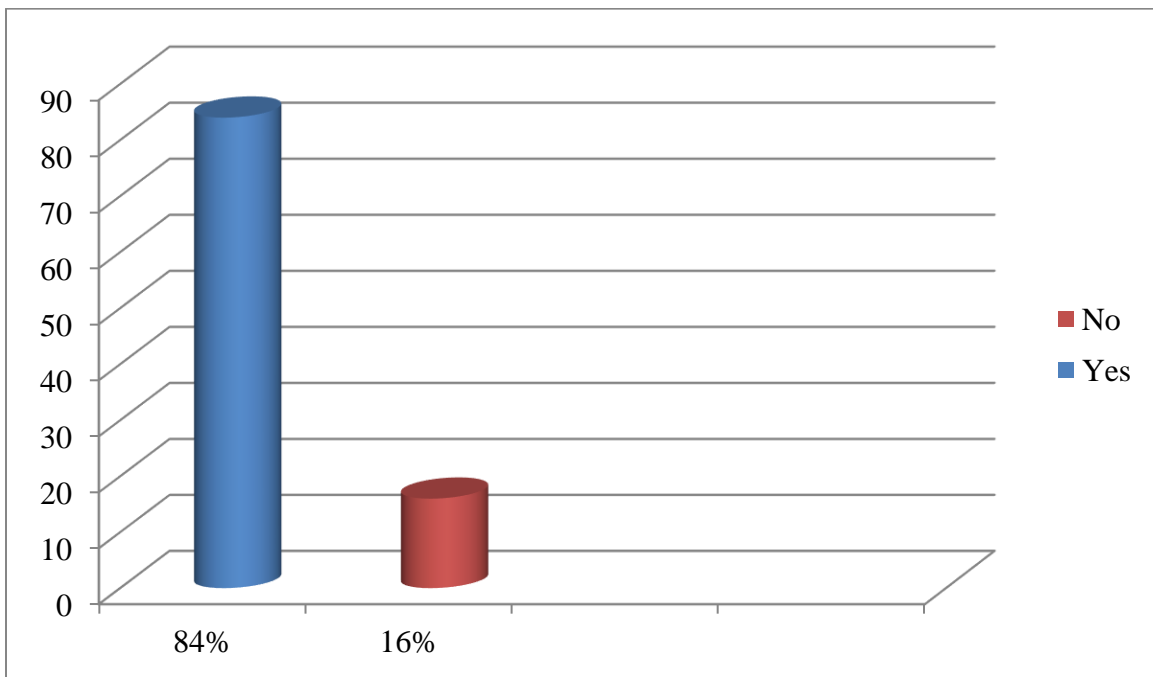
GRAPH NO. 14: Graph showing whether the Big Bazaar offers attract and induce the respondents for purchase

Interpretation: As on survey most of the consumers (86%) attracted by big bazaar promotional offers and it induce to purchase the products from big bazaar.

TABLE 15: Table showing whether the respondents communicate about Big Bazaar offers with their relatives or friends

SL NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	84	84%
2	No	16	16%
3	Total	100	100%

Analysis: From the survey out of 100 percent respondents, 84 percent of the consumers communicate about big bazaar promotional offers with friends and relatives and 16 percent of the consumers do not communicate with friends and relatives.



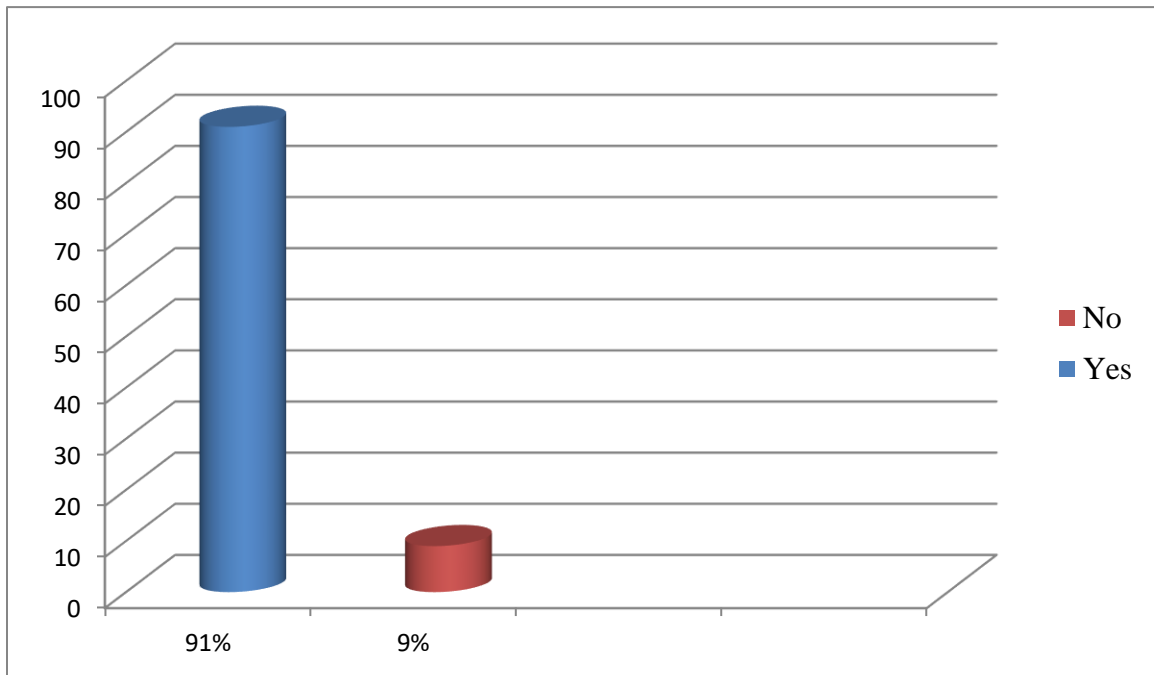
GRAPH NO. 15: Graph showing whether the respondents communicate about Big Bazaar offers with their relatives or friends

Interpretation: As on survey most of the consumers (84%) communicate the promotional offers of big bazaar with relatives and friends and its benefits.

TABLE 16: Table showing whether the advertisement update the respondents about Big Bazaar offers

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	91	91%
2	No	9	9%
3	Total	100	100%

Analysis: From the survey out of 100 percent respondents, 91 percent of the consumers said advertisement update all the information about promotional offers of big bazaar, 9 percent of the consumers said big bazaar advertisement not update about promotional offers.



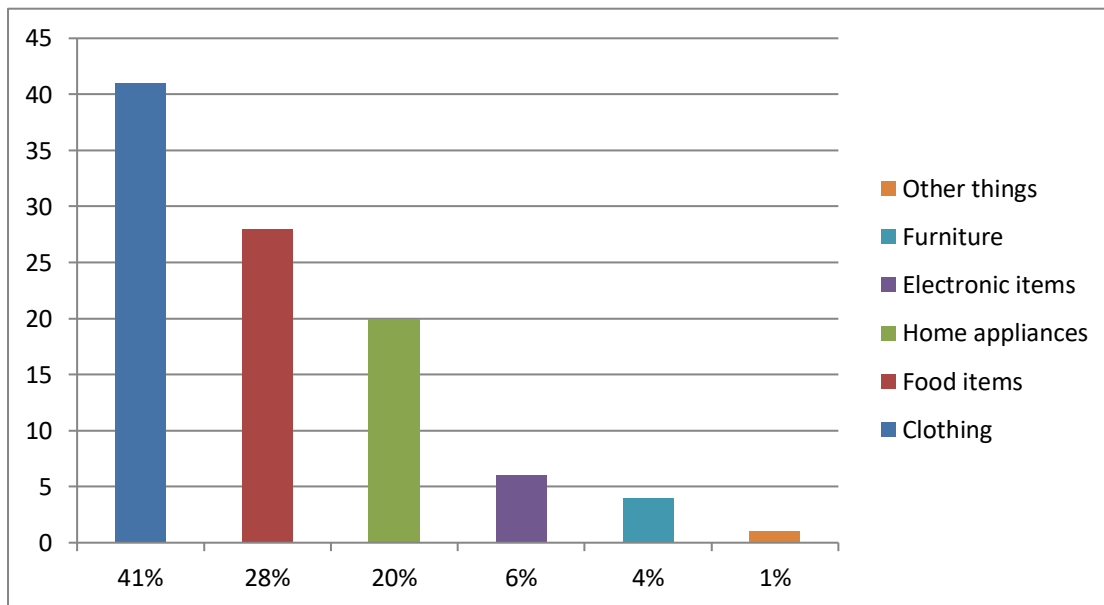
GRAPH NO. 16: Graph showing whether the advertisement update the respondents about Big Bazaar offers

Interpretation: As on survey most of the consumers (91%) satisfied with advertisement of big bazaar and its update all the promotional offers to consumers effectively.

TABLE 17: Table showing the product which the respondents like to purchase during Big Bazaar offers

SL NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Clothing	41	41%
2	Food items	28	28%
3	Home appliances	20	20%
4	Electronic items	6	6%
5	Furniture	4	4%
6	Other things	1	1%
7	Total	100	100%

Analysis: From the survey we can know about consumers which product they want to buy on promotional offers. Out of 100 per cent respondents, 41 percent clothing, 28 percent food items, 20 percent home appliances, 6 percent electronic items, 4 percent furniture, 1 percent others.



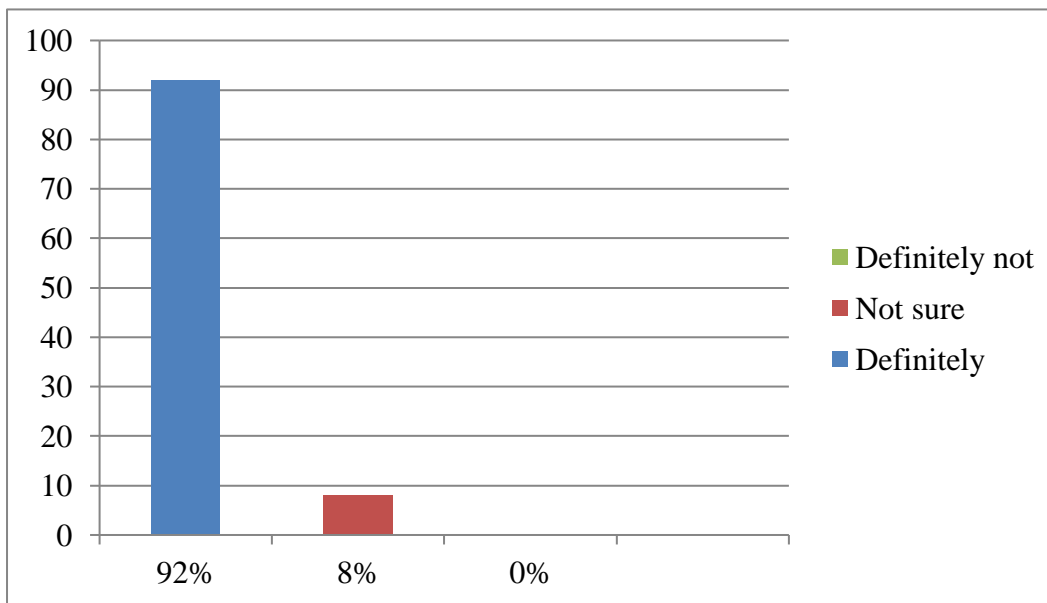
GRAPH NO. 17: Graph showing the product which the respondents like to purchase during Big Bazaar offers

Interpretation: As on survey most of the consumers would like to clothing (41%) and food items (28%) on during offers days and consumers effectively utilize this benefits.

TABLE 18: Table showing whether the respondents recommend Big Bazaar to their friends and relatives

SL NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Definitely	92	92%
2	Not sure	8	8%
3	Definitely not	0	0%
4	Total	100	100%

Analysis: From the survey we can understand out of 100 percent respondents 92 percent of consumers recommend big bazaar to his relatives and friends and 8 percent of the consumers not sure for recommend big bazaar to friends and relatives.



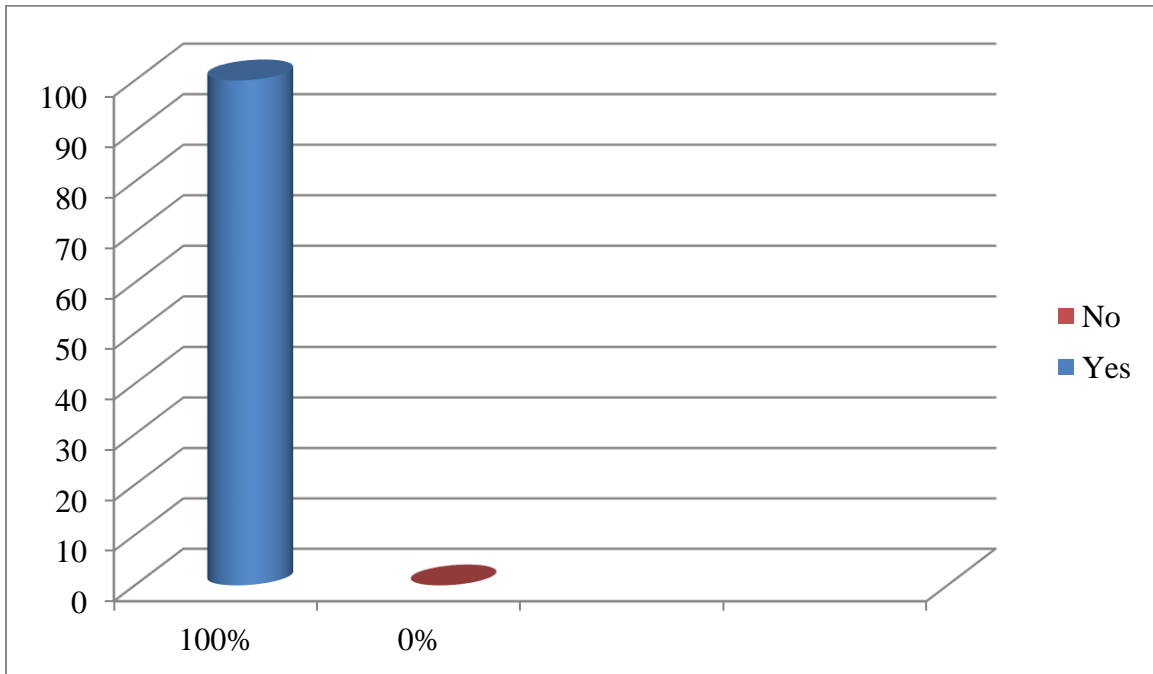
GRAPH NO. 18: Graph showing whether the respondents recommend Big Bazaar to their friends and relatives

Interpretation: As on survey 92 percent of the consumers said definitely recommend big bazaar to his relatives and friends about promotional offers and its benefits.

TABLE 19: Table showing whether the signage helpful to the respondents

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	100	100%
2	No	0	0%
3	Total	100	100%

Analysis: From the survey we can know out of 100 per cent respondents, 100 percent of consumers said signage in the store helpful to shop.



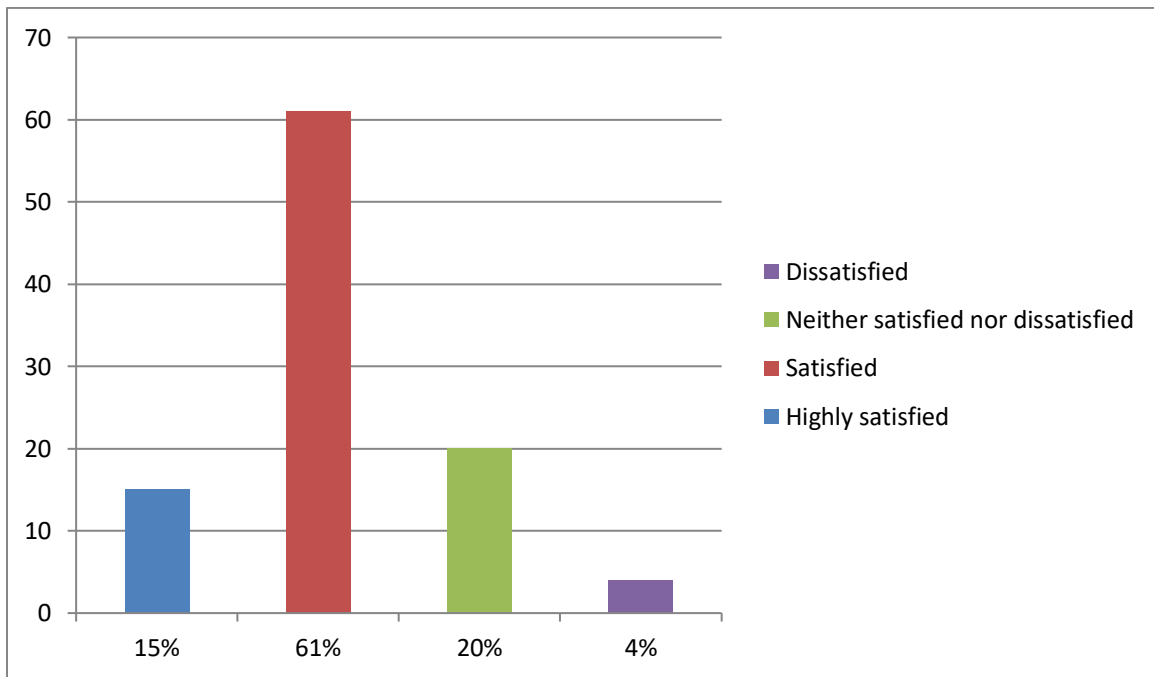
GRAPH NO. 19: Graph showing whether the signage helpful to the respondents

Interpretation: As on survey signage in the store is helpful to all the respondents.

TABLE 20: Table showing whether the respondents are satisfied with Big Bazaar promotional offers

SL NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly satisfied	15	15%
2	Satisfied	61	61%
3	Neither satisfied or dissatisfied	20	20%
4	Dissatisfied	4	4%
5	Total	100	100%

Analysis: From the survey we know consumer satisfaction level with promotional offers out of 100 percent respondents, 15 percent highly satisfied, 61 percent satisfied, 21 percent either satisfied or dissatisfied, 4 percent dissatisfied.



GRAPH NO. 20: Graph showing whether the respondents are satisfied with Big Bazaar promotional offers

Interpretation: As on survey most of the consumers (61%) satisfied with promotional offers of big bazaar and utilize these benefits without fail.

CHAPTER-5
FIDINGS, CONCLUSIONS AND
SUGGESTIONS

5.1 FINDINGS

- As on survey males are responded more than female.
- As on survey most of the consumers come for shop between 25-40 age groups.
- From the survey we understand most of the consumers come for shop between 20,000 to 30,000 house hold income and most of the consumers come for shop occupation of employees.
- 88 per cent of the consumers believe advertisement is most important for company development.
- As on survey 89 per cent of the consumers come to big bazaar on getting influenced by advertisement and most of the 57 per cent of consumers influenced by television media.
- Most of the consumers would like visit for shop on weekly once and or weekends.
- Based on survey most of the consumers satisfied well with big bazaar advertisement and most of the customers said big bazaar advertisements attractive.
- Big bazaar advertisements helpful as effectively influence to visit store and helps to recognize big bazaar as departmental stores.
- As on consumers survey most attracted visual elements are the image and the design at advertisement.
- In customers shopping most of the customers would like to buy branded product because of well quality and recognizes..
- On consumers interested advertisement and familiar brands most impacted for shop.
- As the advertisement of big bazaar most of the consumers satisfied quality of product and given good opinion about it.
- As on survey most of the consumers influence by television media and print media.
- As on survey out of 100 per cent respondents 86 per cent of consumers said big bazaar offers attract and induced to purchase.

5.2 CONCLUSION

The advertisement is attract the customer and create place in customer mind for recognize about big bazaar. Print media and TV advertisements more effect directly on customers. Become company conduct advertisement for facing the competition. The advertising activity is the one of the major leading activity compare to others. It is directly influence on customer.

The promotional offers helpful to company for increasing the short term sales and also customers walk towards big bazaar promotional offers. Because their customers buying patterns is changing, customers leave kirana stores and walk towards retail store of big bazaar is enchasing this benefit.

5.3 SUGGESTIONS

- From last few year TV advertisement is playing major role so big bazaar concentrating more on it and make advertisement as simply as well as it should understandable to common people and it inform clearly about specific offers.
- Since the big bazaar internet advertisement not influence on customers, internet advertisement also of the leading advertising source so it should concentrate on internet advertisement.
- Painting and hoardings also most attracting advertisement sources so big bazaar concentrate on it in more crowding area side.
- Now competitors also increasing and they also providing more promotional offers so big bazaar has to increase more promotional offers.
- Big bazaar should increase the duration of the promotional offers.
- During offers day most of the customers would like to by clothing and food items so big bazaar should try to concentrate on customers towards electronic items and furniture.
- Most of the consumers dissatisfied from exchange offers and Wednesday offers so it should concentrate on these things.

BIBLIOGRAPHY

Vecchio, Devon, Del (2006) The effectiveness of promotional offers on brand preference: A Meta-Analysis. *Journal of retailing*, Vol.82, No.3, pp.204-212.

Tung, Ndubisi, Moi (2005) The impact of promotional offers on consumer behaviour: The role of fear of losing face. *Asia pacific journal of marketing and logistics*, 17 (1) pp. 2-48.

Laroche, Michel (2005) The effectiveness of coupons on brand selection. *Journal of business research*, Vol.58, No.5, pp. 675-687.

F. Carl, Mela (1997) The long term impact of advertising and promotion on brand choice of consumer's behaviour. *Journal of marketing research*. 34, pp 144-150.

Sethuraman, Ray (1996) The Discount effect between high-priced brands and low-priced brands. *Journal of marketing research*. 33, pp. 399-409.

Alvarez and Radolfo (2005) The effectiveness of sales promotion on selecting brand. *European journal of marketing*.39 (1) PP.54-70.

Vyas, H.Preeta (2005) Effectiveness of sales promotion on consumer preference. *Working paper*, Ahmedabad 09-08-2005.

ANNEXURE

Qualification: _____

Phone Contact: _____

Mail ID: _____

1. Gender: Male Female

2. Mention your age group.

I) Within 25 () III) 40 to 50 () II) 25 to 40 () IV) Above 50 ()

3. Your occupation:

a) Student () c) Professional () e) House wife ()

b) Employee () d) Business ()

4. Do you know about Big Bazaar?

a) Yes () b) No ()

5. Do you believe advertisement is very important for a company to be successful?

a) Yes () b) No ()

6. Do you come to Big Bazaar getting influenced by advertisement?

a) Yes () b) No ()

7. Which media influence you to visit Big Bazaar store?

a) Television () c) Radio () e) Internet ()

b) Print media () d) Word of mouth ()

8. Please specify the frequency to visit big bazaar store.

a) First time () c) Weekly once () e) Weekends ()

b) Daily () d) Weekly twice () f) Monthly once ()

9. What is your opinion about Big Bazaar advertisement?

a) Very good () c) Average () e) Worst ()

b) Good () d) Bad ()

10. How do you feel about Big Bazaar advertisement?

- a) Highly attractive () c) Average ()
b) Attractive () d) Less attractive ()

11. Which is the most attracting visual element in big bazaar advertisement?

- a) The color () c) The font () e) Others ()
b) The image () d) The design ()

12. Do you prefer branded product in your shopping?

- a) Yes () b) No ()

13. Please rate the Big Bazaar quality of product as per the advertisement?

- a) Highly satisfied () c) Neither satisfied or dissatisfied ()
b) Satisfied () d) Dissatisfied () e) Highly dissatisfied ()

14. Does the Big bazaar offers attract and induce you for purchase?

- a) Yes () b) No ()

15. Do you communicate your relative or friends about Big bazaar offers?

- a) Yes () b) No ()

16. Does the advertisement update you about the various offers offered by Big Bazaar properly?

- a) Yes () b) No ()

17. Which product would you like to purchase on during big bazaar offers?

- a) Clothing () c) Home appliances () e) Furniture ()
b) Food item () d) Electronic items () f) Other things ()

18. How strongly would you like to recommend Big Bazaar to your friends and relatives?

- a) Definitely () b) Not sure () c) Definitely no ()

19. Does the signage in the store helpful to you?

- a) Yes () b) No ()

20. Are you satisfied with Big Bazaar promotional offers?

- a) Highly satisfied () c) Neither satisfied or dissatisfied ()
b) Satisfied () d) Dissatisfied ()

21. Would you like to share your opinion, suggestion, comment and any improvement on promotional offers and advertisement of big bazaar?

Thank you

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Project : A study on 'Effectiveness of Advertisement and promotional offers at Big Bazaar'

Internal guide : Prof. Rakesh Nagaraj










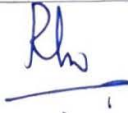
External guide : Mr. Ramesh G S

USN No : IIA16MBA39

Specialization : Marketing and HR

Company name : Big Bazaar

Company Address : Big Bazaar, near Iskcon temple, Rajajinagar, Bangalore-560086

Week	Work undertaken	External guide signature	Internal guide signature
15-1-2018 To 20-1-2018	Understanding structure ,culture , function of the organisation		
22-1-18 To 27-1-18	Understood the products/services of the company		
29-1-18 To 3-2-18	Gathering information about the growth of the company		
5-2-18 To 10-2-18	Analysing the Market position of the company		
12-2-18 To	Research Problem Identification		

17-2-18		Bf	<u>Rh</u>
19-2-18 To 24-2-18	Preparation of research instrument for data collection	Bf	<u>Rh</u>
26-2-18 To 3-3-18	Theoretical Background of the study	Bf	<u>Rh</u>
5-3-18 To 10-3-18	Data Collection and Analysis	Bf	<u>Rh</u>
12-3-18 To 17-3-18	Interpretation of data gathering during the survey	Bf	<u>Rh</u>
19-3-18 To 24-03-18	Final Report preparation and Submission	Bf	<u>Rh</u>

BIG BAZAAR

A-Divn of (Future Group Retail Ltd.)
No. 5 & 6, Ward No.14, Industrial Suburb,
Adj to Shell Petrol bunk, Near Lskon Temple,
Rajajinagar, BANGALORE-560 086.

Company seal and sign

HOD seal and sign

Head of the Department
Department of MBA
Acharya Institute of Technol
Coldevanahalli, Bangalore-560