

EXECUTIVE SUMMARY

This is an attempt to understand the organizational culture and its impact on employee attitude and behavior towards the organization. As MBA students, it is a part of study for everyone to undergo six weeks of internship at any organization. Which involves research project. For this purpose. I got an opportunity to carry out my internship at Himalaya Drug Company, Bangalore.

In the first part of the project report, the general details and information of the industry and the company operates in and the complete organization information such as vision, mission, organizational structure, products/services, future growth and prospects are gathered and derived from primary as well as secondary sources, SWOT analysis is also done for assessment purposes.

In the next segment of the report, the theoretical background of the study is covered by referring and reviewing research papers and articles written by other researchers and authors which gives an overview about organizational culture and its importance.

Next part of the report contains the research methodology including problem statement, objectives, scope and limitations of this research project. Further, a survey form is prepared to get the data from the clients who are current employees at Himalaya Drug Company. The data is further formatted, analyzed and the results are interpreted. Finally, relevant findings of the research along with the conclusions are noted down and suggestions are made, if any.

The research titled “ A Study on Scope of Himalaya Quista Pro in Gyms “. It helps to understand the customer needs & satisfaction on the product of Quista pro. It mainly concentrate on the gyms and also Athletes, Workout freaks, Fitness peoples, By using this they should get some proper protein intakes with the help of 100% Herbal ingredients.

The target was the people who are the customers of Himalaya, with a sample size of 100 respondents. The table & bar charts were used to response into significant instruction to get the maximum out of the collection data. Based on those the theorizing have been fatigued with squint concerned data.