

## **EXECUTIVE SUMMARY**

The study was carried for a period of six weeks on the tittle “An empirical Study on Shoppers preference over TV brands at Metro Cash and Carry, yashwanthpur”.

A study was helpful in finding out the consumer preference and need of the customer to the Metro Cash and Carry yashwanthpur, and to understand the consumer preference to words the various products and brands

The study was helpful in finding need of customers and satisfaction level to words the metro cash and carry services