

## **Executive Summary**

Big Bazaar, is one of the highly retail oriented super market in the Shivamogga city. The retail outlet has started its operation from 24<sup>th</sup> July 2017. The retail store is situated in KSRTC bus stand building, Shivamogga. The internship was undertaken for the period of 4 weeks, in Big Bazaar, Shivamogga.

The main objective of this study is to comprehend the different promotional activities to communicate with a larger number of clients, and to comprehend the procedures for renewing products. The company has one of the strongest desires and strengths are, merchandise management, store location, promotional activities such as low-cost sales, monthly sales, Wednesday bazar, big day sales, exchange offer etc. are the company strategies.

To get a more prominent number of foot-falls, the organization has structured their offering system to its current clients and furthermore drawing in new clients, by giving minimal effort advantages, offers and limits, money back offers and so forth the effect of activity the executives inside the store is exceptionally made sure about and floor spaces are very much overseen. the wellspring of pay or benefits are creating from overseeing and keeping up client relationship the board by the organization, when a client are happy with the administration nature of the organization and the items accessibility in the store will make the higher benefit rationale in an association.

The study has been led based on targets of the examination, respondents are stating that, they are a lot of happy with the selling estimates dealt with by the staffs of the store. Costs sparing measures are probably the best practice, when the clients are favored for worthiest items or administrations by the organization. The review has been gathered under aggregate feeling technique, in spite of the fact that the exploratory examination configuration indicates the remarkable overview gauges that are coming about with the presence of the client