

## **EXECUTIVE SUMMARY**

The MBA programme offered by the Visvesvaraya Technological University has its own unique syllabus which involves MBA scholars to undertake a project with any prominent corporate organization for a period of time starting from 6 weeks during the 3rd semester.

A study on visual merchandising at lulu fashion store aims to access its influence on customer's behaviour within the store. The impact of Visual Merchandising component in consumers purchasing decision to review the connection of brand image and visual elements in consumer purchasing to spot the impact made by the fashionable promotional techniques.

The project was administered as per research. Favourable goals to satisfy the goals, the target respondents were purchasers of Lulu Fashion store. Tables and charts were wont to analyse data into meaningful information. The report consists with introduction to the industry and therefore the company profile. Later bit of the report manages the hypothetical foundation, information assortment, discoveries and ideas by contemplating the effect of visual merchandising