

## **EXECUTIVE SUMMARY**

The MBA program offered by VISHWASHWARAIAH TECHNOLOGICAL UNIVERSITY, has its own unique syllabus which involves MBA scholars to undertake a project with any prominent corporate organization for a period ranging six weeks after the 3rd semester.

A study on the brand awareness towards the Agro Bio-Tech kottayam aims at understanding the customers loyalty and their satisfaction level towards the brand. Loyal customers are the ones who will purchase the same brand regardless of convenience or price. These loyal customers have found a product that meets their needs, and they're not interested in experimenting with another brand.

Creating brand loyalty isn't as straightforward as it may seem. But if your brand is unique, transparent, authentic... all this adds up to creating a loyal customer base. Competitors are just around the corner. It's why it's most important to set your company apart from the competition and share your compelling story. To maintain, reward, and retain loyal customers, the fastest approach you can take is to set up a loyalty program with the Emarsys Loyalty module. You'll have access to pre-built tactics you can use right way to reward your loyal customers.

The project was carried out as per research. Favourable goals were set for the study. To meet the goals primary research was undertaken with the help of questionnaire, the target respondents were the customers of ABTECH at Kottayam. Tables and charts were used to translate data into meaningful information.

The report consist of the introduction to the industry and company profile. Later portion of the report deals with the theoretical background of the study, data collection and analysis, findings and suggestions, conclusion on the study undertaken. Finally the report has bibliography and the questionnaire attached to it.