

PROJECT REPORT ON
“A STUDY ON CONSUMER PERCEPTION TOWARDS SHREY LAB
SOLUTIONS- HUBALLI”

Submitted by

Bhagyashree Mudigoudar

4AL21BA014

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance

INTERNAL GUIDE

MR. GURUPRASAD PAI

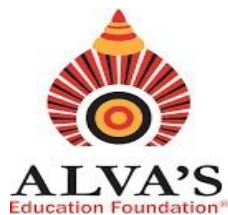
ASSISTANT PROFESSOR

EXTERNAL GUIDE

POOJA

ACCOUNTANT

SHREY LAB SOLUTION



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOOBBIDRI.

2022-23



SHREY LAB SOLUTIONS

Sub: project completion letter

Date: 27/05/2023

This is to certify that Ms. BHAGYASHREE MUDIGOUDAR, bearing USN: 4AL21BA014, MBA, Student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI has successfully completed her project on the topic "A STUDY ON CONSUMER PERCEPTION WITH REFERENCE TO SHREY LAB SOLUTIONS-HUBBALLI" from 13/04/2023 to 27/06/2023. During this tenure, all necessary details were provided from our side for the project.

We Wish her the very best in all future endeavors.

THANK YOU.

YOURS FAITHFULLY

For SHREY LAB SOLUTIONS
PARTNER

2H, Tarihal Industrial Area, Tarihal, HUBBALLI - 580 026.
29047
bsolutions@gmail.com



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **BHAGYASHREE MUDIGOUDAR** bearing USN 4AL21BA014 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON THE CONSUMER PERCEPTION TOWARDS SHREY LAB SOLUTIONS-HUBALLI" is prepared by her under the guidance of **Mr. Guruprasad Pai**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Signature of Internal Guide


Mrs. Priya Sequeira
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225, D.K.

Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India

☎ 08258-262724 (O), 262725 (P)

✉ principalaiet08@gmail.com

🌐 www.aiet.org.in

DECLARATION

I, Bhagyashree Mudigoudar, hereby declare that the Project report entitled "**A Study on the consumer perception with reference to shrey lab solutions-Hubballi**". Is prepared by me under the guidance of MR. GURUPRASAD PAI ASSISTANT PROFESSOR, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 06/09/2023



Signature of the Student

4AL21BA014

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I wish to convey my gratitude to my internal guide Mr. Guruprasad pai, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

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I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

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EXECUTIVE SUMMARY

The Project work ‘A Study on the Consumer Perception With Reference To SHREY LAB SOLUTIONS-HUBALLI’ required by the Alva’s Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, and Belagavi.

Objectives of the study:

- Examine if there is a substantial difference in customers' perception of Shrey Lab Solutions' service quality based on their awareness with the company's products.
- Assess whether there is a relationship between customers' perception of Shrey Lab Solutions' communication effectiveness and their perception of employee knowledge.

This report is divided into five chapters. The first chapter is about the Introduction and history of biofertilizer. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from shrey lab solutions customers through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire.